

## Public Notice of Plan Competition

The Japan Tourism Agency solicits plans as follows:

### 1. Project overview

- (1) Project name: Implementation of “work concerning the display of exhibits at the Shanghai exhibition and the accompanying promotion activities”
- (2) Project description: This enterprise aims to display exhibits to conduct comprehensive public relations about Japan at the Japan pavilion during the Shanghai exhibition. To attract more Chinese tourists to Japan, the enterprise also aims to use maximum use of TV, the web, newspapers, magazines, transportation advertisement, and other media to conduct promotion in connection with the exhibition.
- (3) Deadline: Friday, January 28, 2011

### 2. Qualifications for participating in the plan competition

- (1) All bidders must be free from the provisions of Articles 70 and 71 of the Ordinance on Budgets, Account Settlements, and Accounting (Imperial Decree No. 165 of 1947).
- (2) All bidders must qualify for participating in the competition in “provision of services, etc.” in the qualifications for participating in the competition organized by the Ministry of Land, Infrastructure, Transport and Tourism (participation qualifications standardized for all ministries and agencies) of fiscal 2007, 2008, and 2009.
- (3) All bidders must be free from the period of any suspension of appointment by the Director of the Budget and Accounts Division, Minister’s Secretariat, Ministry of Land, Infrastructure, Transport and Tourism.

### 3. Procedures and related matters

- (1) Section responsible  
Obane, International Tourism Promotion Div., Japan Tourism Agency  
2-1-3, Kasumigaseki, Chiyoda-ku, Tokyo 100-8918  
Telephone, 03-5253-8923; facsimile, 03-5253-1563
- (2) Period, place, and method for issuing the manual  
The same as (1) from Monday, February 1, 2010 to Monday, February 22, 2010.  
Anyone wishing to receive issuance of the manual should inform the person responsible specified in (1) in advance. To be issued in (1).
- (3) Deadline, place, and method for submitting the plan  
The same as (1) at 12:00, Tuesday 23, 2010. To be delivered only by hand or by postal service. (Even in the case of postal service, the plan must reach the section responsible by the deadline for submission.)
- (4) Briefing to be provided or not, its date and time, venue, etc,  
14:00 – 15:00, Friday, February 12, 2010; Conference Room, 11F, Building No. 3, Central Joint Building
- (5) Plan proposal presentation to be provided or not, its date and venue  
No presentation will be provided.

### 4. Other

- (1) All procedures must be followed either in Japanese or in English. The applicable currency is limited to Japanese currency.
- (2) The inquiry contact for obtaining related information is the same as 3 (1).
- (3) Expenses required for preparing, submitting, and otherwise handling the plan must be borne by the plan competition participant.
- (4) All unselected plan proposals will be returned to their bidders. Any bidder who does not wish to receive such return should inform us to that effect when submitting

his plan proposal.

- (5) Plans submitted to the Plan Competition Committee must not be put to secondary use without the permission of its bidder.
- (6) Any bidder who has given any false description in his plan will be subjected to invalidation of his plan and may receive suspension of appointment.
- (7) Any selected proposal shall be pre-scheduled to be "disclosed" upon request for disclosure from the state or other administrative establishment according to the Access to Government Information Act.
- (8) The bidder of the selected plan will have been selected as the most suitable party as the result of the plan competition. However, no contractual relationship will arise between him and the state until the completion of the contractual procedure as per the accounting laws. Please note that the contractual procedure regarding this plan competition will be followed after the establishment of the budget for fiscal 2010.
- (9) As the result of the plan competition, the items listed below will be published promptly after notification of the selection and will remain published at least until the date a contract is established with the successful bidder.
  - 1) Name and address of the corporate competition participant who submitted the selected plan, along with the name of his representative and the date of decision
  - 2) The score of each corporation and each evaluation item and the total score
- (10) Other details must conform to the manual.

