



EU-Japan Centre for Industrial Cooperation

Open call for tender to outsource the
“EU-Japan Technology Transfer Helpdesk in FY 2017”

Terms of Reference

Preliminary remarks:

- (1) The "Centre" refers to the EU-Japan Centre for Industrial Cooperation, 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 tender;
- (3) The “EU-Japan Technology Transfer Helpdesk” is hereinafter referred to as the “JTT 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 tender to outsource the services of the “EU-Japan Technology Transfer Helpdesk in FY2017”. To be valid, all written proposals must arrive at the Centre by e-mail, fax or post no later than **Tuesday, 14 February 2017, 17h30, Tokyo local time.**

Contact:

Attn: General Managers

EU-Japan Centre for Industrial Cooperation

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

Email: applications@eu-japan.gr.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 3 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 3 Mega Bytes.
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 effective information inquiry helpdesk on matters related to Technology Transfer in the context of Japan for the benefit of EU SMEs (hereinafter referred to as the “JTT client”), in continuity with the initial implementation phase previously executed in FY2016. Manage the dissemination and promotion of the JTT Helpdesk Service to SMEs in the EU 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 JTT clients’ requests to search for Japanese technologies by offering access to databases which are available online with the aim of helping JTT clients better understand where to find relevant technology offers and/or requests.
2. Produce an updated assessment survey about prospective EU and Japanese JTT clients’ needs and level of interest in accessing and using an English and Japanese web-based information portal for facilitating / supporting technology transfer, and analyze the survey results to identify future critical requirements for such a portal from EU and Japanese clients’ perspectives, context and needs.
3. Using feedback gathered from the survey to prospective EU and Japanese Clients, update the contents of the existing web-based information portal which will contain, among others, 1) categorized information in English language about technologies on offer from Japanese and European Universities and National Research Centers; 2) information about Japan’s (respectively Europe’s) technology transfer trends and IP policies of interest to EU Clients (resp. Japanese clients); and 3) contact points relevant to technology licensing offices in Japanese and European 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 JTT website.
4. Manage the dissemination and promotion of the JTT Helpdesk 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 feeds and/or a LinkedIn group to support promotion).
5. Communicate with a network of local technology transfer and IPR experts in Japan who are competent to support the JTT Inquiry Helpdesk Service by contributing to answers from relevant inquiries made by EU Clients.

6. Manage the production and dissemination of quarterly electronic alerts (“e-alerts”) for EU Clients which will contain information sources, case studies, success stories and related resources about Technology Transfer with Japan.

7. Manage the planning, preparation and execution of practical webinars and seminars on Japan Technology Transfer for EU and Japanese Clients and identify relevant targeted audiences and speakers.

8. Communicate about the JTT Helpdesk for the purpose of establishing smooth cooperation with organizations offering similar or complementary services based in the EU and Japan.

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 JTT Helpdesk during the project, including summaries of webinars and presentation material used.

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

1. Updated survey template to assess needs of EU and Japanese Clients in relation to technology transfer with Japan and the EU;
2. Analytical report on the assessment of results of the survey on EU and Japanese Clients;
3. Database of offers for technology transfer from Japanese and European Universities and National Research Centers; tools for searching the updated database online, linked to the existing JTT Helpdesk Website (<http://www.eu-jp-tthelpdesk.eu>);
4. Interactive and easy-to-navigate web portal for EU and Japanese Clients;
5. Quarterly e-alerts with information sources, case studies, success stories and related resources about Technology Transfer between the EU and Japan;
6. Database of contacts to local technology transfer and IPR experts in Japan who are competent to support the JTT Inquiry Helpdesk Service;
7. Summary reports of inquiries from EU and Japanese Clients and documented answers to each inquiry;
8. Summary reports of webinars and seminars organized with Japanese Technology transfer and IP experts speaking to EU clients;
9. 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 JTT helpdesk service,

including all components listed in paragraph B) during FY 2017 (from 1 April 2017 until 31 March 2018);

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) and must include VAT.

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 JTT 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 JTT 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 open tender.

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 JTT 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 Technology Transfer Helpdesk

The EU-Japan Technology Transfer 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 transfer and partnering endeavors in Japan by providing search support, disseminating best practices, helping to understand the mechanics of technology transfer 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. More information on the service on: <http://www.eu-jp-tthelpdesk.eu>.

Currently offered services by the JTT 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 transfer 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 Transfer practice;

2. Suggested rollout schedule of services

Launch of the call for tender:	Friday 6 January 2017
Closing of the call for tender:	Tuesday 14 February 2017
Announcement of the winning bidder:	Week of 20 February 2017
Commencement of JTT Helpdesk services	Monday 3 April 2017

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