

November 4 2025

JETRO San Francisco

Specification of CES 2026 JETRO Sector-Focused 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.

Objective

To strengthen global business and investment partnerships for Japanese startups participating in CES 2026 (January 6–9, Las Vegas).

1. 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 investors, potential partners and stakeholders.

a. Event Format

- In-person Networking Event
- Event Date: 5th or 6th January 2026
- Place/Venue: In the vicinity of The Venetian Expo, near the Japan Pavilion at CES2026
- Attendees: Targeting Around 50-70 (investors, corporate executives, potential customers, and influencers from the US and Western countries in the entertainment content and AR/VR/XR industries.)
- Participants: Around 5-7 startups from Japan in the entertainment content and AR/VR/XR industries.
- Event Staffing: Assign a minimum of two individuals to coordinate and participate in the event
- Event Content: Talk session, startup pitch session, and networking opportunities

b. Program & Support

Organizer's responsibilities:

- Event planning & logistics: Venue sourcing, booking and payment, branding, F&B, registration, event page creation via Luma, staff coordination, and event reception
- Audience outreach: coordinate outreach with JETRO and startups
- Speaker arrangement: Arrange 1 speaker in the entertainment content and AR/VR/XR industries from the U.S. for a talk session
- 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 (participant count and demographics, lead quality assessment, and outcomes)
- Event photography
- Final report with insights, feedback, and recommendations

2. Contract Period

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

3. Budget

Maximum 64,660 USD in Total.

4. Conditions for a Contractor engaged in the project

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

5. 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.

6. Things to Note

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.

Personal information collected is only used within the program for the purposes defined before the collection and will be shared with JETRO.

7. Submission Requirements

Proposal regarding cost for event

Please provide any additional services that may be needed

Email is the preferred method of initial contact.

Point of contact: JETRO San Francisco (CES[@jetro.go.jp](mailto:CES@jetro.go.jp))

will_ferguson@jetro.go.jp, ken_yoshida@jetro.go.jp