

Promotion of Japanese Food Products to Attract New Customers In Collaboration with Local Retailers

Project Specifications

1. Purpose

Considered to be one of the longest in the world, the lockdown implemented in the Philippines in response to the spread of the new coronavirus in 2020 has restricted people from travelling to Japan and experiencing many of what it has to offer especially delicious food. Locally, Japanese dining experience which was receiving great interest from customers and was seeing an upward trend before the pandemic, faced uncertainty in the new normal. However, even with the “corona disaster”, the demand for high quality Japanese food products remains strong, especially among Filipinos who have either visited Japan or have already tasted authentic quality Japanese food and products. In response, the JETRO Manila office launched in 2021 a Facebook page dedicated to promote and expand sales of Japanese products in the country, increase awareness to younger generation, and to cater to those who have yet to visit but want to experience a little bit of Japan at the comfort of their homes.

In light of this, JETRO aims to promote Japanese food products in the Philippines even further through wide range of activities such as food tasting events at real stores, food offerings and seminars at restaurants, information dissemination using the web media, and marketing using influencers. Through these, JETRO intends to raise more awareness of Japanese food ingredients, contribute to the increase in the import value, and provide various consumers and businesses with a deeper understanding of Japanese food products. Ultimately, this project aims to create an environment that will enable the continuous increase in the demand for Japanese food products in the future.

2. Work

This project will be done in collaboration with MITSUKOSHI Philippines and their distributors. In this regard, guided by the established ‘Purpose’ stated above, the Contractor shall organize and facilitate events for the expansion and/or increase of sales of Japanese food products through the following promotional activities:

a. Food tasting events at real stores

- i. The Contractor shall organize and facilitate tasting events for invited guests/participants to have them experience the quality of Japanese food products. This shall be done by presenting and giving samples of products.
- ii. Supplies such as product samples, ingredients, etc., to be used shall be sourced and procured from MITSUKOSHI Philippines and their distributors.
- iii. Invited guests/participants shall be identified and finalized through the recommendations and discussion of the Parties (Contractor, MITSUKOSHI Philippines, JETRO). The guests/participants should have a background or capacity to promote, such as (but not limited to) the local media, influencers, wholesalers, supermarket representatives, etc.

- iv. Contractor shall make a questionnaire which should indicate and reflect the impressions and opinions of the guests/participants on the taste, quality, price, etc. of the sampled products; for the purpose of informing and enabling Japanese food business owners on ways they can increase their sales in the future.
- v. Event venue(s) will either be identified by JETRO and MITSUKOSHI Philippines to the Contractor, or be agreed upon, through discussions by the Parties.
- vi. This activity shall be conducted at least twice during the project period.

b. Food offerings and demonstrations

- i. The Contractor shall organize and facilitate food demonstrations, offerings/samplings in various type of setting such as the supermarket or store fronts, and restaurant. In detail, these events may be:
 - Food offering (restaurant setting):
 - Cooking demonstration by a chef.
 - Introduction of food pairings and cocktail recipes created by the chef to show various ways to enjoy the food.
 - Serving variety of dishes at multiple restaurants based on a theme (e.g. food products from certain production area, an ingredient). The theme shall be discussed and finalized by the Parties.
 - Food demonstration (store front or supermarket setting):
 - Producers presenting and explaining the details of their products
- ii. Supplies such as product samples, ingredients, etc., to be used shall be sourced and procured from MITSUKOSHI Philippines and their distributors.
- iii. Contractor shall make a questionnaire to gather feedback and opinions of costumers to determine the extent to which the sales have increased. Consequently, this should also enable Japanese food businesses to devise ways or plan for future sales expansion.
- iv. Event venue(s) will either be identified by JETRO and MITSUKOSHI Philippines to the Contractor, or be agreed upon, through discussions by the Parties.
- v. This activity shall be conducted at least 5 times during the project period.

c. Seminars and talk shows

- i. Contractors shall organize and facilitate seminars and talk shows at event spaces and restaurants to raise awareness of Japanese food products.
- ii. These event spaces and restaurants will either be identified by JETRO and MITSUKOSHI Philippines to the Contractor, or be agreed upon, through discussions by the Parties.
- iii. The program shall include presentations by producers/distributors and chefs about the appeal of Japanese food, and to promote deeper understanding of Japanese food products. Contractor is expected to provide recommendation of potential presenters.
- iv. The seminars will be held at least 1 time during the project period.