February 1, 2010

Yasuhito Kawarabayashi  
International Tourism Promotion  
Div.  
Japan Tourism Agency

**Competition Manual**  
**for Display of Exhibits at the Shanghai Exhibition and**  
**Accompanying Promotion Activities**

February 1, 2010

International Tourism Promotion Div.  
Japan Tourism Agency  
Ministry of Land, Infrastructure, Transport and Tourism

The JTA invites prospective bidders to submit their plans concerning “the display of exhibits at the Shanghai exhibition and accompanying promotion activities.” Applicants are requested to note the considerations listed below before submitting their applications.

I. Project: Display of exhibits at the Shanghai exhibition and accompanying promotion activities

II. Project objectives and contents

1. Project objectives

Concerning the numbers of non-Japanese tourists to Japan, new targets have been presented, to the effect of achieving the target of 10 million next year and “increasing the number of non-Japanese tourists to Japan to 25 million by fiscal 2019 and to 30 million in the future” under the new administration. To achieve these targets, it is necessary to conduct promotion with the focus on the Chinese market, which is the source of considerable growth in the number of non-Japanese tourists to Japan.

The Chinese market for this fiscal year is scheduled to see the World Travel Far (WTF), Shanghai, the extension of the regions subject to issuance of personal tourist visas to the entire China, events that are considered to help increase the numbers of Chinese tourists to Japan, such as the increase in the number of flights at Haneda Airport, and other occasions. The Shanghai exhibition scheduled to take place this year will be the most important event by which Japan can advertise itself comprehensively as a sightseeing destination. This project will involve the display of exhibits that allows us to show Japan comprehensively (the exhibition duration for the Japan Tourism Agency will be July 15-21) on the event stage of the Japan pavilion at the Shanghai exhibition which will take place from May 1 to October 31 this year. In addition, during the duration of the exhibit by the Japan Tourism Agency, promotion will be conducted including accompanying advertisement, publicity, and events, thereby luring Chinese to events sponsored by the Japan Tourism Agency and motivating Chinese to visit Japan even more, thereby enhancing promotion that helps increase the number of Chinese tourists to Japan.

2. Project contents

Specify in the plan any items marked ●.

2-1 Displaying exhibits on the event stage of the Japan pavilion at the Shanghai exhibition

I. During the Shanghai exhibition, the abovementioned event stage will see event exhibits under the tentative title of “Yokoso! Japan Festival.”

1) Exhibition duration: Monday, July 15 to Sunday, July 21

\*The 15th is the final exhibition day.

- 2) Theme: Old Streets and the New Japan
- 3) Objectives: Conduct public relations about the appeal of the cities and streets in Japan and have visitors undergo a simulated experience of Japan, thereby introducing the appeal of Japan to the visitors. Through the exhibition, lure even more Chinese tourists to Japan.

- Displaying events that match the abovementioned themes and objectives and proposing the contents of the program
- Project procedure and scheduling concepts
- Set quantitative and qualitative numerical targets and specify your concepts.
- The plan submitter should, in addition to Appendix 1 (an example of entry on the structural chart), attach a table of the names, departments, ranks, specialized fields, main qualifications, and main business histories of the personnel to be in charge of the proposed project.

In displaying exhibits, it is important to produce interior equipment and installations that effectively advertise the appeal of Japan.

## 2-2 Conducting accompanying promotion activities during the Shanghai exhibition

- 1) During the events of the Japan Tourism Agency or during the Shanghai exhibition, use subway ads, ads on outdoor walls, TV commercials, magazines, and other media to conduct promotion in an attempt to increase visibility and to lure tourists. Plan and draft the promotion while remembering to conduct effective and efficient public relations about the appeal of Japan that attracts the interest of Chinese. At that time, propose a promotion draft that takes advantage of the Japan Week (\*) scheduled for mid-June.

- Concrete promotion plan that matches the project details specified above
- Project procedure and scheduling concepts
- Set quantitative and qualitative numerical targets and specify your concepts.
- The plan submitter should, in addition to Appendix 1 (an example of entry on the structural chart), attach a table of the names, departments, ranks, specialized fields, main qualifications, and main business histories of the personnel to be in charge of the proposed project.

(\*) Japan Week: A program set under the initiative of the Ministry of Economy, Trade and Industry as a period during which to conduct intensive public relations on Japan at the Shanghai exhibition. Mid-June is scheduled to see a musical event, booth exhibition, and other events in the Asia Plaza, Japan pavilion event stage, and a special place in Shanghai.

