



Promotion of Japanese Food Products in the Australian Market (JFOODO Project, FY2026)

Japan External Trade
Organization
(JETRO), Sydney

October, 2026



1 | Promotional Products and Program Structure

■ Promotional Product: Japanese Melons

Japanese Melons

(1) Newsworthiness

- Exports of Japanese melons to Australia were only recently approved, with market access commencing in February 2026.
- During Prime Minister Takaichi's visit to Australia in May 2026, Japanese melons were presented by Prime Minister Takaichi to the Australian Prime Minister as an official gift.

(2) Market Potential

- Although Japanese melons are more expensive than melons produced in other countries, they are highly regarded internationally for their exceptional taste and quality. In Australia, melons are generally available at relatively low prices; however, Japanese melons offer superior flavor and eating quality. As a result, Japanese melons have strong potential for use as premium dessert ingredients at fine-dining restaurants and other high-end foodservice establishments.

1 | Promotional Products and Program Structure

- **For menu development, Japanese melons shall be designated as the primary promotional product.**

○Additional Promotional Item

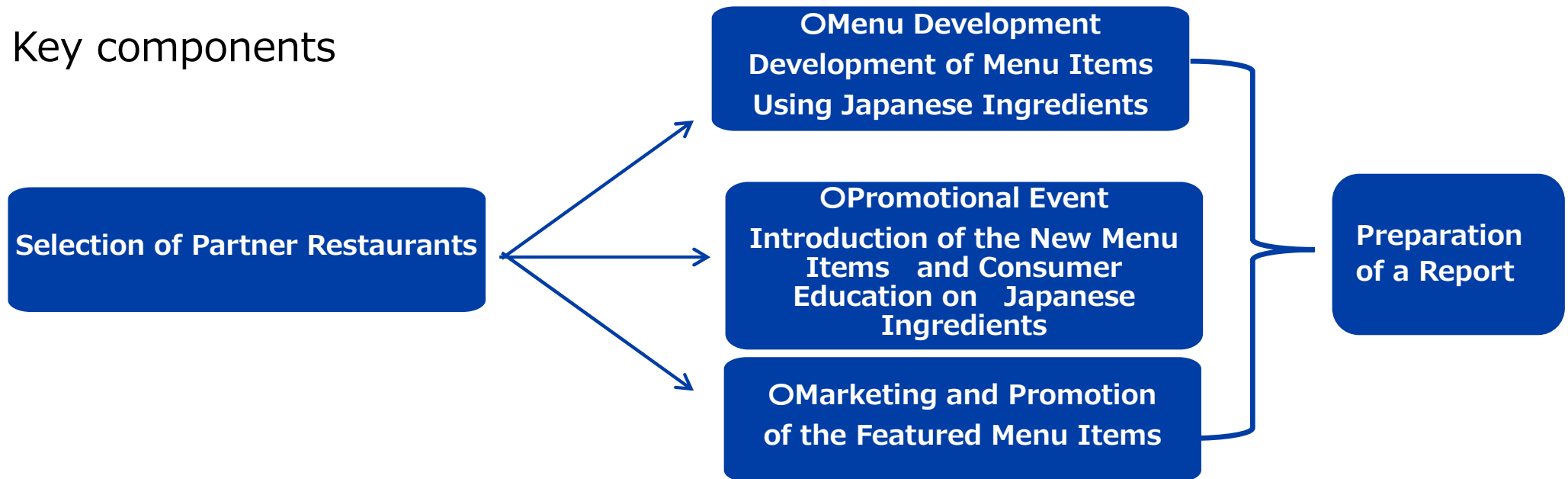
- In addition to Japanese melons, the contractor shall select one Japanese food product from the list of priority export products designated by the Ministry of Agriculture, Forestry and Fisheries (MAFF) (described below) and incorporate it into the menu development and promotional activities.

1 | Promotional Products and Program Structure

Promotional campaigns will be conducted in collaboration with Partner Restaurants.

- The project will be implemented in Sydney, Australia, in February 2027.
- The project shall be implemented as outlined below, and the information obtained through the implementation of the project shall be compiled and submitted in the form of a report.

