

EU-Japan Centre for Industrial Cooperation

Procurement documents

Contracting authority:
EU-Japan Centre for Industrial Cooperation

Procurement name:
EU-Japan Innovation and Technology Cooperation Helpdesk service in FY 2025

Procurement reference number	058-WP3-25
Type of procurement procedure	Call for proposal
Code name	Offering direct support to European Companies
Type of procurement contract	Services Contract
Name of the responsible person of the contracting authority	Fabrizio Mura

Terms of Reference

Preliminary remarks:

- (1) The "Centre" refers to the EU-Japan Centre for Industrial Cooperation based in Tokyo, Japan;
- (2) The "service provider" refers to the outside organization - legally independent from the EU-Japan Centre for Industrial Cooperation - whose services are requested by the EU-Japan Centre for Industrial Cooperation under the framework of this proposal;
- (3) The "EU-Japan Innovation and Technology Cooperation Helpdesk" is hereinafter referred to as the "EJITCH Helpdesk";
- (4) This proposal has 6 numbered pages;

A) Submission of proposals

Interested parties are required to submit a written proposal to the call for proposal to outsource the services of the "EU-Japan Innovation and Technology Cooperation Helpdesk service in FY2025". To be valid, all written proposals must arrive at the Centre by e-mail, fax or post no later than **Friday 21 February 2025, 17h30, Tokyo local time.**

Contact:

Attn: Managing Directors

EU-Japan Centre for Industrial Cooperation

Shirokane-Takanawa Station Bldg.4F., 1-27-6 Shirokane, Minato-ku, Tokyo 108-0072

Email: applications@eu-japan.or.jp Tel: 03-6408-0281 Fax: 03-6408-0283

Important notes

1. Size limitation on e-mail attachments: all files and proposals attached by e-mail must be smaller than 10 Mega Bytes in total cumulative size (obtained by adding the sizes of all file attachments) – contact the Centre beforehand if you plan to send files with total cumulative size exceeding 10 MB.
2. Acknowledgment of receipt: all submitted proposals will be returned by an acknowledgement of receipt from the Centre for validation purposes. All applicants who have sent their proposals must promptly confirm their sending by calling the Centre at +81 (0)3 6408-0281 (Attn: Deputy General Manager, EU side).

B) Description of services to be rendered

The service provider shall:

1. Manage an information inquiry helpdesk on matters related to Technology Cooperation in the context of Japan for the benefit of EU startups / scale-ups and SMEs (respectively Japanese SMEs; both groups are hereinafter referred to as the “EJITCH Client”), in continuity with the initial implementation phases previously executed since FY2016 with the overarching goal to foster and support the creation of concrete technology partnerships – in close synergy with the Enterprise Europe Network service). Manage the dissemination and promotion of the EJITCHH Helpdesk Service to EU startups / scale-ups and SMEs (respectively Japanese startups / scale-ups and SMEs) in order to grow the client base; answer and manage the documentation of ongoing inquiries with a commitment to follow-up on each inquiry within 48 business hours. Manage EJITCH Clients’ requests to search for Japanese technologies (resp. EU technologies) by offering networks in Japan and access to databases which are available online with the aim of helping EJITCH Clients better understand where to find relevant technology offers and/or requests.
2. Support EU and Japanese Clients with matchmaking, partner search and introduction to potential leads, with the target to produce at least 2 technology partnerships in FY2025, each of which will involve at least 1 EU Client and at least 1 Japanese Client; create and publish testimonials and success stories based on the work produced to support these partnerships. Synergize as necessary and relevant with the European Innovation Council (EIC), the National Contact Point Service for Horizon Europe in Japan and ensure that the partnerships created are officially recorded via the Enterprise Europe Network web portal.
3. Support the organization of pitch presentation sessions for EU startups / scale-ups and SMEs and Organizations which are participants of business missions to Japan organized by the Centre, in order to offer EU startups /scale-ups and SMEs and Organizations the opportunity

to present in front of Japanese Large Companies, Research Institutes, Institutional and Corporate Investors.

4. Using feedback from website analytics, update and improve the contents of the existing helpdesk website which will contain, among others, 1) categorized information in English language about technologies on offer from Japanese and EU Universities and National Research Centers; 2) information about Japan's (respectively EU) technology Cooperation trends and IP policies of interest to EU Clients (resp. Japanese clients); and 3) contact points relevant to technology licensing offices in Japanese and EU Universities and National Research Centers, and selected IPR advisors and law firms based in Japan relevant to project objectives who can support EU Clients. Benchmark other local web portals offering similar or close services in order to improve the service offer through the EJITCH website.
5. Manage the dissemination and promotion of the EJITCH Service to EU Clients in order to raise awareness of the service back in the EU. Answer and manage the documentation of ongoing inquiries through a "Frequently Asked Questions" section of the portal (consider using social Media such as Twitter/X feeds and/or a dedicated LinkedIn group to support promotion).
6. Communicate and maintain a network of local technology Cooperation and IPR experts in Japan who are competent to support the EJITC Helpdesk's Inquiry Service by contributing to answers from relevant inquiries made by EU Clients. Communicate about the EJITC Helpdesk for the purpose of establishing smooth cooperation with organizations offering similar or complementary services based in the EU and Japan.
7. Contribute to the production and dissemination of the Centre's newsletters for EU Clients which will contain information sources, case studies, success stories and related resources about Innovation and Technology Cooperation with Japan.
8. Manage the planning, preparation and execution of 2 practical webinars/seminars on Japan Innovation and Technology Cooperation targeting EU and Japanese Clients, and identify relevant targeted audiences and speakers (with the aim of fulfilling the objective of paragraph B.9).
9. Take into account suggestions for improvements within the scope of the project, for the purpose of a better execution of the above project assignments. Report on project activities on a monthly basis and produce a final activity report, which includes details of actions performed in the EJITC Helpdesk during the project, including summaries of webinars and presentation material used.
10. Optionally, and in agreement with the EU-side Managing Director, contribute to the plan, execute and follow-up on the organization of a business mission focusing on Innovation, for

EU startups / scale-ups and SMEs, at a relevant event in Japan, with the goal to help EU mission participants pitch, matchmake and connect with Japanese leads. In supporting the preparation of this mission, the selected service provider will need to work in close cooperation with the Centre's Enterprise Europe Network Japan service (<https://www.eu-japan.eu/een>).