[Special specifications and other details]

- The efficient and effective performance of this project is expected to include tasks to be carried out jointly by personnel from different industries. The JTA therefore does not prevent two or more corporations to conduct the project jointly when submitting their plans.

In that case, designate a representative corporation and specify the names of the corporations which will conduct the project jointly and their respective main duties in Appendix 1 (an example of entry on the structural chart).

Please note that, if any corporation to be in charge of the project jointly has not acquired the competition participation qualifications issued by the Ministry of Land, Infrastructure, Transport and Tourism, that corporation must obtain such qualifications by the time it submits its plan.

### 3. Final deadline for implementation

- Friday, January 28, 2011

### 4. Results

- Report: 10 copies
- The report must be prepared either in Japanese or in English.
- 3 sets of documents in electronic medium containing the contents, videos, and other information mentioned above
  - \* Also deliver an electronic medium recording the project report.
- Specify in the project report all the necessary information in the appropriate fields of Appendix 4 “Report items about the enterprise overview” and “Report items about the visibility enhancement project (3. Advertisement service; 6. Events).

### 5. Details to be incorporated into the plan

#### (1) Concrete draft plan concerning the contents of the project

- Basic concepts of the plan
- Entries concerning the matters and issues that this plan competition manual requires to be specified

In proposing a plan, refer to Appendix 5 and make a proposal that is considered to be effective.

#### (2) Project implementation system (Appendix 1)

#### (3) Work roadmap (Appendix 2)

#### (4) Presence or lack of re-commissioning and its schedule (limited to those requiring the consent of the Client)

- (5) Outline of corporation and other details (Appendix 3)
  - Corporation overview
  - Name and contact details of the persons responsible
- (6) Reference quotation (approximate) and its breakdown
  - The selected bidder will be requested to submit a totaling schedule of the pileup system of unit price multiplied by quantity.
  - The quotation must be established as divided into expenses concerning the display of exhibits at the Shanghai exhibition and promotion expenses.
  - Include the management and supervision for the dates of the travel exhibition in the scope of the work involved in the project, and dispatch at least two personnel from Japan, and include the expenses required for the dispatch in the quotation.
- (7) - Attach a copy of the qualification result report (the standard qualifications for participation for all the ministries and agencies) concerning the qualifications for participating in the competition sponsored by the Ministry of Land, Infrastructure, Transport and Tourism for fiscal 2007, 2008, and 2009. (The co-bidders for the project must also submit such documents.)
  - Apply for the qualification for participating in the competition (the standardized qualification for all the ministries and agencies) which will be effective in fiscal 2010, 2011, and 2012. And submit a copy of a document that confirms that the application has been duly received. (The co-bidders for the project must also submit such documents.)

#### 6. Deadline, method, and other details for the submission of the plan

- (1) Deadline for the submission: 12:00, Tuesday, February 23, 2010 (No plans will be accepted after this deadline.)
- (2) Method of submission: Delivery by hand or by postal or delivery service (In the case of postal delivery, use registered mail to ensure that the submissions reach us by the date and time specified above.)
- (3) Destination: International Tourism Promotion Div., Japan Tourism Agency  
3F, Building No. 3, Central Joint Building; 2-1-3, Kasumigaseki, Chiyoda-ku, Tokyo 100-8918
- (4) Number of copies to be submitted: 7 (A4 size) (3 sets of documents in CD-ROM or other electronic medium)

#### 7. Considerations to be noted in plan competition

- (1) Evaluation will be conducted according to the criteria listed below.

Please note that no questions whatsoever about which criterion of evaluation receives how many points in score or any similar issue will be received.

