

Appendix A

June 27, 2023

JETRO San Francisco

Application Guidelines for “The FY2023 Lead Generation Project on Promotion of Foreign Direct Investment into Japan”

The Japan External Trade Organization (hereafter, JETRO), Japan’s core organization for promoting foreign direct investment (FDI) into Japan, identifies companies interested in investing into Japan and supports them from the stage of business development to that of corporate establishment. JETRO will contribute to the further increase of investment into Japan.

1. Project Purpose

JETRO San Francisco will assign a Contractor who has networks with US based companies and knowledge in industry trends. The Contractor will select potential U.S. companies that will be referred to as specified targets⁽²⁾. The Contractor will contact the targets, collect information on interest in investing in Japan and set up a meeting with the targets for JETRO based on their interests.

< Footnote >

- (1) Target industries include the broad categories Tech (including AI, Fintech), Life Science (including Bio-medicine, Medical Equipment), Manufacturing (including IoT, Mobility, Space), and Renewable Energy (including Clean/Green tech, infrastructure).
- (2) Specified targets are defined businesses that use new technologies that have the potential to create high added value and significant innovation (“new technologies”, etc. where innovation refers to those that have some uniqueness compared to the technologies and methods commonly used in the various fields) and businesses that contribute to the improvement of overall productivity. Also, businesses that contribute towards improving the innovation environment in Japan.
- (3) Specifically, companies that fulfill all of the following conditions will be targets.

- A. A company that is not an existing JETRO client, in principle (for companies in Section 4(1) and 4(2) below).

- B. A US company with a capital contribution ratio of non-Japanese companies exceeding 50%.
- C. To qualify as target company, contributing to the creation of innovation, at least one of these three requirements should be satisfied:
 - ① There is no competitor (domestic or overseas) or there is novelty and advantage over competitors.
 - ② The technology must be "advanced" and "innovative", and the product, service, or business model must have "novelty".
 - ③ The project must contribute to the improvement of productivity in Japan.
- D. A company with proof of business activity in the U.S. (At least one year since establishment, has a company website, etc.)
- E. No risk of lacking financial strength to conduct investment in Japan.
- F. A company that does not manufacture arms and munitions.
- G. A company that does not engage or plan to engage in the gambling businesses.
- H. A company that does not engage or plan to engage in multi-level marketing.
- I. A company that does not engage or plan to engage in illegal or unethical activities.
- J. A company that will not discontinue business in the home country.
- K. A company whose investment plan is not merely a registration of business transfers (e.g. office relocation) and does not plan to close existing operation locations (unless the existing facilities have expanded).
- L. A company whose contact person is an executive/employee of the company or an official representative appointed by the company.
- M. A company that does not have a conflict with any existing partner/agent/distributor in Japan.

2. Target Industries of the Project

Target industries can be divided into four categories with various subcategories for each:

1. **Tech** – AI, Fintech, Cybersecurity, Foodtech, digital transformation, PaaS/SaaS, digital twin, automatic speech translation or captioning, big data
2. **Manufacturing** – IoT, robotics, smart factory, EV/mobility, drone, smart construction, advanced materials, semiconductor

3. **Life Science** – drug discovery, Sportstech, regenerative medicine, genome, 3D bioprinting, digital health, wearable technology device, high performance/innovative biomaterials, advanced medical equipment
4. **Renewable energy** – Cleantech, Greentech, Agtech, disaster prevention/mitigation, smart grid, smart city, battery tech, renewable energy (EXCLUDING solar), hydrogen production & transportation, supply chain, logistics, microwave wireless power transmission

Target industries may be added or removed during the project. **Maturity of business (already commercialized in the US and have intention to do business overseas) is required.**

3. Region

The target region for this project will be US states stated as below.

Target region.

San Francisco Territory:

Alaska, Washington, Oregon, Northern California, Idaho, Northern Nevada, Montana, and Wyoming.

4. Description of the Project

- (1) List of specified targets (including Reasons for Selection and Priority Ranking):
At least 250 companies.

The Contractor is required to make a long list of the specified targets in target industries whose headquarters are located in the area of the aforementioned Section 3. In making the list, the Contractor is required to capitalize on his or her human network with the management of local companies, knowledge about industries, experience in attracting companies, and information provided by JETRO. The Contractor should consult with and receive approval from JETRO for the reasoning and evaluation standard for company selection. The specified targets, which should be contacted, are not necessarily companies recommended by the Contractor, but also include companies provided by JETRO. JETRO retains the sole discretion to change and finalize the specified targets. In making the list, the Contractor must use the specified form provided by JETRO and include the following items:

Reporting items (hereafter referred to as “the long list”)

- A. Company Profile (name, URL, country, HQ address, industry, main products, profits, sales, total assets, market capitalization, number of employees, etc.)
 - B. Key person's Data (name, position, contact information, etc.). Key person is defined as a CEO, COO, CFO and other persons involved in organizational decision making (the same shall apply hereafter).
 - C. Possibility of investment into Japan (three grade evaluation (1 high, 2 medium, 3 low), and rationale for evaluation)
 - D. Existence of an office in Japan (If a Japanese office exists, specification of the name, type, and place of entity.)
- (2) Arrangement of meetings with specified targets: At least 25 companies **with a minimum of 5 companies in each of the 4 categories described above – Tech, Manufacturing, Life Science, Renewable Energy.**

- A. The Contractor is required to assess the current state of Japanese business and level of interest towards investment into Japan of the specified targets as described in Section 4 above. The Contractor is then required to arrange meetings with key persons of the specified targets in order of their level of interest. In-person meetings may be possible, but virtual meetings are generally preferred. The Contractor should consult with and receive approval from JETRO on the priority order, meeting schedule, and the language in which the meeting will take place before actual execution. The Contractor should notify and give reasons to JETRO if arrangement of meetings with a specified target cannot be made.

