

EU-Japan Centre for Industrial Cooperation
Procurement documents

Contracting authority:
EU-Japan Centre for Industrial Cooperation

Procurement name:
Japan Tax and Public Procurement Helpdesk service in FY 2026

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|---|---------------------------|
| Procurement reference number | 061-WP3-26 |
| Type of procurement procedure | Call for proposal |
| Code name | Business Support Services |
| 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, 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 "Japan Tax and Public Procurement Helpdesk" is hereinafter referred to as the "JTPP 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 "Japan Tax and Public Procurement Helpdesk in FY 2026". To be valid, all written proposals must arrive at the Centre by e-mail, fax or post no later than **Tuesday 3 March 2026, 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 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 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: EU Side, executive advisor).

B) Description of services to be rendered

The service provider shall:

1. Manage an information inquiry helpdesk on matters related to Japan Tax and Public Procurement for the benefit of European Companies and other Multipliers (hereinafter referred to as the “JTPP client¹”), with the following actions to: a) answer and document relevant inquiries with a commitment to follow-up inquiries within 48 business hours; and b) raise awareness of the JTPP Helpdesk towards JTPP Clients in order to grow the client base.
2. On request by JTPP Clients, offer to identify tenders of interest in Japan and support to connect and help establish contacts with relevant Japanese public organizations. Offer to scan and list up relevant tenders, and help search for information regarding the qualification conditions and tendering procedures in Japan.
3. Manage the production, update and dissemination of information sources, case studies and resources on Japan Tax and Public Procurement through the integrated website at <https://www.eu-japan.eu/japan-tax-public-procurement-helpdesk> and through social media such as LinkedIn.
4. Manage the planning, preparation and execution of training seminars / webinars on Japan Tax and Public Procurement for EU businesses and research organizations on a quarterly basis; identify targeted audiences and speakers, and oversee the successful execution and follow-up of each webinar.
5. Optionally, plan, execute and follow-up on the organization of side-events together with Business Missions organized by the Centre’s Enterprise Europe Network Japan team

¹ Targeted JTPP 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; 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. JTPP 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 JTPP Helpdesk.

(<https://www.eu-japan.eu/een>) for European Companies and Clusters (hereinafter referred to as “Business Mission Clients²”) around relevant trade fairs in Japan, with the goal to arrange pitching, matchmaking and networking with relevant Public Procurement actors in Japan, some of whom may be in a position to support overseas companies throughout the preparation and filing of competitive tender proposals. In preparing this assignment, the selected service provider will need to work in close cooperation with the Centre’s Enterprise Europe Network Japan team in order to determine the involvement in suitable Business Missions and target sectors as well as the nature and scale of side-events to be organized.

6. During the execution of the JTPP Helpdesk, take into account ongoing suggestions for improvements from the Centre within the scope of the project, for the purpose of improving the execution of ongoing and future project assignments.

7. Report on project activities on a bimonthly basis and produce a final activity report, which includes details of actions performed at the request of JTPP clients during the period covered by the service, summaries of webinars and presentation material used.

In implementing the assignments described in Paragraph B), the service provider shall actively contribute to creating and updating the following deliverables, where necessary:

- Definitions of the scope, working area of responsibility and necessary disclaimers;
- Definitions of the terms of service level and the terms of reference for experts;
- Structure, production and maintenance of dedicated webpages on the EU-Japan Centre’s website;
- Structure and production of Public Procurement events around Business Missions;
- Set-up of a catalogue of case studies relevant to the project assignments;
- Definition of a webinar plan and ex-post summary reports.

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 JTPP 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 (please specify);

All costs must be quoted by Japanese Yen (JPY) and must include VAT. The total budget

² Business Mission Clients shall exclusively be European Companies (SMEs and non-SMEs) and Industry Clusters with registered Headquarters in one of the Member States of the EU. Companies applying to Business Missions 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.

available for the service under this call is expected to be no more than 4.4M JPY with an optional package of 4.5M JPY to cover assignment in B)5. (all abovementioned 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 tax and public procurement related matters in the context of Japan;
 - b) A list of principal projects in the field of advice and support to inquiries related to tax and public procurement carried out in the past 2 years with dates.

E) Payment terms

Payment is expected to be made directly as service fee for managing the JTPP 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 4 in paragraph B)).
2. The Centre reserves the right to suggest modifications of the services to be rendered within the framework of the JTPP Helpdesk at any time during the execution of the contract by the service provider.

- 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:

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

H) Notes

1. About the Japan Tax and Public Procurement Helpdesk (JTPP Helpdesk)

The JTPP Helpdesk is a service managed by the EU-Japan Centre for Industrial Cooperation, financed by the European Commission for the purpose of supporting JTPP Clients⁴ in their commercial and partnering endeavors in Japan by providing a range of services in the areas of public procurement and tax. The Helpdesk is currently offered as free of charge for European SMEs. Currently offered services by the Helpdesk include:

For Tax:

- Online helpdesk-service (first reply within 48 hours);
- "Ask the Expert" service and liaising with a pool of taxation experts;
- Information-clearinghouse with first-line information on Japanese tax issues;
- Practical guides and checklists;
- Frequent webinars by experts in the field;
- A Tax Q&A database with frequently asked questions regarding the Japanese tax system.

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.

⁴ Targeted JTPP 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; 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. JTPP 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 JTPP Helpdesk.

For Public Procurement:

Online helpdesk service (first reply within 48 hours);
"Ask the Expert" service and liaising with relevant experts;
Information-clearinghouse on public procurement;
Thematic reports on the Japanese Public Procurement situation in specific sectors;
Practical guides on supplier qualification and industrial standards (JIS) and checklists;
(Limited) Tender search and monitoring service;
Twitter service with selected tender notices and related news from <https://twitter.com/JTPPHELPDESK>;
Frequent webinars by experts in the field.

Scope of the services

The above-mentioned services are free of charge for European SMEs. In case an SME needs assistance requiring certified expertise, the Helpdesk will assist with finding the right counterparts, such as tax accountants, administrative lawyers and translators. Via other programmes offered by the Centre, the Helpdesk can also assist with finding suitable local partners.

Where to start?

For PP: <https://www.eu-japan.eu/government-procurement>
For tax: <https://www.eu-japan.eu/taxes-accounting>

-Information Inquiry Service with a first reply within 48 hours;
-Ask the expert service, offering first-line advice on more complex inquiries and, if necessary, liaising with relevant experts.

2. Suggested rollout schedule of services

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| Launch of the call for call for proposal: | Monday 26 January 2026 |
| Closing of the call for call for proposal: | Tuesday 3 March 2026 |
| Selection of the winning bidder: | Week of 9 March 2026 |

Commencement of JTPP Helpdesk services: Wednesday 1 April 2026

End of document.