

Request for Proposals (RFP):

Project on Promotion of Foreign Direct Investment into Japan (Investment Promotion Specialist in North America): Services & Entertainment Industry

Date: June 15, 2015

General

1. **Subject:-** Project on Promotion of Foreign Direct Investment into Japan (Investment Promotion Specialist in North America): Services & Entertainment Industry
2. **Term of contract-** the contract day to March 15, 2016
3. **Closing date for Application-** 12:00 pm (PST) on June 26, 2015
4. **Contents of Contract-** As indicated in Application Guidelines (Attachment 1)
5. **Project budget:** USD \$50,000

Instruction to Applicants

6. **Qualification requirements**

- Prospective candidate(s) engaged in the project must satisfy conditions stated in the Application Guidelines(Attachment 1)
- NOT under the circumstances of being denied participation due to unethical and/or unlawful activities by either JETRO or Ministry of Economy, Trade, and Industry (METI) from previous procurement offerings

7. **Preparation of Application**

Application shall be prepared on the Application Form included in this RFP. Applicants shall enter all requested information in the appropriate spaces on the Application Form. No oral, telephone, facsimile will be accepted. All costs of preparation shall be borne by the Applicants.

8. **Delivery of Application**

All Application forms (see below) shall be sent to the following address by 12:00 pm (PST) on June 26, 2015

Required to submit by hard copy only:

Signed Application Form 1 Copy

Business Proposal (approximately 10 to 20 pages, Color Printed) 5 Copies

Attn: Keita Sakuraoka

Address: JETRO Los Angeles 777 S. Figueroa St., Ste. 2650, Los Angeles, CA 90017

Tel: 213-624-8855

9. **Language of Application-** English and/or Japanese

10. **Evaluation of Application-**

1st evaluation: Screening of Application documents by JETRO Los Angeles

2nd evaluation: Presentation at JETRO Los Angeles

11. **Announcement of Tender-** Tender will be announced to bidders by email. Given the nature of the bidding process, JETRO will refrain from providing feedback on the results.

12. **Contact-**

Keita Sakuraoka

Address: 777 S. Figueroa St., Ste. 2650, Los Angeles, CA 90017

Tel: 213-624-8855

Email: keita_sakuraoka@jetro.go.jp

Attachment 1. Application Guidelines

Attachment 2. Application Form

Attachment 3. Business Proposal(SAMPLE)

Appendix A

June 15, 2015
JETRO Los Angeles

Application Guidelines for the Project on Promotion of Foreign Direct Investment into Japan (Investment Promotion Specialist in North America): Services & Entertainment Industry

The Japan External Trade Organization (hereafter, JETRO), Japan's core organization for promoting foreign direct investment (FDI) into Japan, identifies companies interested in investing into Japan and supports them from the stage of business development to that of corporate establishment. The Japan Revitalization Strategy created by the Japanese government (June 14, 2013), places the activation of FDI as an important policy and sets a goal of doubling the current FDI balance to 35 trillion yen in 2020. Because of this, JETRO will contribute to the further increase of investment into Japan

1. Project Purpose

JETRO, as part of its mission to promote FDI into Japan, aims to identify U.S companies that have a high chance of investing in Japan or making a second investment in Japan in the near future. By offering JETRO's services and information to these companies, JETRO aims to assist US companies expand to Japan and ensure that these companies make larger scale, fast tracked investments to Japan. To realize these goals, JETRO seeks to retain a professional that has deep knowledge of international investment strategy, whom will thus be known as the Investment Promotion Specialist (hereby "the Contractor").

2. Description of the Project

a. Selection of Potential Companies for Initial Meetings (More than 20 companies)

- ① The Contractor will utilize their networks (personal, tradeshow/seminar related, etc) and will identify companies that fulfill the characteristics noted below ("Criteria for Specified Targets"). JETRO will decide if the identified companies fulfill requirements noted below.
- ② Only upon confirming with JETRO that the specified target is not already an existing JETRO client may the Contractor select the company for the project.
- ③ The Contractor will select more than 20 companies for initial meetings. The exact number will be determined based upon the consultation between JETRO and the Contractor in a timely manner within FY2015.
- ④ Upon conducting an introductory call with the potential company, the Contractor will notify JETRO of its selection as necessary.
- ⑤ The Contractor will use the specified form that will be provided by JETRO.

