

Public Notice of Plan Competition

The JTA solicits plans as follows:

1. Project overview

- (1) Project name: Display of exhibits at travel exhibitions in China, Hong Kong, Taiwan, and South Korea
- (2) Project description: The project consists of displaying a Visit Japan Campaign public relations booth at the World Travel Fair (WTF), Shanghai, China; China International Travel Mart (CITM); International Travel Expo (ITE), Hong Kong; Taichung International Travel Fair (TITF); Kaohsiung International Travel Fair (KITF); Taipei International Trade Fair (ITF); Korea Travel Fair Seoul (KOTFA); and Busan International Travel Fair (BITF).
- (3) Deadline: March 18, 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
Otaka, Non-Japanese Tourist Luring Office, 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 17:00, Monday February 22 2010. To be issued in (1).
- (3) Deadline, place, and method for submitting the plan
The same as (1) until 12:00 noon, Tuesday February 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. The mail must be capable of delivery registration.)
- (4) Briefing to be provided or not, its date and time, venue, etc.
15:00 – 16:00, Friday February 12 2009; Conference Room, 11F, Building No3, Central Joint Building
- (5) Plan proposal presentation to be provided or not, its date and venue
None.

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 and submitting the plan must be borne by the plan competition participant.
- (4) Plans submitted to the Plan Competition Committee must not be put to secondary use without the permission of its bidder.
- (5) 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.
- (6) 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.

- (7) 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.
- (8) 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
- (9) Other details will conform to the manual.

February 1, 2010

Yasuto Kawarabayashi
Director, International Tourism Promotion Div.
Japan Tourism Agency

Project Competition Manual
for
the Program of Displaying Exhibits at Travel Exhibitions
in China, Hong Kong, Taiwan, and South Korea

February 1, 2010

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

The Japan Tourism Agency (JTA) invites bidders to submit their plans for displaying exhibits at travel exhibitions in China, Hong Kong, Taiwan, and South Korea. Prospective bidders should submit their bids in consideration of the following:

1. Project name

Project of Displaying Exhibits at Travel Exhibitions in China, Hong Kong, Taiwan, and South Korea

2. Project overview

(1) Project objectives

An increase in tourists to Japan helps promote international mutual understanding, while promoting domestic consumption by the tourists, thereby expecting to reactivate the regional economy, increasing job opportunities, and enhancing other important economic effects. It is therefore important for Japan, which is faced with a full-scale decline in population, development of the ageing society with fewer children, recession in the regional economy, and other difficulties, to work to promote the increase in tourists to Japan even further.

The Visit Japan Campaign initiated in 2003 increased the number of non-Japanese tourists to Japan to 3.14 million (by about 60%) in the six years until 2008. From the viewpoint of the domestic consumption of these tourists, some effects are being embodied, such as the output of the consumption induction effect of 19.5 yen per 1 yen of project cost (Administrative Evaluation Bureau, Ministry of Internal Affairs and Communications). While growth is expected in the entire market of international tourism for the future, international comparison of the numbers of non-Japanese tourists to Japan places Japan in the 28th rank in the world. This and other circumstances lead us to consider that there is still much room for growth.

Since the year before last, a severe external environment has continued, including the recession of the world economy and the spread of the super-flu. Under the circumstances, to achieve the targets "to increase the number to 15 million by 2013, to 20 million by 2016, to 25 million by 2019, and to 30 million in the future," it is urgently necessary to implement comprehensively various efforts in a scale and a quality comparable or superior to those of neighboring countries and other nations that compete with us in luring international sightseers.

This project aims to display a VJC booth at travel exhibitions in China, South Korea, Taiwan, and Hong Kong, which are the most important markets for Japan, organize participant local governments, suppliers, and other entities, show how all the people in Japan join forces in a standardized manner, showing Japan's appeal effectively, thereby leading all that to concrete demand for general consumers coming to Japan and promoting the exploration and expansion of new demand.

(2) Project description

The project consists of displaying a Visit Japan Campaign public relations booth at the World Travel Fair (WTF), Shanghai, China; China International Travel Mart (CITM); International Travel Expo (ITE), Hong Kong; Taichung International Travel Fair (TITF); Kaohsiung International Travel Fair (KITF); Taipei International Trade Fair (ITF); Korea Travel Fair Seoul (KOTFA); and Busan International Travel Fair (BITF). The project also involves providing common ornaments on the entire Japan booth and conducting questionnaire surveys and related tasks.

Specify in your plan the items marked ●.

