

Center for International Economic Collaboration (C.I.E.C.)  
(Branch: EU-Japan Centre for Industrial Cooperation)

Procurement documents

Contracting authority:  
Center for International Economic Collaboration (C.I.E.C.)  
(Branch: EU-Japan Centre for Industrial Cooperation)

Procurement name:  
EU Japan Technology Transfer Helpdesk in FY 2020

Procurement reference number	001-WP7-20
Type of procurement procedure	Call for proposal
Code name	Promotion of Industrial Innovation and Business R&D 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, Tokyo, Japan, which is a branch of the Center for International Economic Collaboration (C.I.E.C.);
- (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 Technology Transfer Helpdesk" is hereinafter referred to as the "EJTT 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 services of the "EU-Japan Technology Transfer Helpdesk in FY2020". To be valid, all written proposals must arrive at the Centre by e-mail, fax or post no later than **Tuesday 25 February 2020, 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](mailto: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 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:

1. Manage an effective information inquiry helpdesk on matters related to Technology Transfer in the context of Japan, as well as third markets - in line with the recently signed EU-Japan Connectivity partnership (see: [https://eeas.europa.eu/headquarters/headquarters-homepage/68018/partnership-sustainable-connectivity-and-quality-infrastructure-between-european-union-and\\_en](https://eeas.europa.eu/headquarters/headquarters-homepage/68018/partnership-sustainable-connectivity-and-quality-infrastructure-between-european-union-and_en)) - for the benefit of EU SMEs (respectively Japanese SMEs; both groups are hereinafter referred to as the “EJTTH Client”), in continuity with the initial implementation phases previously executed from FY2016 until FY2019 with the overarching goal to foster and support the creation of concrete technology partnerships – in close synergy with the Enterprise Europe Network service - as described in paragraph B.9). Manage the dissemination and promotion of the EJTTH Helpdesk Service to EU SMEs (respectively Japanese SMEs) 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 EJTTH Clients’ requests to search for Japanese technologies (resp. EU technologies) by offering networks in Japan and access to databases which are available online with the aim of helping EJTTH Clients better understand where to find relevant technology offers and/or requests.
2. Support EU and Japanese Clients with matchmaking, partner search and introduction to potential leads, with the target to produce at least 2 technology partnerships in FY2020, each of which will involve at least 1 EU Client and at least 1 Japanese Client; create and publish testimonials and success stories based on the work produced to support these partnerships. Synergize as necessary and relevant with the National Contact Point Service for Horizon 2020 in Japan and ensure that the partnerships created are officially recorded via the Enterprise Europe Network Customer Relationship Management Platform.

3. Organize pitch presentation sessions for EU SMEs and Organizations which are participants of Company missions to Japan organized by the Centre, in order to offer EU SMEs and Organizations the opportunity to present in front of Japanese and third-market based Large Companies, Research Institutes, Institutional and Corporate Investors.
4. Produce an updated assessment about prospective EU and Japanese EJTTTH 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. The assessment can be performed through a survey.
5. Using feedback gathered from the survey to prospective EU and Japanese Clients, update the contents of the existing helpdesk website which will contain, among others, 1) categorized information in English language about technologies on offer from Japanese and EU Universities and National Research Centers; 2) information about Japan's (respectively EU) 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 EU 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 EJTTTH website.
6. Manage the dissemination and promotion of the EJTT 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 dedicated LinkedIn group to support promotion).
7. Communicate with a network of local technology transfer and IPR experts in Japan who are competent to support the EJTT Helpdesk's Inquiry Service by contributing to answers from relevant inquiries made by EU Clients, with the aim of fulfilling the objective of paragraph B.9).
8. 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.
9. Manage the planning, preparation and execution of 2 practical webinars/seminars on Japan Technology Transfer targeting EU and Japanese Clients, and identify relevant targeted audiences and speakers (with the aim of fulfilling the objective of paragraph B.9).

10. Communicate about the EJTT Helpdesk for the purpose of establishing smooth cooperation with organizations offering similar or complementary services based in the EU and Japan.
11. 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 EJTT Helpdesk during the project, including summaries of webinars and presentation material used.

In implementing the assignments described in paragraph B), the service provider shall produce 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 EJTT 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 EJTT 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. Summary of pitch sessions and partnerships contributing to and recorded in the Enterprise Europe Network Japan service;
10. 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 EJTT Helpdesk service, including all components listed in paragraph B) during FY 2020 (from 1 April 2020 until 31 March 2021);
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 available for the service under this call for proposal is expected to be no more than 4M JPY (including 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 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 EJTT 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 EJTT 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 proposal.

## **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 EJTT 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 EJTT 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 call for proposal:	Monday 20 January 2020
Closing of the call for call for proposal:	Tuesday 25 February 2020
Announcement of the winning bidder:	Week of 3 March 2020
Commencement of EJTT Helpdesk services:	Monday 1 April 2020

End of text.