

Guidelines for Proposal

The following are guidelines on how to draft the proposal for the “The FY2016 Lead Generation Project on Promotion of Foreign Direct Investment into Japan (Industrial Specialist Program in the U.S.) ”.

1. Documents Provided by the Japan External Trade Organization (hereafter, JETRO) to the Applicant and necessary documents that must be submitted by to JETRO

JETRO provides the following documents (specified in Chart 1) to the applicant.

The applicant will create the documents specified in Chart 2 and submit them to JETRO.

[Chart 1: Documents Provided by JETRO to Applicant]

Document Name	Document Content
① Application guidelines for “The FY2016 Lead Generation Project on Promotion of Foreign Direct Investment into Japan (industry specialists)”	Defines the specifications of the “The FY2016 Lead Generation Project on Promotion of Foreign Direct Investment into Japan” (Industry Specialists Project in the U.S.), including project objectives and content.
② Guidelines for Proposal	Current document

[Chart 2: Documents that must be submitted to JETRO by applicant]

Document Name	Document Content
Proposal	<p>Proposal will explain how the applicant will implement the required specifications stated in the application guidelines. The main items are as follows:</p> <ul style="list-style-type: none">■ Project Implementation *■ Experience and Capabilities of the Organization■ Project Implementation Skills of Assigned Personnel <p>* Gives detailed explanation on the following:</p> <ul style="list-style-type: none">• Number of potential companies the Applicant will be able to list for the Project and detailed reasons for the number.• Thoughts on how to prioritize between companies.

2. Appraisal Items (Required Proposal Items)

The following are the appraisal items upon which your proposal will be evaluated. Please include all the information in your proposal so that JETRO can evaluate your proposal according to the following points:

1. Policy on Implementation of Project		
1.1	Feasibility of Activities Implementation	Fully understands JETRO's goal of promotion of FDI to Japan, satisfies project activities indicated in RFP
1.2		Presents a valid proposal that can realize the project activities indicated in RFP
1.3	Feasibility of Implementation Method	Clearly indicates implementation structure for project activities indicated in RFP
1.4		Makes a specific proposal on implementation methods to enhance the outcome
1.5	Feasibility of Implementation Plan	Implements the project in a practical and goal oriented manner
1.6		Enhance project outcome in an effective manner
2. Experiences/Capability of Organization		
2.1	Experience with Similar Projects	Have past experience implementing similar project
2.2	Organization's Capability to Implement Project	Have secured employees who can fulfill project
2.3		Properly manages personal information and/or confidential information
2.4		Responds to JETRO's requests promptly and flexibly
2.5		Have the extensive knowledge, network and information-gathering capacity to effectively implement project
2.6	Management of Project Implementation and Backup Plan	Set up a support structure of employees to ensure smooth execution of project
3. Experience/Capability of Employees		
3.1	Experience with Similar Projects	Assign employees who have experience implementing similar project
3.2	Knowledge and Expertise Related to Project	Have the necessary knowledge, experience, skill to successfully fulfill project content
3.3		Have a network of personal contacts to effectively implement project
3.4	Work History, Qualifications	Have valid work history/qualifications in order to fulfill project

3. How to make the Proposal

3.1 Proposal Format

- (1) Proposal shall be submitted with the specified forms, with 5 printed copies of the proposal and related documents.
- (2) Emailed proposals will not be accepted.

3.3 Points of Attention

- (1) Submitted proposals and related documents will not be returned, regardless of the outcome of the evaluation. Replacement of documents and/or resubmission will not be allowed. All submissions are final.
- (2) Write the proposal so that it will be appraisable regardless whether the appraiser has prior technical and industry knowledge of the target industries or not. Add a glossary for industry phrases if necessary.
- (3) For the proposal, the applicant may add additional documents to give a more specific and objective detailed explanation proposal content. (Original proposal and additional documents should correspond with one another.)
- (4) In the situation where JETRO affirms that the submitted application does not comply with the format and Points of Attention, JETRO may not evaluate the application. Also, submission of additional documents and explanation may be sought.
- (5) Applicant will cover all fees related to the creation and submission of the application.