



Foreign &  
Commonwealth  
Office

**Commercial Procurement Group  
Regional Procurement Hub – Asia Pacific,  
Middle East & North Africa**

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May 2018

## **REQUEST FOR INFORMATION**

### **Outreach Officer in Nagoya**

Dear Service Provider

The Foreign & Commonwealth Office (FCO) is currently reviewing the possibility of procuring a temporary resource to operate as an outreach officer in Nagoya (the “Opportunity”).

We are writing to you either as an organisation who has shown an interest in the past PF projects or as a contractor that the FCO believes might be interested in this potential opportunity. You are invited to provide a response to this Request for Information in order help the FCO determine if running a commercial tender for this work is a viable option. Please be advised that by responding to this RFI you agree to the following conditions:

#### **1. Obligations**

The purpose of this RFI is to gain an initial broad understanding of the market capabilities and appetite in respect of the aforementioned Opportunity. The FCO makes no obligations or undertakings in any way to:

- a) go to tender; or
- b) accept any RFI information received from suppliers; or
- c) include suppliers responding to this RFI in any future tender invitation; or
- d) any other commitment to suppliers whatsoever, including any intention to form a contract with any supplier for provision of the Opportunity.

#### **2. Costs of preparing the response**

All costs relating to the preparation and submission of a response are the sole responsibility of the supplier. The FCO shall not pay the supplier, wholly or in part, for its response.

### **3. Suppliers to inform themselves**

Company has taken all reasonable care to ensure that the RFI is accurate; however the Company gives no representation or warranty as to the accuracy or sufficiency of the contained information.

More details relating to the opportunity and the information we are seeking are provided in the following pages. If of interest, please email to: [APAC.Procurement@fco.gov.uk](mailto:APAC.Procurement@fco.gov.uk) in English by 1700 on Friday 25 May (Japan time) with a subject "PF OUTREACH NAGOYA"

We look forward to hearing from you at your earliest convenience.

Yours faithfully

*Andrew Fisher*

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Head of Procurement - Asia Pacific, Middle  
East & North Africa  
Commercial Procurement Group  
Foreign & Commonwealth Office

## **PART 1 – OVERVIEW**

### **1. BACKGROUND**

The Japan network (British Embassy Tokyo and the British Consulate General in Osaka) has assigned an outreach officer in the city of Nagoya since 2016, to promote our prosperity through generating upstream commercial opportunity for the UK businesses.

### **2. OPPORTUNITY**

The Japan network has been considering the opportunity to outsource the service below, followed by the decision to continue with an outreach project in the fiscal year 2018/19 (from April 2018 to March 2019).

### **3. SERVICE REQUIREMENT**

#### **A. OUTPUTS**

##### **1) Investment leads**

Identifying and assessing the potential and viability for Japanese companies to invest in the UK. Examples of sectors of interest include (but are not limited to) advanced engineering, including aerospace and automotive industry; infrastructure, including transport, energy, sports, public-private partnerships; life sciences; education; innovation; global sports; financial and business services.

This will include small, medium and large companies, but the expectation is that the main focus will be on medium/large companies (working closely with DIT to avoid any duplication of existing contacts) and a pursuit of big value projects. This would include also possibly targeting R&D centres of top companies to develop R&D collaboration possibilities.

In Nagoya, the expectation is on Investment lead generation activities including networking (attending local business events, seminars) and gathering information on investors' news stories, industry trends, new potential investors etc. There may also be a need to visit other parts of the Aichi/Chubu region on occasion. The contractor would also be expected to map out new business being developed by large companies.

Other key activities are: organizing promotional events liaising with local multipliers e.g. JETRO, Chamber of Commerce and making aftercare visits to existing investors.

**Key results to be achieved:** Provision of at least **30 'qualified leads'** on investment from Nagoya that would lead to 'investment wins' for DIT officers in the Japan Network.

##### **2) Other Japan Network Priorities (e.g. SIN, Political, Olympics)**

Identifying, researching, and facilitating opportunities for UK R&D cooperation with Aichi prefecture, in line with UK government objectives. Regular discussion with DIT, SIN and other teams in Japan Network will be expected to understand current priorities and objectives of each team. The focus would be on promoting the UK's reputation and developing partnerships that could translate into future business wins.

### **3) Reporting**

Providing clear reports, both orally and in writing, to BE Tokyo/BCG on outputs 1 and 2. Expected reporting would include:

- monthly and quarterly reporting on progress, including assessments of future potential as well as current results. The reporting would be in a format specified by the Embassy.
- clear evaluation by end January 2019 of future potential, listing number of investment and trade opportunities generated
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### **4) Ways of Working**

In addition to induction in Tokyo/Osaka at the start of the contracting period, the Specialist Contractor would be expected to travel to Tokyo/Osaka to agree targeting and tasking with relevant teams and to building and maintain relationships with relevant DIT teams.