Key components



2 | Project Objectives and Targets

- To increase exports of the promotional products, raise awareness of these products in the Australian market, and promote greater use of Japanese food ingredients at Partner Restaurants.

Objective

To increase export volumes by identifying restaurants that are expected to newly introduce or increase their use of the promotional products.

Targets

- Partner Restaurants commence handling the promotional products or increase their procurement value by at least 10% (1.1 times or more).
- At least 80% of responses to the post-project stakeholder satisfaction survey fall within the top two rating categories.

2 | Project Objectives and Targets

- **A survey will be conducted to assess the achievement of the project objectives and to evaluate the satisfaction of project stakeholders.**
- To verify whether the project targets have been achieved, a survey shall be conducted with the participating restaurants.
- In addition, surveys shall be conducted with stakeholders involved in the project, including Japanese exporters and Australian importers, to assess their level of satisfaction with the project.
- The content of all surveys will be prepared by the JETRO Sydney Office; however, the contractor shall be responsible for conducting and collecting the survey questionnaires.

3 | Scope of Work (1): Selection of Partner Restaurants

- **Identify and engage restaurants in Sydney that are expected to either begin handling the promotional products or increase their use of them, and support these restaurants as Partner Restaurants.**

Requirements for Partner Restaurants

- **Restaurants must be expected to either increase their use of the promotional products by at least 10% (1.1 times or more) or newly introduce the promotional products.**
- **Restaurants must either be registered as a Japanese Food and Ingredient Supporter Store Overseas or be eligible for registration.**
- **Restaurants must understand the objectives of this project and be willing to actively cooperate in menu development and event implementation**

*** For information on the Japanese Food and Ingredient Supporter Store Overseas program, please refer to the following website: <https://www.jetro.go.jp/agriportal/supporter/>**

3 | Scope of Work (2): New Menu Development

- In cooperation with chefs at the Partner Restaurants, develop new menu items featuring Japanese food ingredients.
- The newly developed menu items should continue to be offered after the conclusion of the promotional campaign.
 - In addition to Japanese melon, one product shall be selected from the Government of Japan's Priority Export Products list and incorporated into the new menu. These two products shall be used as the promotional products for this project.
 - The menu developed through this project shall continue to be offered after the promotional period has ended.
 - The project budget shall include costs associated with coordinating with Partner Restaurants as well as the procurement of samples for tasting and menu development.

* For the list of Priority Export Products, please refer to the following website:
<https://www.maff.go.jp/j/shokusan/export/progress/attach/pdf/index-43.pdf>

3 | Scope of Work (3): Event Implementation

- **An event shall be held at the Partner Restaurant to mark the launch of the new menu items.**
- **The event shall include menu tastings and educational activities highlighting the promotional products.**
- The contractor shall be responsible for arranging event equipment, coordinating schedules with the restaurant and guest speaker, managing on-site operations, and inviting participants.
- Invitees shall be either (i) media representatives, influencers, or other individuals who can reach local consumers and who are able to disseminate information regarding their participation in the event through articles, social media posts, or other forms of publicity, or (ii) restaurant industry representatives or other persons who can contribute to the expansion of exports of Japanese food products.

3 | Scope of Work (3): Event Implementation

- An event shall be held at the Partner Restaurant to mark the launch of the new menu items.
- The event shall include menu tastings and educational activities highlighting the promotional products.

○Event Content

- Tasting of the newly developed menu items
- Educational activities highlighting the promotional products

In consultation with JETRO, the contractor shall select a lecturer who will provide educational sessions on the quality, unique features, and safety of Japanese fruits, including Japanese melons. The lecturer's travel expenses and any related costs shall be included in the proposed budget.

3 | Scope of Work (4): Public Relations Activities for the New Menu

- Public relations activities shall be conducted to raise awareness of the newly developed menu items among consumers.

- The specific public relations activities shall be proposed by the contractor. However, the following requirements must be taken into consideration:

1. The promotional activities shall be carried out for a minimum period of two (2) weeks.
2. The cost of purchasing ingredients used in menu items served to consumers at the participating restaurant shall not be covered under this project and must be borne by the restaurant.
3. As a project implementation report must be submitted upon completion of the project, including the results of the surveys, the contractor shall develop and manage an appropriate project schedule to ensure timely completion of all required activities.

