

EU-Japan Centre for Industrial Cooperation

Procurement documents

Contracting authority:

EU-Japan Centre for Industrial Cooperation

Procurement name:

Helpdesk service for the Promotion of EU Japan Industrial Cooperation in Space / GNSS in  
FY 2021

Procurement reference number	010-WP7-20
Type of procurement procedure	Call for proposal
Code name	Promotion of Regional, R&D and Industrial Innovation Cooperation
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 "Helpdesk service for the Promotion of EU-Japan Industrial Cooperation in Space / GNSS" is hereinafter referred to as the "Space/GNSS Helpdesk";
- (4) This proposal has 7 numbered pages;

**A) Submission of proposals**

Interested parties are required to submit a written proposal to the call for proposal to outsource the "Helpdesk service for the Promotion of EU-Japan Industrial Cooperation in Space / GNSS in FY2021". To be valid, all written proposals must arrive at the Centre by e-mail, fax or post no later than **Friday 26 March 2021, 17h30, Tokyo local time**.

Contact:

**Attn: Managing directors**

**EU-Japan Centre for Industrial Cooperation**

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**Important notes**

1. Size limitation on e-mail attachments: all files and proposals attached by e-mail must be smaller than 5 MegaBytes 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 5 MegaBytes.
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:

I. Coordinate overall promotion activities aimed at supporting European companies and institutions to engage in industrial / innovation cooperation in Satellite Navigation with Japan (with a focus on hardware receivers and downstream applications) under the Horizon 2020 project GNSS.Asia 4, with specific assignments:

-Execute project assignments on behalf of GNSS.Asia in Japan according to objectives outlined in note H.1) (extracted from the Description of Work (DoW)). Create and update a timeline of events for the project in Japan and plan events in Japan in agreement with the Centre's General Managers and the Project Coordinator. Plan, prepare and organize seminars/webinars and other promotional events (such as hackathons or ideathons) along the Project's DoW: prepare the logistics, promotion, dissemination, interpretation and other necessary services for the successful rollout of each event.

-Prepare regular briefings, and newsletter articles about Japanese GNSS industry trends; research and translate relevant Japanese GNSS news and contribute to updating content on the project website (<http://gnss.asia>) and in relevant social media channels.

-Produce and report project deliverables in a timely manner to the Centre's General Managers, to the Project Coordinator.

-Prepare presentations and report at various GNSS events and project team meetings at the request of the Project Coordinator. Report on operations, administration and project results to the Centre's General Managers at regular staff meetings and to the Centre's Board of Governors. In doing so, maintain and update documents timesheets and list of project costs.

II. Promote and support European Space SMEs and start-ups in business / innovation cooperation with Japan by carrying out the following actions:

-Identify industrial trade fairs and major Space-related events in the EU and Japan in order to encourage networking and partnering support for European SMEs in the space sector, if necessary with the help of the Enterprise Europe Network service (EEN). Support ongoing request to search for partners with the help of the EEN partnership search tools. Answer inquiries from relevant EU SMEs which have an interest in partnering with Japan.

-Plan, prepare and organize seminars/webinars, networking and partnering events aimed at promoting European Space Policy updates and Industry good practices in Japan. Prepare event logistics, promotion, dissemination, interpretation and other necessary services. Update promotional material online and in relevant social media channels.

-Answer inquiries by Japanese stakeholders and industries about European Space technologies and applications (GALILEO and COPERNICUS). Liaise with Japan Space Systems to answer inquiries specific to the utilization of Earth Observation data from the COPERNICUS system within the COPERNICUS Relays Network Japan. Maintain a documented trace of inquiries and answers for reporting purposes.

-Ensure smooth project communication, operational reporting and coordination with the EU-Japan Centre's Office in Europe (OE) and with the European and Japanese authorities supporting the project. Ensure that all project reporting and paperwork is drafted and signed on schedule in order to approve various payments related to events organized in Europe and/or Japan.

-Maintain and regularly update a list of costs for the project - report on financial and cost data as requested by the EU-Japan Centre during project lifetime.