- 1) Does the bidder fully understand the objectives and contents of the project?
  - 2) Is the proposal original and persuasive?
  - 3) Is the proposal concrete and appropriate?
  - 4) Are the bidder's work process, internal and external systems, and other resources designed to carry out the project securely?
- (2) Documents and other submissions must be prepared either in Japanese or in English, and the applicable currency is limited to Japanese currency.
- (3) The reference scale of the enterprise to be conducted on national account in this project must be limited to 250 million yen (including consumption tax) at the most. Provided that, of the expenses posted in the bidder's quotation, the expenses (such as airfare) to be paid at cost because of the purpose and nature of the expenses may be settled at or before the termination of the project.
- (4) If the bidder's plan fails to reach us by the deadline, the bidder cannot participate in the plan competition for any reason whatsoever.
- (5) No bidder will be allowed to replace his plan already submitted with another or submit a new one. No change will as a rule be allowed in the contents of the plan after its selection.
- (6) A hearing may be conducted as necessary with any bidder about his plan submitted.
- (7) The expenses about preparing, submitting, and otherwise handling the plan must be borne by the bidder.
- (8) The bidder of the selected plan will have been selected as the most suitable party as the result of the plan competition. However, no contractual relationship will arise between him and the state until the completion of the contractual procedure as per the accounting laws. Please note that the contractual procedure regarding this plan competition will be followed after the establishment of the budget for fiscal 2010.
- (9) All unselected plans will as a rule be returned to the bidders. (All bidders who do not wish to receive such return should inform the implementing department to that effect when submitting the plan.)
- (10) If no appropriate plan is available, the Client may abort the competition

