

Public Notification of Implementing a Planning Competition

We herewith invite the submission of proposed written plans in accordance with the following particulars:

1. Outline of the activity

- (1) Name of the activity: Planning and producing a logo for the promotion of inbound tourism to Japan in overseas markets
- (2) Contents of the activity: Planning and producing a new logo related to a new catchphrase (whose submission has already been invited (planning competition) separately) to replace the currently used one (“Yokoso! Japan”) for further promoting the transmission of information, as well as public relations and advertising activities, in order to improve Japan’s visibility and image, and its inbound tourism in overseas markets
- (3) Deadline for implementation: March 31, 2010

2. Qualification and requirements for participating in the planning competition

- (1) Applicants may not be any of the individuals stipulated in Articles 70 and 71 of the Budget, Settlement and Accounting Ordinance (Imperial Ordinance No. 165, 1947).
- (2) Applicants must be qualified to participate in the competition as prescribed in the subparagraph entitled “Provision of services” regarding the qualifications for participating in competitions held by the Ministry of Land, Infrastructure, Transport and Tourism in fiscal 2007, 2008 and 2009 (i.e., qualifications for participation common to all ministries and agencies).
- (3) Applicants may not be excluded from nomination by the Director of the Budget and Accounts Division of the Minister’s Secretariat of the Ministry of Land, Infrastructure, Transport and Tourism at the time of submitting a written plan.

3. Procedures, etc.

- (1) Division in charge of the activity: International Exchange Promotion Division, Japan Tourism Agency; Persons in charge: Karino and Kobayashi
3F, Joint Government Building (Chuo Godo Chosha) No.3, 2-1-3, Kasumigaseki, Chiyoda-ku, Tokyo 100-8918
Tel: 03-5253-8922; Fax: 03-5253-1563
- (2) Period, place and method of issuing a written explanation
 - February 10, 2010 to 5:00 p.m. on March 9, 2010; Place of issuance: same as described in (1) above.
 - Those wishing to obtain a written explanation should submit a request in advance to the person in charge described in (1) above.
- (3) Date, place and how to submit a written plan
 - From the day after a new catchphrase is released (scheduled to be the end of February) to no later than 5:00 p.m. on the day to be notified later: Place of submission: same as described in (1) above.
 - Written plans may be submitted by hand or by mail (and those submitted by mail must reach the division in charge by the above-mentioned deadline without fail.)
- (4) Whether an explanatory meeting will be held
An explanatory meeting will be held.
 - Date & place: To be notified to persons who have obtained a written explanation.

- How to participate: Those wishing to participate in the explanatory meeting should contact the person in charge described in (1) above in advance.
- (5) Whether a hearing will be held regarding submitted written plans
Not to be made. (However, a hearing regarding the contents of submitted written plans may be held if deemed necessary.)

4. Others

- (1) The languages and currency to be used in the application procedures shall be limited to Japanese and Japanese yen.
- (2) The contact address for inquiries for obtaining related information is the same as described in 3-(1) above.
- (3) The expenses required for preparing and submitting written plans shall be borne by the applicants thereof.
- (4) Once submitted to the Planning Competition Implementation Committee, a written plan shall not be used for other purposes without the consent of the applicant who submitted the same.
- (5) A written plan containing any false description shall be considered invalid, and the applicant who made such false description may be excluded from nomination.
- (6) The contents of any proposed plan selected for adoption shall be deemed subject to “disclosure” in response to any request for disclosure thereof made pursuant to the Right to Information Act concerning administrative organs including the national government.
- (7) An applicant whose written plan has been selected for adoption shall be a person or corporation selected as being the most suitable as a result of implementing the planning competition. However, no contractual relationship shall be deemed to exist between such person or corporation and the government until all necessary contractual procedures have been completed in accordance with applicable accounting laws and regulations.
- (8) As a result of implementing the planning competition, the following matters shall be promptly and publicly announced after the notice of selection has been given, and shall be kept open to the public until a relevant contract is concluded:
 - ① Name, address, name of the representative person, and date on which selection is decided concerning the competition participant who submitted the written plan selected for adoption
 - ② Evaluation points given for each evaluation item and total points given to each participant in the planning competition
- (9) The details of other matters concerning the competition will be given in the written explanation.

February 10, 2010

Yasuto Kawarabayashi
Director of International Exchange
Promotion Division
Japan Tourism Agency

**Written Explanation for the Planning Competition concerning
the Activity of Planning and Producing a Logo for
the Promotion of Inbound Tourism to Japan in Overseas Markets**

February 10, 2010

International Exchange Promotion Division
Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

Contents

1. Purpose of the activity	1
2. Contents of the activity	2
2-1. Planning and producing a new logo for the promotion of inbound tourism to Japan in overseas markets	2
[Specially noted specifications, etc.]	2
3. Deadline for submission	3
4. Contents to be contained in the written plan	3
5. Deadline, how to submit a written plan, etc.	3
6. Points to be noted in implementing the planning competition	4
Appendix 1	6

We herewith invite the submission of proposed written plans for the activity of planning and producing a logo for the promotion of inbound tourism to Japan in overseas markets in accordance with the following particulars. Those wishing to apply for the competition should do so after having taken note of the particulars set forth below.

