

## SCOPE OF WORK

- I. Goal: To support companies from the five prefectures of the Chugoku region (Hiroshima, Okayama, Yamaguchi, Shimane, and Tottori) in developing overseas sales channels, with a focus on New York, USA, a global hub of design trends, including support for in-person travel to the United States. The program is designed as a seamless step-up sequence, guiding participating companies from preparatory activities through domestic pre-meetings and culminating in a pop-up business meeting in New York.
- II. Project Overview: Business meetings and sales activities for lifestyle-related products in New York, USA.
- III. Target Companies: Approximately 25 small and medium-sized enterprises with headquarters in the five prefectures of the Chugoku region engaged in the lifestyle goods sector.
- IV. Target Product: Lifestyle goods (interior products, fashion-related products, etc.) originating from the five prefectures of the Chugoku region.
- V. Target Region: New York, USA
- VI. Duties Overview:
- (1) Project Planning & Coordination
    - ① Drafting plans that fall in line with the goals of the project and coordinating any related contacts after mutual consultation with JETRO NY and JETRO Hiroshima.
    - ② Coordinating contact with companies adopted by JETRO as program participants.
  - (2) Domestic pre-meeting (Late August – Early September 2026)
    - ① Introducing two buyer companies to participate in the domestic pre-meeting and coordinating communication with those buyers throughout the pre-meeting period, including before and after the overseas travel.
    - ② Arranging online meetings with buyers for companies that were not matched during the domestic pre-meeting.
- Note: Costs associated with inviting buyers for the domestic pre-meeting shall be borne by JETRO, and travel arrangements shall also be made by JETRO.

(3) Pop-Up Business Meeting in New York, USA

(Timing to be determined in consultation with JETRO, taking into consideration buyer availability and market conditions.)

① Organizing and operating a pop-up business meeting in New York City for a duration of approximately two days, with each day featuring at least a half-day session.

② The venue shall be a retail store, gallery, or similar location where local buyers and consumers are likely to gather. The final venue shall be confirmed in consultation with JETRO NY and JETRO Hiroshima.

③ Conducting outreach and awareness activities to attract visitors and buyers to the pop-up business meeting, with a target of securing at least 20 buyers or 50 visitors per session.

④ Developing and proposing the Pop-up Business Meeting implementation plan, including the structure and scheduling of B2B and B2C activities, taking into consideration market conditions, buyer purchasing cycles, and consumer demand.

⑤ Establishing an operational team and structure necessary for the smooth running of the pop-up business meeting.

⑥ Supporting the coordination of product sample receipt and handling at the venue.

⑦ Arranging online business meetings for companies that did not reach an agreement during the pop-up business meeting, when buyers express interest at a later stage.

(4) Submitting Reports

① Submitting a final report to JETRO no later than February 26, 2027 (first deadline) and March 12, 2027 (second deadline). The report shall include an overview of activities conducted, outcomes of business meetings, buyer feedback, and recommendations for future initiatives.

② Presenting the final report to JETRO online or in-person upon submission.

VII. Commission Period: Contract Date - 12<sup>th</sup> / March / 2027

VIII. Miscellaneous: (1) When planning and implementing activities, plans should be submitted to JETRO NY and JETRO Hiroshima in advance and then implemented after any necessary adjustments have been

made.

(2) In the event that Contractor would like to disclose the details of the contract to an external party, permission should be obtained in advance from JETRO NY and JETRO Hiroshima.

(3) In the event that Contractor would like to use the JETRO name and/or logo, permission should be obtained in advance from JETRO NY and JETRO Hiroshima.

(4) All activities shall comply with applicable laws and regulations, including foreign exchange and trade laws. Product samples shall be transported in accordance with relevant legal requirements.