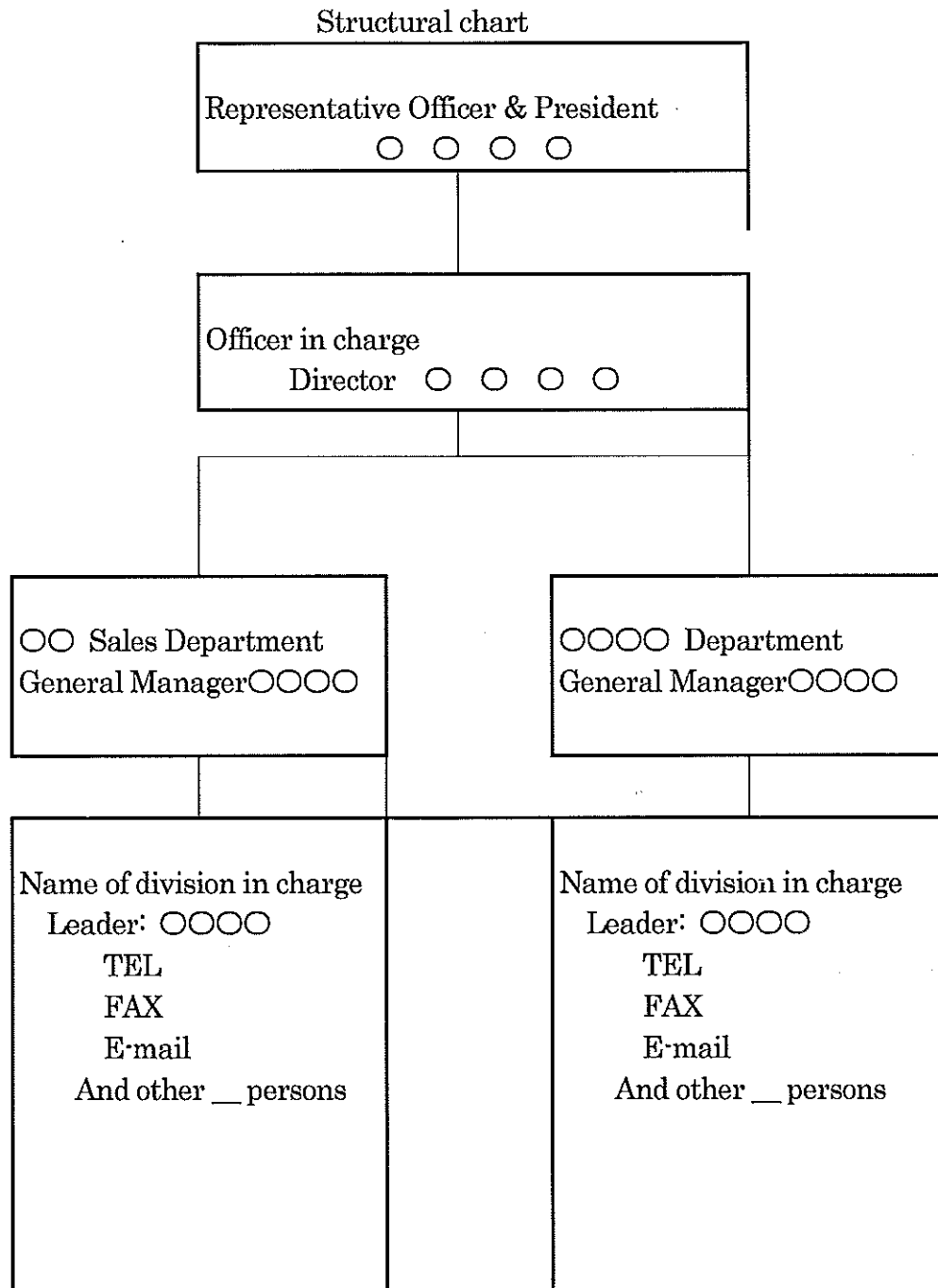


or use another method.

- (11) After selecting a plan, the Client will inform in writing the plan competition participant who submitted the plan that his plan has been selected. The Client will also inform in writing the plan competition participant whose plan has not been selected of the fact that his plan has not been selected and of the reasons why not.  
Please note that such notice of un-selection will not inhibit the execution of any other contractual procedure.
- (12) As the result of the plan competition, the items listed below will be published promptly after notification of the selection and will remain published at least until the date a contract is established with the successful bidder.
  - 1) Name and address of the corporate competition participant who submitted the selected plan, along with the name of his representative and the date of decision
  - 2) The score of each corporation and each evaluation item and the total score
- (13) The bidder of the selected plan will proceed with the enterprise while deliberating sufficiently with the personnel of the section responsible.  
Please note that, in order to monitor the progress of this project and the payment status of the expenses, the Client will request submission of the work log, expense execution status table, and other information in predetermined formats according to the instructions of the Client.
- (14) The copyrights of all products resulting from the contract established in connection with this project shall belong to the Japan Tourism Agency.
- (15) Other matters required by the Plan Competition Committee.

Appendix 1 (Example of entry on the structural chart)

Name of corporation:



- \* Please specify outstanding ability, qualification, experience, etc of persons in charge if any.
- \* Specifically, the structural chart should clearly show the division of roles in Japan and other countries.

Appendix 2 (Example of entry on the Work roadmap)

Work roadmap

Item	Name of corporation:			Remarks
	July 2010	. . . . Month	January 2011	

Appendix 3

Outline of corporation

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				

## Appendix 4 Report items about the enterprise overview

### ■ Enterprise overview

Contractual project					Contract amount	
Project objectives						
Period of implementation		Target markets				
Main customers		Countries and cities				
Specifics	Specific project segment		Amount (x 1,000 yen)	Specific project segment		Amount (x 1,000 yen)
Implementation overview						
Results expected						
Results obtained						
Project result						
Issues and challenges						

### ■ Project progress (standard format)

Project description	Date	Year	Year	Year	Year	Year	Year	Year	Year	Year
	Month	Month	Month	Month	Month	Month	Month	Month	Month	Month
Preparations										
Preparation of action report										

### ■ Project implementation system

Contractor			Head office location	
Related offices overseas, etc.	Name	Address	Action status, etc.	
Action system chart				

## Report items about the visibility enhancement project

### 3. Advertisement service (various publicity and public relations to increase visibility)

#### ■ Enterprise overview

Period of invitation (from _____ to _____)	
Gist and characteristics of advertisement (target area, tourist resources, routes, etc.)	
Main customers hopefully expected to know Japan better (their age groups, groups, etc.)	
Characteristics of selected media, etc. (fame, degree of spread, etc.)	
Other enterprise characteristics	
Remarks about the results	

#### ■ Overview of the advertisement provided (1)

No.	Reporting location		Enterprise cost (x 1,000 yen)	Medium overview			Date published/broadcast	Paper space/broadcast duration	Readership of newspaper, magazine,	Viewership of TV, radio, etc.
	Target country	Reporting region		Type	Name	Scale, etc.				
1										
2										
3										
4										
5										

