

仕様書 (Specifications)

年月日(Date) 15-Apr-26

事務所名(Office name) San Francisco

件名 Subject	Implementation of a Boot Camp and Popup Events under the Hands-on Business Matching Support Program (United States)
目的 Purpose	<p>The purpose of the Hands-on Business Matching Support Program is to facilitate export realization and overseas market expansion of Japanese companies by providing comprehensive and continuous support, including participation in overseas trade fairs, acquisition of knowledge necessary for export operations, organization of business matching events, and product introductions to local buyers.</p> <p>This program primarily targets selected companies with limited experience in exporting. Through the provision of practical know-how before and after exhibitions and business matching events, the program aims to support export execution and expansion of sales channels. By offering consistent, hands-on support tailored to each company's specific challenges, the program shall promote the development of self-sustaining overseas business capabilities.</p> <p>1.Target Products -Kitchenware (including cooking tools, tableware, cookware, utensils, chopsticks, etc.) -Lifestyle goods (including candles, incense, pet-related products, ceramics, etc.) -Stationery (limited to products that have received recognized awards such as the Japan Stationery Awards or Stationery General Election) -Casual accessories (including necklaces, earrings, and other fashion-related accessories)</p> <p>2.Scope of support The Contractor shall be required to provide the following support services: Provision of knowledge and skills through intensive training programs such as a boot camp, as well as facilitation of networking among participating companies Organization and operation of popup events for business meetings with buyers and for collecting feedback from consumers</p>
内容及び範囲	<p>(1) Selection of Participating Companies and Participation in the Boot Camp</p> <p>(a) Selection of Participating Companies -The Contractor shall review products submitted by companies publicly recruited in Japan and shall select twenty companies to participate in the boot camp and popup events described herein. -The final selection shall be made based on a comprehensive evaluation jointly conducted by JETRO and the Contractor. In making the selection, the Contractor shall give priority to products with high potential for market expansion in the United States.</p> <p>(b) Participation in the Boot Camp and Operation of Networking Session -The Contractor shall participate as one of the speakers in a boot camp scheduled to be held in Tokyo on or around June 18 and June 19, attended by the selected companies. -The Contractor shall deliver lectures covering the U.S. market, trade fairs, and exhibition-related topics. -The Contractor shall conduct individual consultations with each participating company. -Participating companies shall bring product samples to the boot camp, and the Contractor shall utilize such samples as reference materials for evaluation and consultation. -The Contractor shall attend both days of the boot camp. -The Contractor shall attend a preparatory meeting at JETRO HQ on the day prior to the first day of the boot camp, if deemed necessary by JETRO. -On June 18, the Contractor shall organize and host a networking session at JETRO HQ as part of the program. -The Contractor shall design measures to promote interaction between JETRO and participating companies, as well as among participating companies, and shall arrange all necessary food and beverages.</p> <p>(2) Preparation for Popup Events, Execution of Popup Events</p> <p>(a) General Requirements for Popup Events -The Contractor shall plan and operate popup stores in San Francisco and Los Angeles. -The popup venues shall be selected to accommodate both B2B and B2C activities and shall be scheduled primarily on weekends between mid-August and mid-September. (Examples include B2B on Friday and B2C on Saturdays and Sundays.) -The schedule, venue, and operating hours shall be determined in consultation with JETRO in advance. -The Contractor shall give due consideration to venue safety and security.</p>

<p>Contents and Coverage</p>	<p>-A total of twenty companies are expected to participate across the two locations; therefore, each venue shall be capable of accommodating at least ten companies and shall be equipped with appropriate fixtures. -The Contractor shall endeavor to secure space sufficient to maximize the number of SKUs displayed. -The Contractor shall prepare all fixtures, equipment, display items, products, and product description materials (POP displays) necessary for the popup events. -Participating companies shall be encouraged to prepare their own POP materials; however, the Contractor shall provide reasonable support where such preparation is difficult. -The Contractor shall be responsible for all setup and teardown activities. -The Contractor shall conduct public relations and publicity activities in connection with the pop-up event. -The Contractor shall appoint one overall operations manager who shall be responsible for on-site supervision and management of the popup events.</p> <p>(b) B2B-Specific Requirements -For B2B-oriented popup events, the Contractor shall propose and implement mechanisms to ensure attendance by at least ten (10) buyers at each event. -The Contractor shall prepare a list of attending buyers and shall submit such list to JETRO after completion of the event.</p> <p>(c) B2C-Specific Requirements -For B2C-oriented popup events, the Contractor shall provide a minimum of two (2) sales staff members, including the overall operations manager. -The Contractor shall prepare a point-of-sale (POS) or payment system and price tags, and shall ensure that products are displayed and explained in a manner that is clear and accessible to visitors. -The Contractor shall record the number of visitors and shall report such figures to JETRO.</p> <p>(3) Reporting -Upon completion of the popup events, the Contractor shall submit a report to JETRO that includes, at a minimum: Details of publicity and promotional activities conducted summarize the response to each company's products in one or two sentences—including an overview of the event (location, photos of the venue), a list of attendees or the number of visitors, sales figures, and post-event sales at the store—and report this information to JETRO.</p>
<p>方法及び手順 Manner and Methods</p>	<p>Upon completion of all outsourced services, the Contractor shall submit an implementation report to JETRO and obtain JETRO's approval. Thereafter, the Contractor shall submit a final completion report in the format separately prescribed by JETRO.</p>
<p>納期又は契約期間 Date of Delivery or the Contract Period</p>	<p>After signed to October 31, 2026</p>
<p>納品又は成果物 Deliverables</p>	<p>Report</p>
<p>納入場所 Place of Delivery</p>	<p>JETRO SF</p>
<p>図面又は見本 Drawing or Sample</p>	<p>N/A</p>