I. Name of the activity: Planning and producing a logo for the promotion of inbound tourism to Japan in overseas markets

II. Purpose and contents of the activity

1. Purpose of the activity

Since an increase in the number of inbound tourists to our country from abroad would help to enhance international mutual understanding and also bring about expected significant economical effects such as vitalizing the local economy and providing more employment opportunities through the consumption by tourists visiting our country, it is now very important for Japan to further promote inbound tourists toward the future in light of certain facts facing our nation, such as a rapidly decreasing population, an aging society with fewer children, and a slumping local economy.

Thanks to the Visit Japan campaign launched in 2003, the number of inbound tourists to our country has increased by 3.14 million persons (about 60%) during the six years up to 2008. In terms of the amount of consumption by those tourists visiting our country, certain effects are being concretized as seen in the fact, for instance, that the consumption-inducing effect has been calculated at 19.5 yen per 1-yen project cost (by the Administrative Evaluation Bureau, Ministry of Internal Affairs and Communications). However, in view of the fact that Japan remains the 28th most popular tourist destination in terms of the number of inbound tourists amid circumstances where the global market of international tourism is expected to continue expanding in the future, there is still plenty of room in which inbound tourism to Japan can continue to grow.

Since the year before last, the external environment surrounding our country has continued to be severe due to the slumping global economy, an epidemic of a new strain of flu, and other factors. Given these circumstances, in order to reach the targeted goals of increasing the number of inbound tourists to 10 million in 2010, and then “to 15 million in 2013, 20 million in 2016, 25 million in 2019, and to 30 million in due time in the future,” respectively, we must urgently and totally take various measures matching those being made by other countries including the competing neighboring countries in order to attract more inbound tourists.

As part of the activities, we have decided to plan and produce a new logo (hereinafter referred to as the “Logo”) to replace the currently used one (“Yokoso! Japan”) for further promoting the transmission of information, as well as public relations and advertising activities, in order to improve Japan’s visibility and image, and its inbound tourism in overseas markets by means of inviting public participation in a planning competition.

The “Logo” thus produced shall be used in overseas markets, etc. by being integrated with the “Catchphrase” to be produced through a separate invitation of public participation (planning competition) before the Logo is produced, and will be concretely utilized based on the “Branding Strategy” regarding inbound tourism to be formulated through another separate invitation of public participation.

2. Contents of the activity

2-1. Planning and producing a new logo for the promotion of inbound tourism to Japan in overseas markets

The items headed by ● must be specified in each written plan.

- Each applicant will be allowed to submit up to two proposed Logos.
- Proposed Logos must comply with the following requirements:
 - ① To be consistent with the meaning, concept, etc. embodied by the “Catchphrase” which is to be produced through a separate invitation for public participation. The proposal shall accompany a concrete explanation about this matter.
 - ② To express the attractions of Japan and tour to Japan integrally with the “Catchphrase,” and to be appropriately differentiated from similar logos adopted by the other countries.
- The proposed Logo must comply with the above-mentioned requirements.
- Together with the “Logo,” a proposed “Design Manual” providing for basic rules related to the positions of the Logo, etc. must be submitted.
- The name, division of affiliation and title, area of specialization, major qualifications, and major professional background (including any awards granted such as Ad awards) of the person to take charge of this production activity must be described in the form of an attached table (with Appendix 1 being used in case the applicant is a corporation).
- ☆ The target countries/regions shall be Korea, Taiwan, China, Hong Kong, Thailand, Singapore, India, Malaysia, the USA, Canada, Australia, the UK, Germany, France and Russia.

[Specially noted specifications, etc.]

- The “Catchphrase” which is to be produced through a separate invitation for public participation will be decided by early March at the latest, and will be notified to those to whom this Written Explanation has been issued by that time.
- The proposed design must be submitted after conducting all necessary trademark researches, etc. so that no problem shall arise from using the same. Should any dispute for an infringement of right, etc. arise pertaining to the copyright, etc. of this subject matter with a third party, the relevant contractor shall settle all such dispute, etc. at its own responsibility, unless the cause of such dispute, etc. is exclusively attributable to the Japan Tourism Agency.
- The contractor shall transfer, and the Japan Tourism Agency shall exclusively use, all copyrights in and to the results of its work delivered to the Japan Tourism Agency. However, any rights pertaining to any intellectual property that the contractor had owned prior to entering into this contract shall remain to be vested in the contractor.
- The selected “Catchphrase” and “Logo” are to be used integrally, and sufficient consultation shall be made with the person or corporation whose proposal has been selected for adoption, so as to properly reflect it in the “Activity of formulating a

branding strategy for the promotion of inbound tourism to Japan in overseas markets” to be established through a separate invitation of public participation.

