

May 10th, 2021
JETRO Bangkok

The Agriculture and Food Department of JETRO Bangkok is looking for a partner who can conduct promotional mix activities in order to promote sales of fruit and vegetables imported from Japan to Thailand.

If you are interested, please refer to the below schedule.

May 13 th , THU 10:00-11:00	<p>Online Orientation Webinar</p> <ul style="list-style-type: none">● JETRO will explain details of the project and answer questions.● It will be a “webinar” style, which means that your zoom name will be visible to the organizer, JETRO, but not to the other participants. Your face will not be seen by others, including JETRO.● It will be conducted in Thai and Japanese languages. <p>https://zoom.us/j/97431191858?pwd=UXBDSCTYai90WWsrNEd0SGp3WWZjQT09 ID : 974 3119 1858 Passcode : 161695</p>
May 14 th , FRI	<p>Deadline of Request for Online Presentation Date</p> <ul style="list-style-type: none">● JETRO will ask potential partners to present their proposals online either on June 1st or 2nd.● Please notify JETRO on or before May 14th if there are any specific time slots you will be unable to attend. JETRO will subsequently choose the time slot and notify you.● If you do not notify JETRO on or before May 14th, JETRO will choose the time slot and notify you on May 27th.
May 26 th , WED	<p>Deadline of Proposal Submission</p> <ul style="list-style-type: none">● Please see the annex for details.
June 1 st , TUE or 2 nd , WED	<p>Online Presentation</p> <ul style="list-style-type: none">● JETRO will ask potential partners to present their proposals online.● The meeting will last 45-60 minutes and will be held in either Japanese, English or Thai languages based on the candidate’s preference.
End of June [Tentative]	<p>Notification of the Result</p> <ul style="list-style-type: none">● JETRO will select a partner after agreeing to the contract conditions.

When you submit the proposal, please make it in English (or Japanese) and include the information listed below.

- company name and address
- contact information of the person in charge
- tentative schedule
- staff members to implement the project
- past experience related to the project
- skills related to project implementation
- protocol concerning confidentiality of personal and classified information

- ideas for the project
- ideas related to topics of questionnaires and tools for conducting questionnaires
- summary of topics in analysis report
- anticipated outcome that you expect to achieve through the implementation of your ideas for the project, including figures
- quotation

Please understand that potential partners have to bear all costs relating to the attendance of the orientation webinar, submission of the proposal and the online presentation.

For questions and submission, please contact:

Kaoru FUKUTA (Ms)

Director, Agriculture and Food Dept.

JETRO Bangkok

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Annex

The Agriculture and Food Department of JETRO Bangkok is looking for a partner who can conduct promotional mix activities in order to promote sales of fruit and vegetables imported from Japan to Thailand. If you are interested, please read the below details and submit a proposal on or before May 26th.

Requestor	Agriculture and Food Department, JETRO Bangkok
Project Purpose	<p>The main purposes of the project are 1) to increase the import value of fruit and vegetables produced in Japan, and 2) to identify value propositions of these fruit and vegetables.</p> <p>Regarding point 2) above, JETRO would like to encourage Thais, especially in the 20's-40's age group with a monthly household salary of more than 50,000THB (upper, or upper-middle classes), to purchase products imported from Japan. This generation seems to have a weaker bond with Japan compared to the previous generation, and the generation may have less affection for Japan compared to its competitors. Furthermore, there is a price difference between the products imported from Japan and those imported from other countries. Due to the above factors concerning affection and affordability, JETRO would like to identify value propositions which still appeal to the aforementioned Thais.</p>
Role of the Partner	<p>JETRO requests that the partner:</p> <ol style="list-style-type: none">1. conducts a BtoC online promotion of the products (fruit and vegetables imported from Japan), including provision of the information about the BtoC sales promotion campaigns, and collect data for point 3 below.2. supports a BtoC online/offline sales promotion campaigns of the products which will be carried out at retail chain stores and EC platforms by JETRO's stakeholders, and support data collection for point 3 below.3. identifies value propositions and characteristics of the products which appeal to Thais, especially the 20's-40's age group with a monthly household salary of more than 50,000THB (upper, or upper-middle classes). Note that suggestions regarding narrowing down the target group and/or changing it in order to fulfill the aforementioned ultimate purposes more effectively will be acceptable. In this case, JETRO and the partner will discuss and redefine the target group before starting the project. <p>Actions that JETRO expects the partner to take are listed below. It does not have to be limited to the points below. Any further ideas which support your application will be appreciated.</p> <ul style="list-style-type: none">● Develop hypotheses about which values related to the target products will appeal to the targeted Thai consumers.● Create slogans or other promotional messages and tools to convey the aforementioned values.● Design key visuals and promotional materials for online/offline promotion using the key visuals.● Conduct an online BtoC promotion, providing information about the