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

1. Profiles of European Space and GNSS Institutions and companies interested in cooperation with Japan;
2. Interactive and easy-to-navigate web portal for EU and Japanese Clients;
3. Contribution to newsletter with company profiles, good practice case studies, success stories and related resources about Space / GNSS Industrial and Institutional Cooperation between the EU and Japan;
4. List of contacts to local institutional actors, distributors, investors and other Space / GNSS experts in Japan who are competent to support the Space/GNSS 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 Space/GNSS 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 preparation and ongoing management of the Space/GNSS Helpdesk service, including all components listed in paragraph B) during FY 2021 (from 1 April 2021 until 31 March 2022);
2. Work for producing written reports and creating / updating written deliverables;
3. Fees for management and consulting (if relevant);
4. Other fees (please specify);

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 4.5M JPY (including consumption tax). In addition, the Centre can set aside up to 1 M JPY to cover services specifically related to the organization of Space Cooperation events provided that 1) the service provider can demonstrate that these costs cannot be covered by the maximum available budget allocated to the Space/GNSS Helpdesk; and 2) that these costs are justified and deemed necessary for the successful execution of events as required to be organized under paragraph B.2). The costs of these services will be paid directly by the Centre to relevant provider(s).

#### **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 transfer 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 transfer 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 Space/GNSS 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.
2. The Centre reserves the right to request modifications of the services to be rendered within the framework of the Space/GNSS Helpdesk at any time during the execution of the contract by the service provider.

## **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 Space/GNSS Helpdesk (30%).
2. Quality, profile, experience and ability to deliver by the key manager selected to be in charge of the project (30%).
3. Total price (40%).

## **H) Notes**

### **1. about GNSS.Asia**

Funded by Horizon 2020, the GNSS.Asia project (<http://www.gnss.asia> grant No. 776332) is a unique platform for international cooperation in Global Navigation Satellite Systems (GNSS) and a proven and effective outreach arm for European GNSS. The GNSS.Asia initiative has been supporting EU industry and driving EGNSS adoption in Asia since 2012. Being home to half of the world's population and to major global GNSS-electronics manufacturers alike, Asia holds importance both as a GNSS market and as a supplier. The European GNSS industry is often stuck in niche markets within the EU, as SME's lack the resources to systematically address international markets. After five years GNSS.ASIA has established itself as a key player in Asian GNSS ecosystems, as a credible broker for Multi-GNSS opportunities and as a professional network GNSS in the multi-GNSS hotspot Asia. The unique platform serves a community of EU industrial partners, flags new trends, prepares the ground for EU institutions' relations work in Asia and is also recognized as a trusted partner by Asian industry, institutions and associations.

The main objectives of GNSS.Asia in 2020-2021 are to:

- Leverage industrial cooperation across continents;
- Support institutional relations and economic diplomacy activities;
- Drive European GNSS adoption in Asia.

### **2. About Space.Japan**

Space.Japan is a project created by the EU-Japan Centre for Industrial Cooperation with the aim of supporting EU-Japan business and technology cooperation in Space-related Industries both upstream and downstream, as well as in Space applications and utilizations industries, with a focus on certain sectors such as Earth Observation (EO), and space components. Given the high

potential of future business and technological cooperation in the Space and GNSS sector, and the turning point represented by recent launch of COPERNICUS (EU's Earth Observation Satellite constellation) and the recently completed operationalization of GALILEO (EU's Global Satellite Navigation constellation), Space.Japan is committed to further expand activities related to facilitating cooperation with Japan on Space-related industries. Space.Japan runs in complement with the GNSS.Asia project, started in January 2012, whose objective is to develop and implement industrial cooperation between the Europe and Asia focusing on GNSS in the downstream sector (applications and receivers, see <http://www.gnss.asia>).

Current actions run by Space.Japan include:

1. An information helpdesk to answer inquiries, particularly on Space and other European Space Assets such as COPERNICUS and SpaceDataHighway for Japanese firms interested in using eEO services in the future.
2. A partnering search and dissemination platform for European Space SMEs and Start-ups;
3. The organization of sector specific workshops with the aims of 1) presenting the latest market-oriented developments of COPERNICUS from the EU in Japan and inviting Japanese companies to meet and network with Europeans at major EU events such as the European Space Solutions conference; 2) opening a discussion forum in order to engage Japanese Space stakeholders on cooperation opportunities with the EU; and 3) deploying the EU-Japan Centre's training, partnership facilitation and information helpdesk services to industrial actors involved in Space, which can contribute to future industrial partnering with Japan.

### **3. Suggested rollout schedule of services**

Launch of the call for call for proposal:	Thursday 16 February 2021
Closing of the call for call for proposal:	Friday 26 March 2021
Announcement of the winning bidder:	Week of 29 March 2021
Commencement of EJTT Helpdesk services:	Thursday 1 April 2021

End of text.