3 | Scope of Work (5): Analysis of the Export Environment for Japanese Melons

- **Analyze the Australian market environment for the export of Japanese melons and prepare a report that will contribute to the expansion of exports.**
- Based on feedback from participating businesses involved in this project, analyze industry stakeholders' and potential consumers' perceptions of Japanese melons through surveys of event participants and through reactions from followers to information disseminated by influencers participating in the event. The analysis shall identify challenges and provide recommendations for the expansion of Japanese melon exports.
- Another objective of this project is to facilitate the expansion of export-producing regions to Australia by sharing the findings with melon producers and related businesses from other regions that did not participate in the project.

3 | Scope of Work (5): Analysis of the Export Environment for Japanese Melons

- **Analyze the Australian market environment for the export of Japanese melons and prepare a report that will contribute to the expansion of exports.**
- The length, format and structure of the document shall be proposed by the Contractor; however, the document must be prepared in Japanese. Where the report has been prepared in English and subsequently translated into Japanese, the original English version shall also be submitted.
- The contents of the document may be made public. Therefore, it shall be prepared as a separate document from the Completion Report and the Project Implementation Report described below.

4 | Important Considerations for Project Implementation

- The contractor shall consult closely with the responsible JETRO office prior to the implementation of the project.
- All expenses required for the implementation of the project, including educator fees, costs associated with the preparation of promotional materials, and the procurement of samples and tasting ingredients, shall be covered by the contract budget.
- The project scope and activities may be modified within the approved budget upon consultation and mutual agreement between the responsible JETRO office and the contractor.

5 | Contractor Requirements

Contractor Requirements

The contractor must satisfy the following requirements (1) through (5):

(1) The contractor shall establish a project implementation structure that meets the following requirements:

- ① The contractor shall be able to allocate sufficient resources and working hours to this project and respond promptly to requests from the responsible JETRO office.
- ② The contractor shall be able to respond flexibly to changes in circumstances in the country where the project is implemented.
- ③ The contractor shall be capable of addressing and resolving any external issues that may arise in connection with the implementation of the project.
- ④ The contractor shall assign personnel in the country of implementation who are capable of communicating in either Japanese or English.

5 | Contractor Requirements

Contractor Requirements

- (2) If the contractor has previously undertaken projects commissioned by JETRO or similar projects in the country where this project will be implemented, the contractor must not have caused any significant problems relating to project execution during the contract period, nor any significant issues relating to administrative procedures or project reporting.
- (3) The contractor shall have a proven track record of planning and implementing consumer promotion projects of a comparable scale within the food sector in the country where the project will be implemented.
- (4) The contractor shall have established good relationships with restaurants, retailers, and other business entities necessary for the implementation of the project in the country of implementation, or shall be capable of establishing and maintaining such relationships.
- (5) The contractor shall be able to propose a feasible implementation schedule that covers all activities and requirements specified in this Terms of Reference.

6 | Contract Period

From the date of contract execution until 12 March 2027.

7 | Submission of Deliverables

Reports and other deliverables related to the scope of work described above shall be submitted as follows.

(1) Deliverables:

① Project Implementation Report and Project Completion Report

Submission Deadline:

12 March 2027

② Submission Format:

Electronic copy and hard copy.

If any promotional materials, such as POP displays or posters, are produced as part of the project, physical copies shall also be submitted.

(2) Submission Method:

To be advised separately by JETRO.