In addition, the seminars will also be held for both existing and potential 'Japanese Food and Ingredient Supporter Stores Overseas' (a JETRO certification program) with the aim of expanding the number of businesses that handle Japanese food products in the Philippines.

d. Information Dissemination

- i. The Contractor shall create various contents to introduce the appeal of Japanese food products to consumers, and disseminate these through various channels, both online and offline.
- ii. The content to be created will include videos, images, postings, flyers, etc. It should include publicity for the certification program of 'Japanese Food and Ingredient Supporter Stores Overseas'.
- iii. The channels for these will include MITSUKOSHI Philippines' actual stores, EC stores and social media accounts. Contractor shall also tap their network of local online media/advertisers for lifestyle and food.
- iv. Recipes from events that are posted on the website shall also be available at the actual stores, and other efforts will be made to enhance synergy effect by linking the real and online stores.
- v. The Contractor shall also handle planning, requests for cooperation from related parties, and coordination necessary for the implementation.
- vi. During the project period, information should be disseminated at least 40 times.

e. Report on business matching

In the process of implementing the project, when potential and actual business meeting opportunities for MITSUKOSHI Philippines, distributor and/or businesses from Japan are identified, the Contractor shall report about it to JETRO.

f. Collection of Outcome Data

As an outcome of the project, key performance indicators (KPI) shall be established for the amount of Japanese food products handled. Information shall be collected from MITSUKOSHI Philippines and other distributors from April 2022 to March 2023 (projected figures for March 2023 are acceptable). The KPIs shall be the following:

- i. **Amount of Japanese food products purchased:** for Japanese Food and Ingredient Supporter Stores
- ii. **Amount of Japanese food products sold:** for distributors

Only those Japanese Food and Ingredient Supporter Stores and distributors who agree to provide information on the KPI shall participate and collaborate in the project.

3. Remarks

- a. Japanese food products targeted for promotion include:
 - i. Wagyu beef
 - ii. Milk and dairy products
 - iii. Apples and pears

- iv. Seafood (yellowtail, sea bream, scallops, tuna, etc.)
 - v. Confectionery
 - vi. Sauce mixtures
 - vii. Miso and soy sauce
 - viii. Japanese sake
 - ix. Whiskey
 - x. Authentic Shochu
 - xi. Health foods (green juice, drinking vinegar, enzyme drinks, etc.)
 - xii. Frozen foods
 - xiii. Retort-pouch foods (curry, pasta sauce, soup, ramen, Japanese side dishes, etc.)
 - xiv. Vinegar
- b. Contractor is expected to make efforts to communicate with MITSUKOSHI Philippines during the implementation of activities set out in number 2 ('Work'), to make sure and maintain that the progress follows the established purpose of the project.
 - c. The Contractor shall be able to flexibly respond to situation of infection of the new coronavirus, and the corresponding regulations to be released and implemented by the authorities.
 - d. The project fee shall not be used as a source of discounts or price reductions (e.g. source of discounts coupons).
 - e. The project shall commence immediately after the contract is signed and shall end on **February 28, 2023**.
 - f. The Contractor shall provide support for new registration of Japanese Food and Ingredient Supporter Stores by retailers and restaurants in cooperation located at MITSUKOSHI Philippines.
 - g. Prepare a process chart for the implementation of the activities set out in number 2 ('Work') and obtain the approval of JETRO promptly after the conclusion and/or signing of the contract. The Contractor shall hold appropriate discussions and meetings with JETRO, at least once a month, record the details of the discussions and meetings, and obtain confirmation from JETRO.
 - h. In case the Contractor need to subcontract a part of the work to a third party, a prior approval from JETRO is needed.
 - i. The Contractor is also expected to respond appropriately to JETRO's requests for explanations, reports, and submission of documents concerning accounting and other administrative matters, as well as other matters required by JETRO in ordering this work.
 - j. The Contractor must take appropriate action regarding the handling of confidential and personal information.
 - k. Do not accept gifts of money or goods, entertainment, or any other form of compensation from the partner in performing this work.
 - l. Ensure compliance with laws and regulations.
 - m. If it is newly decided to engage in similar work for other publicly funded projects in Japan during the implementation period of this work, the Contractor shall promptly inform JETRO of such new assignment.

4. Contract Period

From the date of signing of contract to March 14, 2023

5. Deliverable

Implementation of the project with its specified activities, and preparation of final report.

6. Delivery Method

After completing the activities specified in number 2 ('Work'), the Contractor will prepare a final report draft in Japanese or English and submit in electronic format 2 weeks upon completion of the project; details of the implementation report shall be determined through prior consultation with JETRO. After provisional submission, JETRO will conduct a review to determine any necessary revisions. If JETRO gives instruction to revise the report after the review, Contractor shall submit the revised final version by the contract end date (March 14, 2023). The report shall include quantitative and qualitative analysis on how the objectives of the project were achieved through the implementation of the activities, including the KPIs that have been set.

7. Expenses and Fees

- a. Contractor shall submit a project proposal, which will then be approved upon discussion and agreement by the Parties.
- b. The costs for the implementation of each activity shall be shouldered by the Contractor, the amount of which shall be based and must be within the approved quotation.
- c. Payment to the Contractor shall then be made by JETRO at the end of the project, the amount of which shall be based on the total project cost.
- d. Conversion of any expense in foreign currency to Philippine peso shall be made at the rate designated by JETRO on the date of conclusion of the contract.
- e. The Contractor shall maintain receipts and vouchers for expenses incurred for this work and retain them for a period of ten (10) years beginning April 1, 2023.

8. Payment Method

After the 'Work' is completed by the deadline, and the result report passes the review and inspection of JETRO, the Contractor shall submit a payment invoice. JETRO will pay within 40 days of receiving the invoice. In principle, payments will be made in Philippine Peso through JETRO Manila office to a corporation in the Philippines.