<Criteria for Specified Targets>

- Target Regions: JETRO Los Angeles territories Southern California, Southern Nevada, Arizona, Utah, Colorado, New Mexico, Hawaii
- Interest in Investing in Japan: Must have a reasonable investment plan for Japan that will be implemented by March 15st, 2016.
- Use of JETRO Services: Company must express interest in utilizing JETRO services for their expansion plans.
- Industry: Services & Entertainment industry. The contractor may cover other industries

upon discussion with JETRO. The company must have an investment plan. Also, any company that conducts illegal or unethical business, or business that will negatively affect Japan will not be accepted. (Multilevel marketing, racketeering, etc)

- Company Size: Company size is not specified but will preferably be a company that has over 250 employees. Also, the potential company should be a non-Japanese company, not including a sole proprietor or privately-financed enterprise. In addition, the potential company should be a legitimate company in the United States (established more than one year ago, with confirmable existence through actual company website, etc)
- Attribution: Companies that JETRO already has had contact with through past FDI promotion work may not be eligible for this current project. Due to confidentiality, JETRO cannot disclose a list of these companies to the Contractor. Upon confirmation that the potential client is not an existing JETRO client and has no other duplications within JETRO's internal client database, it will be accepted for the project. However, if JETRO finds necessary or the Contractor establishes contact with a company representative of an existing JETRO client that has greater decision making capabilities than that of the company representative JETRO has reached previously, the existing JETRO client company may be included for this project.
- Network: Must have a network that can arrange a meeting with a key person ^(A) from the company.

^(A) Key person is defined as a CEO, COO, CFO and other persons involved in organizational decision making (the same shall apply hereafter).

<Reporting Items>

- Company Profile (name, URL, country, HQ address, industry, main products/services, profits, sales, market capitalization, number of employees, etc)
- Key person's Data (name, position, contact information, etc)
- Situation of its business with Japan (presence of Japan base, experience in doing business with Japan, current situation of Japan business)
- Company's current investment plan for Japan market
- JETRO services that the company is interested in

b. Arranging Meetings/Consultations

- ① After consulting with JETRO, the Contractor will arrange a meeting between JETRO and the key person(s) of the specified target. The Contractor must schedule more than 10 initial meetings. The exact number will be determined based upon the consultation between JETRO and the Contractor in a timely manner within FY2015.
- ② If the Contractor is unable to arrange the 10 initial meetings, the contractor must arrange meetings with additional companies that were not previously selected only after gaining JETRO's approval. In this situation, the Contractor must still observe the reporting deadline.
- ③ For the format of the meeting, face to face meetings should be prioritized and should be held whenever possible. However, if there are complications with scheduling, phone conference meetings are acceptable only after gaining JETRO's approval.
- ④ The Contractor must gain JETRO's approval before setting meeting logistics.
- ⑤ The Contractor must report the planned meeting details on the specified form that will be provided by JETRO and prepare the materials. Besides situations where meetings were suddenly planned or have a valid reason, the meeting details must be notified to JETRO in

advance up to ten business days.

- ⑥ The Contractor must attend the meeting. Depending on the meeting outcome, the Contractor must submit the meeting reporting form (on a specified form that will be provided by JETRO) within 3 business days of the meeting.

<Reporting Items-Meeting Scheduling Form>

- Company name, Date/Time, Location, Name/Title of Company Attendee(s)
- Additional information which the contractor obtains through the conversation with specified target for arrangement of the meeting.
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<Reporting Items- Meeting Reporting Form>

- Japan expansion/investment plans, approval level of plans
- Products/services the company is planning on marketing in Japan
- Distributor name (if applicable)
- Response to proposal, questions from company
- Future follow up plans

※Add any additional changes not noted in Meeting Scheduling Form.

c. Confirmation of investment in Japan by the selected company

Upon the completion of activities in 2.a. through 2.b. with the specified targets, the Contractor is required to submit to JETRO a report about the specified targets regarding their investment in Japan, newly established corporate entities and other investment plans they may have on a specified form that will be provided by JETRO. However the investment by the specified targets must meet a requirement as stated below. However, even if the following criteria are not fulfilled, JETRO may approve the company as having made an investment in Japan, thus counting for the project.

