

Scope of Work

1. Project Name

Coordination Services for Participation in the Culinary Institute of America's "Worlds of Flavor" Event

2. Purpose

Japan is actively promoting exports of Japanese Wagyu beef, and the United States is one of its major export destinations. However, promotional activities in major metropolitan areas have reached a plateau. Therefore, it is essential to expand initiatives beyond business events targeting buyers in urban areas and implement broader promotional and educational activities aimed at a wide range of chefs. This project aims to conduct comprehensive coordination for participation in the Culinary Institute of America's (CIA) "Worlds of Flavor" (WOF) event.

3. Work Description

The Contractor shall

- identify the local government and export production area which has interests to exhibit the WOF.
- coordinate with proposed local government and export production area, Jetro, CIA and relevant organizations necessary for conducting promotional activities centered on Japanese Wagyu beef for booth exhibitions and workshops.
- support the business negotiation activities between export production area and buyers onsite.
- submit the report including the following.
 - a) A list of activity results (including date, time, and description of activities),
 - b) A aggregated number of participants reached at the CIA WOF event, including workshop participants.
 - c) The number of business negotiations conducted, along with their value, quantity, and related details.

The contract cost shall include expenses necessary for coordination, such as meetings and travel expenses.

The Sponsorship fee required to secure participation rights in WOF shall be borne separately by JETRO. Please note that the costs related to booth exhibition and workshop implementation, other than the Sponsorship fee, including but not limited to material costs, costs for a guest chef, additional costs for booth materials, shall not be paid under this Contract. Such costs shall be received from the proposed local government and managed accordingly.

If any questions arise or adjustments are required regarding this contract, the Contractor shall consult with JETRO and related organizations.

4. Term of Contract

From the date of signing the contract to December 25th, 2026.

5. Submission of the Report

The Contractor shall submit a report by December 25, 2026.

JETRO shall not disclose the reported contents without the consent of the Contractor.

6. Payment

- (1) Up to 50% of the contract amount may be paid in advance if requested by the Contractor, after the signing of the contract. The remaining amount may only be invoiced after all submissions in Article 5 upon the confirmation by JETRO NY.
- (2) Items shall be stated as taxable or non-taxable in the invoice.
- (3) All expenses necessary for the project, including but not limited to, research and survey costs, transportation, travel expenses, office expenses, shall be included in the contract amount.

7. Requirements for the Contractor

- (1) The Contractor must:
 - 1) Have similar experience in performing work similar to this project.
 - 2) Secure sufficient human resources and work hours for the project and respond quickly to requests from JETRO NY.
 - 3) Respond to legal and private issues that arise externally in the implementation of the project.
 - 4) Have an office or base in the US and primary project members are based in the US.
- (2) The Contractor shall propose and manage a feasible schedule that covers all the work described in this document (with all conditions met).

8. Other Important Notes

- (1) The Contractor, and all sub-contractors and third parties involved in this project, must obey laws, ordinances, and regulations of the country, states, and local governments in which this project is conducted.
- (2) In performing the work, the Contractor shall comply with the confidentiality and personal information requirements specified in the contract.
- (3) The deliverables and creatives of this project shall be treated as copyrighted by JETRO NY, and the Contractor shall not claim copyright. In addition, the deliverables of this project may be used by JETRO outside of this project with some modifications.
- (4) The deliverables and creatives of this project shall not have an expiration date, as they are expected to be used for multiple years. However, if additional costs are expected to be incurred when the deliverables are used after the end of the contract term due to rights related to the cast, music, etc., such information shall be clearly stated at the time of proposing the plan.

(5) [Information Security Requirements]

- 1) The Contractor shall comply with the items pertaining to confidentiality and personal information specified in the contract and shall implement information security countermeasures.
- 2) The Contractor shall never use outside of the contract or disclose to a third party any information obtained through this project.
- 3) The Contractor shall limit the number of persons engaged in this project. In addition, in the event there is request from JETRO, information on the corporate and board members of the Contractor, the location where the work is to be performed, and the affiliations, expertise (including qualifications and training records related to information security), and past record of all personnel engaged in this work shall be presented to the contact person of JETRO (hereinafter referred to as “the contact person”).
- 4) If JETRO deems it necessary, the Contractor shall agree to JETRO conducting an information security audit, management audit or penetration test (including an audit by an entity selected by JETRO) and specifying the details of such audit. In the event of an actual audit, the schedule shall be determined upon consultation, and the Contractor shall cooperate in the execution of the audit.
- 5) If JETRO requests improvement in the status of implementation of information security measures in this project, the Contractor shall, after consultation with JETRO, formulate and promptly implement the necessary improvement measures.
- 6) The Contractor shall take measures against vulnerabilities, malware, denial-of-service attacks, targeted attacks, access control, and information leakage related to the software, computers and devices used for this work, and shall provide information security training to the personnels involved in this work regarding these measures during the contract term.
- 7) The Contractor shall exercise due care in handling information related to the work obtained during the performance of the work (paper and electronic media, including reproductions thereof).
- 8) In the event of termination or cancellation of the contract, the Contractor shall promptly return, dispose of, or erase any information obtained by the Contractor during the performance of the work (paper and electronic media, including reproductions thereof). In such case, confirmation from the contact person must be obtained.
- 9) The Contractor shall not divulge to any other party or use for any other purpose any of JETRO’s work-related information obtained in connection with the work during the contract term or after the termination of the contract. In the event that it becomes necessary to provide JETRO’s work-related information to an external party, the information should be provided after careful consideration of whether the party to

which the information is provided may not handle the information appropriately, and after obtaining the approval of the contact person, indicating the precautions to be taken in handling the information.

- 10) If the information security breach or the possibility of such event occurs during work related to this project or during the warranty liability period specified in the contract, and the event is caused by an information security problem in the Contractor, the Contractor shall promptly implement the following at its own responsibility and expense:
 - A) After investigating the content of the information security breach and the scope of its impact, a countermeasure for the said information security breach shall be formulated and implemented after obtaining approval from JETRO.
 - B) A report shall be prepared on the specific details of the situation that occurred, the cause, and the measures taken in response, and submitted to JETRO for approval.
 - C) Measures to prevent recurrence shall be developed and implemented upon approval by JETRO; and
 - D) In addition to the above, measures based on JETRO's instructions regarding any information security breaches that have occurred shall be implemented.
- 11) When using external services (including social media services) provided by private companies to an unspecified number of users which can be used only by agreeing to uniform terms and conditions, the Contractor shall not handle any confidential information in these services and shall comply with the rules and regulations.
- 12) When using external services (including cloud services) to perform entrusted work, the Contractor shall consider the information security measures of the service provider and the service. In addition, the Contractor shall delete any data registered with external services in connection with this work upon approval of the contact person at the end of the contract term.
- 13) When developing a website or developing or creating application content (this refers to a generic term for application programs, web content, etc.; the same shall apply hereinafter), the Contractor shall also include the following to ensure that the information security standards of users will not be compromised:
 - A) The website or application content that it provides does not contain malware. In addition, measures that include the following shall be taken:
 1. Before providing website or application content, scanning using anti-malware software shall be conducted to ensure that they do not contain malware; and
 2. When providing an application program, it shall be confirmed that it does not contain program codes that violate the specifications of the said application.

B) Content in executable program format shall not be provided unless there is no other means of providing content other than in executable program format.