#### ■ Overview of the advertisement provided (2)

\*Specify as a continuation of Nos. 1 to 5 above respectively

No.	Publicity/advertisement overview	Overview and characteristics of, and ideas and other tools used in, advertisement provided
1		
2		
3		
4		
5		

#### ■ Results of product sale (numbers of tours sold and participants)

No.	Type	Target country		Tours sold			Number of tours (groups)	Number of participants	
		Country	City	Duration	Schedule	Destinations, etc.		Already been in Japan	Future prospects
1									
2									
3									
4									
5									

#### ■ Remarks concerning the enterprise contents and results

Item	Contents, results, etc. *Specify briefly in the applicable fields.
(1) Whether the medium selected is good or not, its effects	
(2) Advertisement status	
(3) Status of message transmission to target	
(4) Status of sale, public relations, and other operations of related travel products by travel agencies	
(5) Evaluation of consumers and travel agents concerning ads provided	
(6) Linkage status with related organized tours sold	
(7) Interest of consumers, etc. in related organized tours to Japan	
(8) Trends in participation in related organized tours to Japan	
(9) Reaction by target country (in mass media coverage, etc.)	
(10) Reaction in Japan (such as mass media coverage, reporting, and system enhancement at tourist spots)	

**6. Event**

\*Specify the contents and results if you have conducted any courtesy visit to a travel agency or similar entity, any business talk, or any briefing for mass media, or anything of the sort.

■ Enterprise overview

Invitation duration (from _____ to _____)	
Gist of exhibition/event (public relations items, participation objectives, information exchange, etc.)	
Main customers hopefully expected to know Japan better (their age groups, groups, etc.)	
Characteristics of events where the JTA displayed its exhibits or participated in (overview, participants, etc.)	
Other enterprise characteristics	
Remarks about the results	

■ Overview of exhibits in booth, if any (exhibits in booth at travel exhibitions, etc.)

No.	Enterprise cost (x 1,000 yen)	Venue		Event	Total attendance	Venue scale (area in m <sup>2</sup> )	Dates of exhibition/event	No. of exhibition booths	Attendance at booths	Business talks held or not
		Target country	City							
1										
2										
3										
4										
5										

■ Overview of project if participated in (such as display of events at festival)

No.	Enterprise cost (x 1,000 yen)	Venue		Event	Total attendance	Days of participation	Attendance	Contents of participation (such as festivals displayed)	Business talks held or not
		Target country	City						
1									
2									
3									
4									
5									

■ Overview of original events held

No.	Enterprise cost (x 1,000 yen)	Venue		Event	Venue scale (area in m <sup>2</sup> )	Dates of event	Total attendance	Event description (announcement, exchange, etc.)	Business talks held or not
		Target country	City						
1									
2									
3									
4									
5									

■ Overview of business talks, etc.

\*Specify according to the display, participation, and holding of the abovementioned events.

No.	Venue		Event	Contact with travel agencies, etc.				Briefing to mass media, etc.		
	Target country	City		Date of visit	Date of business talks	No. of travel agencies	Results obtained or not	Dates	No. of mass media	Results obtained or not
1										
2										
3										
4										
5										

■ Remarks about the enterprise contents and results

Item	Contents, results, etc. *Specify briefly in the applicable fields.
(1) Advance consideration of the effects, etc. of events where the JTA displayed its exhibits, participated in, or sponsored	
(2) How the JTA displayed its exhibits, participated in, or sponsored events	
(3) Evaluation by event stakeholders concerning exhibition, participation, or sponsorship	
(4) Implementation of questionnaire survey and overview of responses	
(5) Evaluation of consumers and travel agents about exhibition, participation, or sponsorship	
(6) Linkage status with related tours sold	
(7) Interest of consumers, etc. in related organized tours to Japan	
(8) Trends in participation in related organized tours to Japan	
(9) Reaction in target countries (such as mass media coverage)	
(10) Reaction in Japan (such as mass media coverage, reporting, and system enhancement at tourist spots)	

■ Details of business talks held

No.	Venue			Details of business talks held	Results, etc. of business talks
	City	Facility	Scale (m <sup>2</sup> )		
1					
2					
3					
4					
5					

■ List of business talk participants (in standard format)

No.	Name	English	Country	City	Sex	Organization	Title	Division 1	Division 2	Division 3
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

Note: Fill out the fields in division 1 and subsequent ones with the division specified as appropriate.