< JETRO will approve new investment (establishment of Japanese subsidiary, branch office, or representative office) upon confirmation of the following points. >

- Corporate registration of Japanese subsidiary or branch office, or establishment of representative office must be completed at the time of reporting to JETRO
- Existence of representative in the established office must be confirmed
- Existence/location of office must be confirmed
- Location of office is not within a private residence
- Office is not a virtual office (telephone transferring service, mailbox, etc)
- Have utilized JETRO and/or the Contractor's services within this project towards their corporate registration and/or investment

< JETRO will approve expansion of business in Japan upon the confirmation of the following points. >

- Have expanded their business within Japan (1. Industrial facilities, storefronts, and/or business offices are newly established, or have been decided upon to be established, 2. Have added R&D facilities and/or regional headquarters capabilities to pre-existing facilities (or have acquired additional facilities)
- Have utilized JETRO and/or the Contractor's services within this project towards their corporate registration and/or investment

<JETRO will approve funding of Japanese corporation upon the confirmation of the following

point>

- Funding of the Japanese corporation with intent to participate in management of the company (Acquisition of stocks more than 10%)
- Have utilized JETRO and/or the Contractor’s services within this project towards their corporate registration and/or investment

3. Term of Contract

- a. The term of contract is from the contract day to March 31, 2016. The contractor must complete all activities noted in “2. Description of the Project” by March 15, 2016 and is required to commence in reporting works from March 16, 2016 to March 31, 2016.
- b. This contract will be terminated upon exhaustion of funds allocated to this project.

4. Conditions for candidate(s) engaged in the project

- (1) Having an established organizational structure and capabilities to manage and complete the project properly
- (2) Able to adhere to JETRO’s directions, as well as report to, communicate with, and consult with JETRO in an adequate manner
- (3) Having knowledge on handling confidential and/or personal information accordingly
- (4) Having a broad and effective experience, network, and knowledge necessary for the implementation of the project
- (5) Able to give appropriate advice and communicate smoothly with global companies of specified industries
- (6) It is prohibited to receive monetary or non-monetary rewards from the specified targets or other companies in relation to this project
- (7) Able to comply with applicable laws and regulations, especially the Foreign Corrupt Practices Act and state unfair competition laws
- (8) Must inform JETRO if the contractor is involved in a similar project funded by the Japanese government
- (9) It is prohibited to conduct personal business while performing the tasks of this project
- (10) Cannot be simultaneously partaking in any other JETRO Industrial Specialist lead generating project in FY 2015

5. Deliverables and Deadlines

Activity		Completion Deadline (See (i) below)	Submission Items (See (ii) below)
a.	<u>Selection of targets for Initial Meetings (including reasons for selection): 20 companies or more</u>	First 10 companies: Oct 20 th , 2015 Remaining 10 companies: February 19 th , 2016	Specified form (More than 20 companies)

b.	<u>Arranging Initial Meetings and Consultations with specified targets: 10 companies or more</u>	First 5 companies: October 30 th , 2015 Remaining 5 companies: February 29 th , 2016	Meeting Scheduling Form Meeting Reporting Form
c.	<u>Follow-up Meetings 5 or more meetings</u>	February 29 th , 2016	Meeting Scheduling Form Meeting Reporting Form
d.	<u>Confirmation of Corporate Registration in Japan, Second Investment, or M&A</u>	March 15 th , 2016	Specified form, document confirming investment (See (iii) below)

(i) If the contractor cannot finish the project by the reporting deadlines, JETRO reserves the right to dissolve the contract.

If the deadline date stated on the contract cannot be maintained due to the circumstances of the specified target, the contractor must notify JETRO, in writing, the details of the situation as well as the new deadline date. Depending on whether the situation is valid, JETRO will allow the submission of the report on the later deadline.

(ii) The Contractor must use the forms specified by JETRO. Forms may be written in either English or Japanese.

(iii) The following items are required depending on the executed investment type.

Items to be submitted		Investment Type		
		New corporate entity	2 nd investment	M&A
1	Certificate of full registry records (issued by the Legal Affairs Bureau)	Yes	Yes (When establishing a new entity)	No
2	Other	No	Yes (See a. below)	Yes (See b. below)

- a. Document that must be approved by JETRO and objectively proves implementation of second investment.
- b. Document that must be approved by JETRO and objectively proves an implementation of M&A.

6. Payment

Upon the completion of each reporting task and approval of tasks set in “2. Description of the Project” by their due dates, payment may be requested by submitting a billing

statement to JETRO. JETRO will then pay the requested payment amount within 40 days after receiving the billing statement. Specific billing amount per activity after receipt and inspection by JETRO is noted as follows:

- a. Compensation for “2.a. Selection of Potential Companies” will be \$25 (Twenty five U.S. Dollars, tax inclusive) per selection of one company provided with a reasonable analysis of each selection. Payment for “b. Arranging Initial Meetings” for a substantial discussion on investment in Japan will be \$400 (Four hundred U.S. Dollars, tax inclusive) and \$1,500 (Fifteen thousand U.S. Dollars, tax inclusive) for Specified Targets* per initial meeting. For “c. Follow-up Meetings” to discuss substantial advancements from the initial meeting will be \$1,400 (Fourteenths thousand U.S. Dollars, tax inclusive) and \$5,000 (Five thousand U.S. Dollars, tax inclusive) for Specified Targets* per follow up meeting with one selected company conducted. Payment for “c. Confirmation of Corporate Registration, Second Investment, or M&A” will be a commission of 2%, not exceeding \$26,000 (Twenty Six thousand U.S. Dollars, tax inclusive) of the new investment amount by the specified targets, provided that it can be confirmed by a certificate of payment or other forms of documentation. The total sum of payment will not exceed \$50,000 (Fifty thousand U.S. Dollars, tax inclusive) and will be determined dependant on the number of selected companies, meetings conducted with selected companies and the number of corporate registrations, second investments and/or M&A made**.

*Specified targets are defined as manufacturing facilities with a certain amount of prospective large-scale investment and employment, research and development (R&D) facilities and regional headquarters with a certain amount of economic effect, and cases that will activate regional economies. Specifically, companies that fulfill all of the following three conditions will be targets. However, companies with a high chance of investment (companies that are planning on establishing an entity in Japan or considering a second investment in Japan within the next 2 years) may be included after provision of a reason to JETRO on why the company should be included in the Specified targets, and upon JETRO’s approval.

- A company that is not an existing JETRO client.
- A company above a certain size^(a) with a capital contribution ratio of non-Japanese companies exceeding 50%.
- The target’s expected investment plan in Japan must satisfy at least one of these seven conditions: (1) employment of more than 50 people within 2 years, (2) employment of more than 100 people within 5 years, (3) investment of a billion yen or more within 2 years, (4) investment of more than 10 billion yen within 5 years, (5) *R&D facility*^(b) established by a global company, (6) *Regional headquarters*^(b) established by a global company, and (7) prospective spreading economic effect of a certain amount or more (including increase of foreign tourists)

(a) A company above a certain size may be but is not limited to a company that has over 250 employees.

(b) R&D facility and Regional headquarters are defined as follows:

“R&D facility” herein shall refer to facilities needed to carry out R&D, such as industrialization through applied development, trials and product testing from advanced industrial technology in line with technological innovation.

“Regional Headquarters” herein shall refer to facilities to operate a business relating to the controlled group company’s project policy decision or coordination (sales and marketing, corporate planning, finance, personnel and training, R&D, production management, distribution, legal affairs, etc.), and there shall be controlled group companies in 2 or more countries (Japan can be included)

The controlled group companies shall be those group companies operating business activity at the time of submitting this application, and the corporation that presides over

the controlled activity within the same corporation located in Japan can be included. If a company is to start operating business in Japan and establishing the Regional Headquarters at the same time, the company only needs to have at least one controlled group company outside of Japan at the time of submitting this application.

**If the Contractor selects an existing JETRO's client that was generated in a prior lead generation project as a Potential Company, JETRO may approve the company as a target for this project from the standpoint of effectiveness. However, as the Potential Company was found through the past project and has completed stages 2.a. and 2.b., JETRO will only compensate for work completed from 2.c. and onward.

Application Form / RFP FY2015

JETRO Los Angeles

Request for Proposal: Project on Promotion of Foreign Direct Investment into Japan (Investment Promotion Specialist in North America): Services & Entertainment Industry

June_____, 2015

I, _____, hereby understand the content of the Request for Proposals for the “Project on Promotion of Foreign Direct Investment into Japan (Investment Promotion Specialist in North America): Services & Entertainment Industry” and upon my consent, submit my application for this proposal.

Organization Name			
Representative Name			
Address			
Phone Number		F A X	
Email Address			
Contact Name		Contact Phone Number, Email	
Sign			

June 15, 2015

**Project on Promotion of Foreign Direct Investment into
Japan (Investment Promotion Specialist in North America):
Services & Entertainment Industry
Proposal (Sample)**

Organization Name	
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1. Project Implementation

(1) Implementation Structure (arrangement of personnel in charge / each responsibilities)

(2) Execution Plan and Outline of Schedule for the Year

(3) Operating Procedure, Method, Proposal on how to complete all the tasks of the project in an effective manner and enhance project outcome

2. Experience and Capabilities of the Organization

(1) Experience with Similar Projects

(2) System to Manage Personal/Confidential Information

(3) Networking and information gathering skills to enhance project outcome

3. Project Implementation Skills of Assigned Personnel

(Profiles of each project personnel)

- Experiences from other similar projects and valid knowledge/experience/skills/networks to enhance project outcome

4. Original Proposal to Enhance Project Outcome