3. Deadline for submission

- March 31, 2010

4. Contents to be contained in the written plan

- (1) Proposed “Logo(s),” “Design Manual (draft),” and the items that must be specified as set forth in subparagraph 2-1 (with separate descriptions made in case two “Logos” are proposed)
- (2) Outline of the applicant (in the form indicated in Appendix 1 for corporations, and in a similar form for individuals)
- (3) A reference (approximate) estimate with an itemized statement
(The person or corporation whose proposal is selected for adoption must submit a detailed statement of costs prepared by using a summation method.)
- (4) A copy of the Notice of the Examination Result of Qualification (qualification common to all ministries and agencies) related to the qualifications for participating in competitions held by the Ministry of Land, Infrastructure, Transport and Tourism in fiscal 2007, 2008 and 2009 (i.e., qualifications for participation common to all ministries and agencies) (Corporations (individuals) who are to jointly undertake the relevant activity shall also submit its copy).

5. Deadline, how to submit a written plan, etc.

- (1) Deadline for submission: From the day following the day on which the Japan Tourism Agency has announced that the “Catchphrase” has been decided to 5:00 PM on the day separately designated (which will be notified to each of those to whom this Written Explanation has been issued and those who make inquiry to the address as set forth in (3) below respectively) (to be observed strictly).
- (2) How to submit a written plan: Written plans may be submitted by hand or by mail (and those submitted by mail shall be by registered mail, and must strictly meet the deadline described above).
- (3) Addressee for submission: International Exchange Promotion Division, Japan Tourism Agency; Person in charge: Karino and Kobayashi
3F, Joint Government Building (Chuo Godo Chosha) No.3, 2-1-3, Kasumigaseki, Chiyoda-ku, Tokyo 100-8918
Tel: 03-5253-8922; Fax: 03-5253-1563
- (4) Number of copies to be submitted: Seven (7) copies (on A-4 size paper); three (3) copies of electrical media on which the same contents are recorded
- (5) A comprehensive layout of the “Logo” (on an A-1 size sheet) should be submitted together with the written plan.

6. Points to be noted in implementing the planning competition

- (1) Evaluation shall be conducted based on the following standards:
No questions shall be answered regarding the allocation of marks in the evaluation standards, etc.
 - ① Whether the applicant sufficiently understands the purpose and contents of the relevant activity
 - ② Whether the proposal has originality and is persuasive
 - ③ Whether the proposal has specifics and adequacy
- (2) The language and currency to be used in documents, etc. are limited to Japanese and Japanese yen.
- (3) The scale of the relevant activity implemented at government expense for reference shall be up to 5,000,000 yen (including consumption tax). However, in case any other corporation or person is selected in other planning competitions related to this planning competition, management and related costs may be divided proportionately based on the total contract amount.
- (4) In case a written proposal fails to reach the prescribed place by the prescribed deadline for whatever reason, the applicant concerned shall not be able to participate in the planning competition.
- (5) Once submitted, a written proposal shall not be replaced or resubmitted.
In addition, no changes to descriptions in the written proposal selected for adoption shall be made in principle.
- (6) With regard to the contents of submitted written plans, a hearing may be conducted if deemed necessary.
- (7) The expenses required for preparing and submitting written plans shall be borne by the applicants thereof.
- (8) Written plans not selected for adoption shall be returned to the applicants in principle. (Applicants not wanting their written proposals returned should state so when submitting their written plans to the division in charge of the project.)
- (9) In case no appropriate plan is proposed, the project may be suspended or otherwise treated.
- (10) The competition participant who submitted the written proposal selected for adoption shall be given written notice that the relevant proposal has been selected for adoption; the other participants whose written proposals were not selected shall be given written notice that their proposals were not selected for adoption together with the reasons why.
Such notification of proposals not selected shall not preclude the applicants thereof from executing other contractual procedures.
- (11) As a result of implementing the planning competition, the following matters shall be promptly and publicly announced after the notice of selection has been given, and shall be kept open to the public until a relevant contract is concluded:

- ① Name, address, name of the representative person, and date on which selection is decided concerning the competition participant who submitted the written plan selected for adoption
 - ② Evaluation points given for each evaluation item and total points given to each participant in the planning competition
- (12) The person/corporation whose proposal has been selected for adoption shall proceed with implementation of the project through sufficient consultation with personnel of the division in charge of the project.
- (13) In order to properly reflect the selected Catchphrase and Logo in the “Activity of formulating a branding strategy for the promotion of inbound tourism to Japan in overseas markets” to be established through a separate invitation for public participation (planning competition), sufficient consultation will be made with the person or corporation whose proposal has been selected for adoption.
- (14) The copyrights on materials produced through this contract shall be vested in the Japan Tourism Agency.

Appendix 1

Outline of corporation

As of January 31, 2010

Name of corporation		Title and name of representative person	
Address (Tel. No.)			
Title and Name of person to be in charge (Tel. No.)			
Capital, etc. (in thousands of yen)			
Number of full-time employees in each division			
Number of years in operation	Established	Changed into current organization	Number of years in operation
	_____, ____	_____, ____	_____ years
Special characteristics of corporation			
Affiliated organizations			
Remarks			