The Outreach Representatives will be expected to work closely with Japan Network DIT and other officers (including S&I team) on:

- sharing information of existing business leads and agreeing on potential new leads and sectors
- researching, profiling and identifying key new companies worth approaching in the host prefecture
- running targeted promotional events/roadshows with DIT and other Japan network partners (see more detail under item 5 below)
- Aftercare including supporting Consul-General's visit to investors in the host city/prefecture.

### **5) Contacts**

The contractors will be expected to build and maintain an influential contact base across business, government, media and R&D organizations in support of outputs 1-4. The contractor will share details of new contacts (names and contacts details) they have built up in each of their monthly reports and will clearly provide a list of all contacts at the end of the contracting period.

### **6) Events and special projects**

The Outreach Representatives would be expected to

- run, together with the Embassy, at least one targeted large-scale event (eg seminar/roundtable) in their city or prefecture
- support senior UK and Japan network visits to the regional to engage new contacts
- help to secure participation in Japan Network events in Tokyo and Osaka
- help to create compelling content for events or campaigns, tailored to local audience needs or interests
- undertake, as required, specialist research or reporting in particular sectors, on particular regions, or on cross-Japan themes

## **B. CAPABILITIES**

### Essential to the Requirement

Each Outreach Representative must:

- Have an existing network of local contacts and leads (in business, political, local government fields). It is essential that the outreach representative is able to start approaching contacts immediately at the start of the contract as there is not sufficient time to allow the building up of networks. The representative must therefore have demonstrable and significant existing contacts and leads relevant to this project in business (small, medium and large companies) in Nagoya to generate a number of investment wins for the UK.
- Be capable of working independently, set their own schedule and priorities following consultation with Tokyo/Osaka staff
- Be situated in the assigned city in order to have regular (weekly) contact with key local contacts
- Demonstrate ability to travel in the assigned prefecture, as well as to travel once per month to Osaka
- Be able to spend a few days in Tokyo/Osaka at the start of the contract period in order to be briefed by Embassy/Consulate General officers
- Demonstrate knowledge of and ability to present on UK economy and business strengths, and UK innovation policy
- Have fluent English and Japanese (English – IELTS band 8.5 or above or TOEIC 875+; Japanese – JLPT Level N2 or above)
- Strong written and verbal communication skills

### Beneficial to the Requirement

- Prior work experience in the private and/or government sector
- Prior middle-management to senior work experience in the local city/prefecture

## **C. FLEXIBLE OPERATIONS**

We would expect the contractor to be available:

- for a minimum of 70 hours per month of work
- to consult and respond to emails on a daily basis (Monday to Friday)
- to travel to Osaka on a monthly basis for 2 days per month
- to be available to participate in up to 3 days' worth of 'induction' at the start of the assignment

**The number of hours worked per week might go up or down, subject to the needs of the British Embassy Tokyo/British Consulate Osaka.**

## **PART 2 – INFORMATION TO BE PROVIDED**

### **2. 1 Company contact**

Please provide details of a nominated Company contact with which questions relating to your response and any potential further queries can be addressed.

<b>Name</b>	
<b>Title/Position</b>	
<b>Telephone</b>	
<b>Email address</b>	
<b>Postal address</b>	

### **2. 2 Information Requested**

Given the above requirements the FCO wishes to understand following:

- a) The likelihood of organisations/contractors such as yourself being both interested and able to provide a named resource to carry out this work from June 2018 to March 2019.
- b) If so, please provide further information, which could be a robust evidence that your organization can undertake the work. This should include that your organization has a network especially with Japanese businesses (small, medium and large companies) in Nagoya to generate a number of investment wins for the UK.
- c) Are there any other considerations you feel that the FCO should be aware of before tendering in relation to the opportunity?

### **2. 3 Submission of response to RFI**

Please email to: [APAC.Procurement@fco.gov.uk](mailto:APAC.Procurement@fco.gov.uk) in English by 1700 on Friday 25 May (Japan time)  
Subject: PF OUTREACH NAGOYA

#### **Please also be reminded**

- At this stage the FCO are merely exploring possible routes to securing a resource for this work and as such this commercial route of outsourcing via a service contract may not be selected. This is not a bid for the contract.
- In providing information in response to this RFI, please identify any information you feel is proprietary to yourselves.
- Please provide the indicative cost per date if your organization would undertake the work.