(3) Submission Address and Contact Person

Japan External Trade Organization (JETRO), Sydney Office

Attn: Yuto Katsumata

Level 15, Governor Macquarie Tower 1 Farrer Place Sydney NSW 2000 Australia

Tel: +61-2-9002-6200 E-mail: yuto_katsumata@jetro.go.jp

8 | Payment Terms

- (1) As a general rule, payment shall be made upon completion of all services described above. However, the timing of payment and any advance payment prior to project completion (up to a maximum of 50% of the contract amount) may be discussed. If advance payment is required, the contractor shall clearly state this in the proposal.
- (2) Prior to payment, the contractor shall submit the Project Implementation Report and Project Completion Report by the specified deadline.
- (3) Upon review and acceptance of the Project Implementation Report and Project Completion Report by the responsible JETRO office, payment shall be made in accordance with the payment schedule determined by the office, based on the contractor's invoice. The invoice must bear the company seal and include a detailed breakdown of costs. Payment shall, in principle, be made by the responsible JETRO office in Australian dollars (AUD).
- (4) The invoice breakdown shall clearly identify taxable, non-taxable, and tax-exempt items. Overseas expenses should preferably be treated as non-taxable items.

9 | Other Notes

- (1) The contractor shall comply with all applicable laws and regulations of Japan and the country in which the project is implemented. In carrying out the project, the contractor shall also take into full consideration any COVID-19 measures and related requirements established by the government of the country of implementation and conduct the project only where appropriate and feasible.
- (2) The contractor shall prepare a project implementation schedule and obtain approval from the responsible JETRO office. During the implementation of the project, the contractor shall consult and meet with the responsible JETRO office as necessary. Records of such consultations and meetings shall be maintained and confirmed by the responsible JETRO office.
- (3) If it becomes necessary to subcontract any part of the project to a third party, the contractor shall apply for and obtain prior approval from the responsible JETRO office.
- (4) If the project cannot be implemented by a single entity, the formation of a consortium shall be permitted. In such cases, the contract shall be concluded with all consortium members; however, communications with the responsible JETRO office and payments from JETRO shall be made only through the lead organization. The lead organization shall enter into a written agreement with the other consortium members describing the allocation of responsibilities and other relevant conditions, and a copy of such agreement shall be submitted with the proposal.
- (5) In implementing the project, the contractor shall comply with JETRO's Personal Information Protection Regulations as well as the confidentiality and personal information provisions stipulated in the contract.
- (6) The format and content of the Project Implementation Report and other project deliverables shall be reviewed and approved by the responsible JETRO office.
- (7) Copyright to all deliverables produced under this project, including promotional materials, shall belong to JETRO. The contractor shall not assert any copyright or related rights over such deliverables. JETRO may use the deliverables, either in their original form or in modified form, for activities in countries and regions other than the country where this project is implemented.
- (8) As the deliverables produced under this project are expected to be used for multiple years, no expiration date or usage limitation shall be imposed. However, if additional costs may arise after the contract period due to rights associated with performers, music, or other copyrighted materials, the contractor shall clearly indicate such potential costs and estimated amounts in the proposal.

9 | Other Notes

(9) Any matters not specified in this Terms of Reference shall be discussed with the responsible JETRO office.

(10) Regardless of the contractor's location, any transportation and travel expenses associated with meetings related to this project shall be borne by the contractor.

(11) As a general rule, project funds may not be used for the following purposes:

- ① For restaurants and retailers: discounted sales, price promotions, or similar price-reduction measures.
- ② For consumers: gift certificates, coupons, or high-value prizes and giveaways, including travel-related prizes.

(12) The contractor agrees to the following information security requirements:

- ① The contractor shall establish and maintain an information security management system, including appropriate employee training and education.
- ② The contractor shall maintain the confidentiality of all information handled in connection with this project.
- ③ If any information security vulnerability is identified in the contractor's management systems, facilities, or operations in connection with this project, the contractor shall promptly report the matter to JETRO, consult with JETRO, and implement appropriate corrective measures.
- ④ If an information security incident, or suspected incident, occurs in connection with this project, the contractor shall promptly report the matter to JETRO, consult with JETRO, and implement appropriate countermeasures.
- ⑤ Where personal information or highly confidential information is handled, the contractor shall establish an environment that allows Japanese law to be applied as necessary.
- ⑥ The contractor shall maintain information security measures that meet a sufficient standard, including compliance with the "Unified Standards for Cybersecurity Measures for Government Agencies and Related Organizations" established by Japan's National center of Incident readiness and Strategy for Cybersecurity (NISC).

<https://www.nisc.go.jp/pdf/policy/general/kijyunr5.pdf>

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