If the number of companies in the long list is not sufficient to arrange 25 meetings, other companies outside of the long list should be supplemented after consulting with JETRO so that the total number of the meetings will be at least 25.

- B. **Of the 25 total required meetings, the Contractor is required to schedule a minimum of 5 meetings with companies in each of the 4 target categories described in Section 2. The remaining 5 meetings can be with companies in any category.**
- C. The Contractor is required to submit a pre-meeting outline to JETRO for each scheduled meeting at least 3 business days before each meeting,

unless there is an urgent need for the meeting by the specified targets. The pre-meeting outline must be accepted by JETRO as being in conformance with the reporting items below and the form provided by JETRO. In compiling the outline, the Contractor must use the specified form and include the following items.

Reporting items *the form will be provided by JETRO

- Company Profile (name, URL, country, industry, main products and/or services, etc.)
- Key persons contacted (name, position, contact information, contact date, etc.)
- Expected meeting date, time, and place

The Contractor is also required to be present at all arranged meetings to record meeting notes, unless otherwise directed by JETRO. Following the meeting, the Contractor will submit a post-meeting report, outlining the topics discussed and noting action items and next steps.

- D. The Contractor is required to provide all prospects lists (250 companies), pre-meeting and post-meeting reports for each meeting and a final comprehensive project report. The outline must be inspected and accepted as being in conformance with the reporting items below and the form provided by JETRO.

Reporting items *the form will be provided by JETRO

- Results of outreach to each prospect company
- Existence or nonexistence of an investment plan to Japan, and its authorization status
- Outline and contents of proposal (Comment to the proposal from key personnel of the company, questions from the key personnel of the company)
- Future plan to follow up or request for JETRO
- Details of the Japan investment project
- ❖ Please report any changes made from the information given in the long list or the pre-meeting outline

5. Term of contract

The term of contract is from the contract date to March 29, 2024.

6. Conditions for the Contractor(s) engaged in the project
- (1) Has an established organizational structure and capabilities to manage and complete the project properly
 - (2) Is able to adhere to JETRO's directions, as well as report to, communicate with, and consult with JETRO in an adequate manner
 - (3) Has knowledge on handling confidential and/or personal information accordingly
 - (4) Has broad and effective experience, network, and knowledge necessary for the implementation of the project
 - (5) Is able to give appropriate advice and communicate smoothly with global companies of specified industries
 - (6) Is prohibited from receiving monetary or non-monetary rewards from the specified targets or other companies in relation to this project
 - (7) Is able to comply with applicable laws and regulations, especially the Foreign Corrupt Practices Act and state unfair competition laws
 - (8) Must inform JETRO if the Contractor is involved in a similar project funded by the Japanese government
 - (9) Is prohibited from conducting personal business while performing the tasks of this project.

7. Deliverables and Deadlines

Activity		Completion Deadline (See (1) below)	Submission Items
a.	Selection of the specified targets (Reasons for Selection and Priority Ranking): at least 125 companies *Described in Section 4(1)	20 days after the start of the contract date	Specified targets long list (At least 125 companies)
b.1	i. Arrangement of meetings with the specified targets: At least 13 companies. ii. Selection of the second specified targets (Reasons for Selection and Priority Ranking): at least 125 companies	By October 31, 2023	i.Pre-meeting outline for at least 13 companies; Post-meeting reports submitted following meetings ii.Second specified

			targets long list (At least 125 companies)
b.2	Arrangement of meetings with the specified targets: At least remaining 12 companies	By February 29, 2024	Pre-meeting outline at least remaining 12 companies
b.3	Completed meetings for all 250 companies that meet approval criteria according to JETRO San Francisco *Described in Section 4(2)	By March 22, 2023	Post-meeting reports submitted following the meetings.
b.4	Final comprehensive project report	By March 29, 2024	Provide all prospects lists(250 companies), pre&post-meeting reports and final project report

(1) If the deadlines indicated in the contract cannot be met due to the circumstances of the specified target, the Contractor must notify JETRO in writing of the details of the situation as well as the new deadline. Depending on whether the situation is valid, JETRO will allow the submission of the report by the later deadline.

8. Contract Amount

The amount for the project is \$40,000 (40 thousand U.S. Dollars) (tax inclusive if applied). All costs and fees related to the project are included in the contract amount.

9. Payment

Upon the completion of each reporting and approval of all tasks described in Section 4 (Description of the Project) (1) and (2) by the respective due dates, payment may be requested each time by submitting a billing statement to JETRO. JETRO will then pay the requested payment amount after receiving the billing statement. The schedule of payments is detailed in Compensation 2.1.1 and 2.1.2 of the **Services Agreement**.

ACKNOWLEDGED, ACCEPTED AND AGREED TO:

For JETRO San Francisco:

For:

Name: Yotetsu Hayashi
Title: Chief Executive Director

Name:
Title:

Date: _____

Date: _____