■ List of Japanese-side participants in the business talks (in standard format)

No.	Business talk, etc.	Name	Organization	Title	Division 1	Division 2	Division 3
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

Note: Fill out the fields in division 1 and subsequent ones with the division specified as appropriate.



[Appendix 5] Principles of the display of exhibits art the Shanghai exhibition  
concerning the VJC in China in fiscal 2010

This enterprise aims to display exhibits to conduct comprehensive public relations about Japan at the Japan pavilion during the Shanghai exhibition. To attract more Chinese tourists to Japan, the enterprise also aims to make maximum use of TV, the web, newspapers, magazines, transportation advertisement, and other media to conduct promotion in connection with the exhibition.

[Understanding of the present condition]

- 1) China's population and the percentage of Chinese leaving their country are consistently on an upward trend. (The population was 1,299 million in 2004 and rose to 1,327 million in 2008. The percentage of Chinese leaving their country was 11.9% up from the 2007 level.)
- 2) China's GDP in 2010 has the possibility of rising at about 8% and is projected to top Japan's GDP.
- 3) China's overseas travel market is rising year by year, while the number of Chinese tourists to Japan topped 1 million in 2008, ranking third next to South Korea and Singapore, if Hong Kong and Macao are excluded.
- 4) As for Chinese tourists visiting Japan, in addition to those in their 30s and 40s, who were the main contributors, there is another group on the rise: those in their 20s. Men used to be a majority, but now, women and trips of families are on the rise.
- 5) July 2009 will see the ban lifted from personal tourism, and is expected to see an even further increase in Chinese tourists. It is necessary not only to conduct public relations to people traveling in organized tours, who have been the sole target of the public relations, but also to take measures that appropriately monitor the needs of various groups of Chinese tourists.

[Shanghai exhibition]

- 1) The Shanghai exhibition takes place in Shanghai, China for 184 days from May 1 to October 31.
- 2) The exhibition will be the largest exhibition in history, attracting the participation of 48 international organizations from 192 countries (as of July 2009).
- 3) The target is to attract 70 million visitors during the exhibition period. Of those visitors, 95% will be Chinese.
- 4) Exhibition by the Japan Tourism Agency will be conducted on the event stage at

the Japan pavilion at the Shanghai exhibition. The period will be for 7 days from July 15 to 21 (the 15th will be for installation), which can be expected to see an increase in Chinese tourists to Japan during the summer vacation.

- 5) Mid-June will see the Japan Week held. This event will aim to conduct public relations intensively about Japan with the initiative of the Ministry of Economy, Trade and Industry at the Asia Plaza, Japan pavilion event stage, and a special place in Shanghai.
- 6) This project aims to conduct public relations about the cities and streets in Japan and to allow the visitors to have a simulated experience, thereby conveying to them the appeal of Japan.

[Main competing countries and their shares (except for Hong Kong and Macao)]  
South Korea (9.2%), Singapore (8.5%) (Japan, 7.8%)

[Appeal target]

The target will be all Chinese visitors regardless of age and sex. The aim will be to increase the visibility of Japan and the motivation to travel to Japan.

[Enterprise scale]

It will be 250 million yen (including consumption tax).

[Considerations]

- 1) The theme of the exhibition by the Japan Tourism Agency is "Yokoso Japan Festival (tentative title): Old Streets and the New Japan." It is therefore necessary for the bidder to propose an event performance and program contents that match the theme specified below. Please note that, in displaying one's exhibits, it is important to provide interior equipment and installations that advertise the appeal of Japan effectively.
- 2) Use the Japan Week, which is scheduled for mid-June.
- 3) During the events of the Japan Tourism Agency or during the Shanghai exhibition, use subway ads, ads on outdoor walls, TV commercials, magazines, and other media to conduct promotion in an attempt to increase visibility and to lure tourists.
- 4) Set quantitative and qualitative numerical targets and specify your concepts.