	<p>target products and the BtoC sales promotion campaigns at the retail and EC stores.</p> <ul style="list-style-type: none"> ● Collect data related to the effects and outcome of the online BtoC promotion such as insight figures and analyze data for the report to JETRO. ● Establish and manage questionnaires which contribute to examining the aforementioned hypothesis of the value propositions and characteristics of the target products which appeal to the targeted Thais. (The questionnaires will be provided to consumers by JETRO's stakeholders at the retail stores and EC platforms during the sales promotion campaigns.) The establishment and management must include creating question points, choosing tools of questionnaires, making forms of questionnaires, and assembling the data which JETRO's stakeholders and consumers input at the retail stores and EC platforms. ● Assemble and analyze results of questionnaires and report which values of the target products will appeal to the targeted Thai consumers (conduct additional questionnaires and research if necessary).
Eligibility of the Partner	<ul style="list-style-type: none"> ● A partner must be a company located in Thailand. It must have all authorized licenses, permissions or registrations which are necessary to operate an advertising business and carry out the project. This includes the permissions and licenses based on the Foreign Business Act of Thailand, where necessary.
Items to be Promoted (Tentative)	<ul style="list-style-type: none"> ● Grapes (Season: Sep-Oct) ● Sweet Potatoes (Season: Oct-Jan) ● Apples (Season: Oct-Jan) ● Strawberries (Season: Dec-Jan) ● Others which will be negotiable upon request of stakeholders.
Project Deliverables	<p><u>Before Conducting the Project</u></p> <ul style="list-style-type: none"> ● Project plan including timeline and anticipated outcome such as KPIs (key performance indicators) and expected figures. <p><u>During the Project</u></p> <ul style="list-style-type: none"> ● Monthly report and adjusted plan. ● Draft of the final report. <p><u>End of the Project</u></p> <ul style="list-style-type: none"> ● Tools and materials used for promotion including key visuals for online and offline promotion. ● Final report related to online promotion with precise details (when and where) and insights including related figures. ● Data sets obtained by questionnaires and executed data cleansing. ● Final report related to STP (Segmentation, Targeting, and Positioning) marketing strategies. The report should identify value propositions and characteristics of the products which appeal to the targeted Thais based on the questionnaires and research conducted during the project.

Please make the deliverables in English (or Japanese) besides the deliverables directly related to Thai consumers (e.g.: key visuals, data sets obtained by questionnaires). If the deliverables do not align with the requirements set out by JETRO, the partner should resubmit them. Any additional charges related to resubmission will not be paid by JETRO.

Conditions

Before Joining the Project

- JETRO, an appointed translator, and JETRO's designated company(s) will review submitted proposals including online presentations.
- The materials submitted by applicants who are not selected as a partner will not be returned but will be *deleted* after the selection process. The content of the submitted materials will not be used or disclosed to the public by JETRO, the appointed translator, or JETRO's designated company(s) without the applicant's approval.

After Joining the Project

- The partner must receive approval of activities to be conducted from JETRO and JETRO's designated company. In order to promptly conduct a project, a partner will be asked to attend online meetings with JETRO and its stakeholders.
- The partner must comply with Thai laws.
- All patents, utility model rights, design rights, and trademark rights, copyrights, neighboring rights, and all proprietary or personal rights and other know-how relating to any and all inventions, discoveries, creations, devices, and information created or acquired in the course of or in connection with the performance of the project shall originally belong to JETRO.

Project Expenses

Covered by JETRO. JETRO's designated company which supports JETRO in the coordination and communications with all the stakeholders will make all payments to the partner on behalf of JETRO.

Up to 5,000,000 THB, including VAT

Time Factors

From the date the contract is signed to March 23rd, 2022.
The precise promotion period will be discussed between JETRO, a designated company, and the partner, and will be determined by JETRO.

Major

Stakeholders

TBD

- major exporters in Japan, importers and retail chains in Thailand
 - will be decided approximately by the end of June
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