

EU-Japan Centre for Industrial Cooperation
Procurement documents

Contracting authority:
EU-Japan Centre for Industrial Cooperation

Procurement name:
EU-Japan IP Helpdesk service in FY 2026

Procurement reference number	062-WP3-26
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 Intellectual Property Helpdesk" is hereinafter referred to as the "EJIP 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 "EJIP Helpdesk service in FY2026". To be valid, all written proposals must arrive at the Centre by e-mail, fax or post no later than **Tuesday 31 March 2026, 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 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 helpdesk on IP rights in Japan for European Companies and other Multipliers (hereinafter referred to as the “EJIP client¹”), with specific actions to: a) answer relevant inquiries with the commitment of a first follow-up within 48 business hours; and b) raise awareness of the Helpdesk in order to grow the client base.
2. Work with experienced IP legal specialists in Japan in order to answer inquiries with the objective to help EJIP Clients protect and enforce their IP rights in or relating to Japan.
3. Using feedback from website analytics, produce update and disseminate content on a dedicated website which will contain, among others, 1) categorized information in English language about IP resources on Japan; 2) information about Japan’s IP legal framework and policies of interest to EJIP Clients; and 3) contact points relevant to selected IPR advisors and law firms based in Japan which have been selected to support EJIP Clients in the framework of this project. Answer and manage the documentation of ongoing inquiries through a “Frequently Asked Questions” section of the Centre’s website and benchmark other local web portals offering similar or close services in order to improve the service offer through the Centre’ website.
4. Support the dissemination and promotion of the Helpdesk in order to raise awareness of the service in the EU (consider using social media such as Twitter/X feeds and/or a dedicated LinkedIn group to support promotion).

¹ Targeted EJIP Client shall exclusively be 1) European Companies (SMEs and non-SMEs included) and Industry Clusters with registered Headquarters in one of the Member States of the EU and the other countries of the Single Market Programme (SMP); 2) affiliates of European Companies with a registered representation in Japan as well as Chambers of Commerce of the Members States of the EU with a registered representation in Japan; 3) Trade Promotion Offices appointed by the Member States of the EU officially represented in Japan. EJIP Clients claiming to be SMEs will need to comply to, and will be verified against the definition of the European SME as in https://single-market-economy.ec.europa.eu/smes/sme-fundamentals/sme-definition_en#sme-definition. A service fee to be determined by the Centre will apply to non-SME European Companies interested in using the services of the Helpdesk.

5. Work in collaboration with the EU-Japan Intellectual Property Action (EUJIPA²), in particular as regards the promotion of events organised by the EUJIPA and regarding queries from clients falling under the EJIP client definition.
6. Take into account ongoing suggestions for improvements within the scope of the project, for the purpose of a better execution of project assignments. Report on project activities on a bimonthly basis and produce a final activity report, which includes details of actions performed in the Helpdesk during the project.

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

1. Interactive and easy-to-navigate website for EJIP Clients;
2. Legal framework and policies, case studies, success stories and related IP resources on Japan;
3. Summary reports of inquiries from Clients and documented answers to each inquiry;
4. Bimonthly activity report 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 EJIP Helpdesk service, including all components listed in paragraph B) during FY 2026 (from 1 April 2026 until 31 March 2027);
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 6M JPY.

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

² The EU-Japan Intellectual Property Action (<https://internationalipcooperation.eu/en/eu-japan-ipa>) is financed via the Commission Implementing Decision C (2024)7718 adopted in October 2024. It will focus on delivering tangible results in the field of Intellectual Property (IP) especially in the digital environment, with the European Commission in the policy lead and the European Union Intellectual Property Office (EUIPO) as the implementing agency. The overall objective of this Action is to facilitate trade in IP intensive products between the EU and Japan, through effective cooperation in areas of common interest and greater alignment with existing European IP policies, including on new technologies and specific challenges where new IPR policies and rules may be developed.

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 IP advisory related matters in the context of Japan;
 - b) A list of principal projects in the field of advice and support to inquiries related to IP matters 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 EJIP Helpdesk provider on a periodic basis, whose terms will be discussed with the selected applicant, following the selection procedure.

F) Remarks

1. Upon prior written and justified request by the service provider - and in agreement with the Centre - the Centre may offer assistance to process the payment of IP experts should these experts 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 EJIP 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 proposal³.

G) Award criteria

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

³ 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 FY2026, which cannot be guaranteed at the time of launch of this call.

1. Quality of the proposal: validity of the solution and ideas proposed for the implementation of the 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 IP Helpdesk

The EU-Japan IP Helpdesk is a service managed by the EU-Japan Centre for Industrial Cooperation, financed by the European Commission, aiming to support European enterprises from the European Union (EU) to both protect and enforce their Intellectual Property (IP) rights in or relating to Japan, through the provision of free information and services.

Services expected to be delivered by the EJIP Helpdesk include:

- Information Inquiry Service with a first reply within 48 hours;
- “Ask the Expert” service for advisory in connection with a pool of relevant IP experts on Japan;
- Practical guides and checklists;
- Frequent webinars by experts in the field, with reports and recordings published online;
- A frequently asked questions section regarding the Japanese IP landscape;

2. Suggested rollout schedule of services

Launch of the call for call for proposal:	Wednesday 25 February 2026
Closing of the call for call for proposal:	Tuesday 31 March 2026
Selection of the winning bidder:	Week of 31 March 2026
Commencement of services:	Wednesday 1 April 2026

End of document.