In implementing the assignments described in paragraph B), the service provider shall produce the following deliverables:

1. Database of offers for technology Cooperation from Japanese and European Universities and National Research Centers; tools for searching the updated database online, linked to the EJITC Helpdesk Website which is under the Centre's homepage;
2. Interactive and easy-to-navigate website for EU and Japanese EJITCH Clients;
3. News articles with information sources, case studies, success stories and related resources about Technology Cooperation between the EU and Japan;
4. Database of contacts to local innovation, technology Cooperation and IPR experts in Japan who are competent to support the EJITC Inquiry Helpdesk Service;
5. Summary reports of inquiries from EU and Japanese Clients and documented answers to each inquiry;
6. Summary reports of webinars and seminars organized with Japanese Innovation, Technology Cooperation and IP experts speaking to EU clients;
7. Summary of pitch sessions and partnerships contributing to and recorded in the Enterprise Europe Network Japan service;
8. Monthly summary report of activities and final activity report before the end of the project.

C) Request for pricing

Applicants must quote fees for the following services (but not limited to):

1. Work for uptake, preparation and ongoing management of the EJITCH Helpdesk service, including all components listed in paragraph B) during FY 2025 (from 1 April 2025 until 31 March 2026);
2. Work for producing written reports and creating / updating written deliverables;
3. Fees for management and consulting (if relevant);
4. Other fees (specify as relevant);

All costs must be quoted by Japanese Yen (JPY), must be duly justified and must include VAT. The total budget available for the service under this call for proposal is expected to be no more than 4.4M JPY with an optional package of 2M JPY to cover assignment in B)10. (all budgets include consumption tax).

D) Legal, economic and technical information required

Interested service providers must hand in the following documents with their proposal:

1. Legal position: a copy of the papers indicating the trade or professional registration of the service provider. The papers must contain information about the service provider's legal status on the profession;
2. An up-to-date list of the directors and managers in the service provider's organization;
3. Economic and financial capacity: bank contact for reference and balance sheet, trading account and turnover for the past three years are required;
4. Technical capacity:
 - a) The service provider's CV which shall include professional qualifications and experience in the field of advisory helpdesk management for technology Cooperation related matters in the context of Japan;
 - b) A list of principal projects in the field of advice and support to inquiries related to technology Cooperation carried out in the past 3 years with dates.

E) Payment terms

Payment is expected to be made directly as service fee for managing the EJITC Helpdesk provider on a periodic basis, whose terms will be discussed with the selected applicant, following the final selection procedure.

F) Remarks

1. Upon prior written request by the service provider - and in agreement with the Centre - the Centre may offer assistance to process the payment of speakers and experts who may be invited to talk at webinars, should these speakers require payment for their service (item No 7 in paragraph B)).
2. The Centre reserves the right to request modifications of the services to be rendered within the framework of the EJITC Helpdesk at any time during the execution of the contract by the service provider.
3. Relevant expenses will only be paid to the service provider who has been selected by this call for proposal¹.

¹ Applicants to this call for proposal understand that submission of their application does not automatically lead to winning the proposal. Furthermore, selected applicants understand and agree to the fact that, irrespective of the EU-Japan Centre for Industrial Cooperation's decision to award the proposal, any funding under this proposal is strictly conditional to the EU-Japan Centre for Industrial Cooperation receiving a grant from EISMEA and METI for FY2025, which cannot be guaranteed at the time of launch of this call.

G) Award criteria

The contract will be awarded on the basis of the following criteria to determine the best value for money:

1. Quality of the proposal: validity of the solution and ideas proposed for the implementation of the EJITC Helpdesk (30%).
2. Quality, profile, experience and ability to deliver by the key manager selected to be in charge of the project (40%).
3. Total price (30%).

H) Notes

1. About the EU-Japan Innovation and Technology Cooperation Helpdesk

The EU-Japan Innovation and Technology Cooperation Helpdesk is a service managed by the EU-Japan Centre for Industrial Cooperation, financed by the European Commission for the primary purpose of supporting European Small and Medium Enterprises (hereinafter referred to as “SMEs”) in their technology cooperation and partnering endeavors in Japan by providing search support, disseminating best practices, helping to understand the mechanics of technology Cooperation and answering relevant inquiries with the goal to bridge the knowledge gap about current available technologies from both Japan and the EU. EU and Japanese companies (R&D and innovation departments) as well as Universities, Research Organizations and Clusters are eligible to benefit from this support service.

Currently offered services by the EJITC Helpdesk include:

- Technology search showcase (online database);
- Information Inquiry Service with a first reply within 48 hours;
- “Ask the Expert” service and liaising with a pool of Tech Cooperation experts;
- Practical guides and checklists;
- Frequent webinars by experts in the field, with reports and recordings published online;
- A Q&A database with frequently asked questions regarding the Japanese Technology Cooperation practice;

2. Suggested rollout schedule of services

Launch of the call for call for proposal:	Thursday 16 January 2025
Closing of the call for call for proposal:	Friday 21 February 2025
Selection of the winning bidder:	Week of 25 February 2025
Commencement of services:	Tuesday 1 April 2025

End of document.