

October 28, 2025

JETRO San Francisco

Application Guidelines for CES 2026 JETRO Influencer Side Event

The Japan External Trade Organization (hereafter, JETRO) is a government-related organization that promotes mutual trade and investment between Japan and the rest of the world. Initially established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium-sized Japanese firms maximize their global export potential.

1. Objective

To enhance media visibility and expand coverage of Japanese startups at CES 2026 (January 6–9, Las Vegas).

2. Project Overview / Scope of Work

The project will be organized through a third-party organizer that can create a setting for Japanese startups to connect with influencers.

a. Event Format

1. Networking Reception Event Date: 5th or 6th January 2026
2. Place/Venue: In the vicinity of The Venetian Expo, near the Japan Pavilion at CES2026
3. Attendees: Around 50 (Identifying and engaging theme-relevant micro-influencers)
4. Participants: at least 2-3 startups from Japan Pavilion at CES2026, with a physical product
5. Assign a minimum of two individuals to coordinate and participate in the event

b. Program & Support

Organizer's responsibilities:

- Event planning & Coordination: venue sourcing, booking and payment, branding, F&B, registration, staff coordination, and other logistics related to event management
- Audience outreach: coordinate outreach with JETRO and Japanese startup
- Preparatory Training for the Event: Business negotiation storytelling and investor-targeted communication in English
- On-site execution: venue management, people management, facilitation

- Post-event report: attendee list, feedback survey, recommendations for future programs

c. Reporting

Contractor to provide:

- Attendance report (number and type of participants, lead quality)
- Event photography
- Media Coverage and Influencer Post Report (including article count, post metrics, and content samples) Final report with insights, feedback, and recommendations

3. Contract Period

Contract execution date (Nov XX, 2025) to Jan 31st, 2026

4. Budget

Maximum **35,990 USD** in Total.

5. Conditions for a Contractor engaged in the project

1. Has an established organizational structure and capabilities to manage and complete the project properly
2. Can adhere to JETRO's directions, as well as report to communicate with, and consult with JETRO in an adequate manner
3. Has knowledge of handling confidential and/or personal information accordingly
4. Has broad and effective experience, network, and knowledge necessary for the implementation of the project especially in the biotechnology industry field
5. Can give appropriate advice and communicate smoothly with startup companies and global companies in both Japan and US.
6. Can comply with applicable laws and regulations, especially the Foreign Corrupt Practices Act and state unfair competition laws
7. Must inform JETRO if the Contractor is involved in a similar project funded by the Japanese government

6. Payment

In compensation for the services to be provided by Contractor to JETRO, JETRO shall pay a total amount to Contractor in Two payments. The first payment of the Program will be made by JETRO to Contractor upon execution of this agreement. The second payment of the Program will be made by JETRO to Contractor upon the completion of the Program. The first payment, which will be made upon execution of this agreement, will be half the amount of the maximum possible value of the contract. Contractor must submit final report to JETRO. The deadline of submission is discussed.

7. Things to Note

1. If any matter not described in this specification arises during the program, it shall be discussed with the person in charge, and a response shall be determined on a case-by-case basis.
2. Personal information collected is only used within the program for the purposes defined before the collection and will be shared with JETRO.

8. Submission Requirements

- Proposal regarding cost for event
 - I. Please provide any additional services that may be needed
 - II. Email is the preferred method of initial contact.
- Point of contact: JETRO San Francisco (CES[@jetro.go.jp](mailto:CES@jetro.go.jp))