I. List of travel exhibitions joined

- China: World Travel Fair (WTF), Shanghai, China; China International Travel Mart (CITM)
- Hong Kong: International Travel Expo (ITE), Hong Kong
- Taiwan: Taichung International Travel Fair (TITF), Kaohsiung International Travel Fair (KITF), Taipei International Trade Fair (ITF)
- South Korea: Korea Travel Fair Seoul (KOTFA); Busan International Travel Fair (BITF)

| No. | Name | Date held | Venue |
|-----|--|--------------------------|--------------------|
| 1 | Taichung International Travel Fair (TITF) | April 23 to 26, 2010 | Taichung, Taiwan |
| 2 | Kaohsiung International Travel Fair (KITF) | May 7 to 10, 2010 | Kaohsiung, Taiwan |
| 3 | World Travel Fair (WTF), Shanghai, China | May 27 to 29, 2010 | Shanghai, China |
| 4 | Korea Travel Fair Seoul (KOTFA) | June 3 to 6, 2010 | Seoul, South Korea |
| 5 | International Travel Expo (ITE), Hong Kong | June 10 to 13, 2010 | Hong Kong |
| 6 | Busan International Travel Fair (BITF) | September 10 to 13, 2010 | Busan, South Korea |
| 7 | Taipei International Trade Fair (ITF) | November 5 to 8, 2010 | Taipei, Taiwan |
| 8 | China International Travel Mart (CITM) | November 18 to 21, 2010 | Shanghai, China |

II. Specifics of the project

- Ornaments and other designs must be differentiated from those used by competing nations to show the appeal of Japan effectively.
- With the cooperation of exhibitors from Japan, provide common ornaments and other designs for the booth as a "Japan pavilion" and plan it so that it will provide standardized public relations contents.
- Plan a questionnaire survey and analysis to reflect their findings on the drafting of project principles for future projects of displaying exhibits at travel exhibitions. (For the number of responses collected at each travel exhibition, see the considerations to be noted for each travel exhibition shown below.)
- Set quantitative and qualitative targets for each travel exhibition and specify them in the proposal.

- In proposing a plan for each travel exhibition, note the following:

1. Taichung International Travel Fair (TITF)

- With the focus on increasing demand in visiting Japan in summer, draft a plan for promoting demand for individual travel (FIT) in the autumn, winter, and the next spring.
- The number of questionnaire responses to be collected is 1,000.

2. Kaohsiung International Travel Fair (KITF)

- With the focus on further increasing summer demand in visiting Japan, make a plan for promoting demand for individual travel (FIT) in the autumn, winter, and the next spring as well.

- The number of questionnaire responses to be collected is 1,000.
3. World Travel Fair (WTF), Shanghai, China
 - In consideration of the personal tourist visa un-banned in July 2009, plan a project for soliciting individual tourists who are expected to increase in the future.
 - The number of questionnaire responses to be collected is 300.
 4. Korea Travel Fair Seoul (KOTFA)
 - With the focus on increasing summer demand for visiting Japan, make a plan for promoting demand for individual travel (FIT) in the autumn, winter, and the next spring as well.
 - The number of questionnaire responses to be collected is 500.
 5. International Travel Expo (ITE), Hong Kong
 - With the focus on further increasing the demand in July and August, when the number of tourists visiting Japan from Hong Kong peaks, make a plan for promoting demand for individual travel (FIT) in the autumn, winter, and the next spring as well.
 - The number of questionnaire responses to be collected is 1,000.
 6. Busan International Travel Fair (BITF)
 - With the focus on further increasing winter demand for visiting Japan, make a plan for promoting demand for individual travel (FIT) in the next spring and the next summer as well.
 - The number of questionnaire responses to be collected is 300.
 7. Taipei International Trade Fair (ITF)
 - With the focus on further increasing winter demand for visiting Japan, make a plan for promoting demand for individual travel (FIT) in the next spring and the next summer as well.
 - The number of questionnaire responses to be collected is 1,500.
 8. China International Travel Mart (CITM)
 - Display exhibits at CITM, which is the biggest travel fair in Asia, to be sponsored by the China National Tourism Administration and other agencies, in an attempt to attract more Chinese tourists to Japan.
 - In consideration of the personal tourist visa un-banned in July 2009, plan a project for soliciting individual tourists who are expected to increase in the future.
 - The number of questionnaire responses to be collected is 1,000.

[Considerations]

- 1) For the scale of exhibition (the number of units for the VJC booth), contents (such as public relations, VCR showing, and brochure distribution by installing a stage), and additional projects (such as business talks between local travel agencies and Japanese sightseeing-related agencies, briefing sessions on the market of travel in Japan, and other additional events) at each travel exhibition, propose plans in contents that are considered to be most suitable for the details mentioned above.
- 2) Base the publicity project on the long vacations and travel seasons in the target market.
- 3) Clarify the operation system at the target market.
- 4) The JTA does not prevent the proposition of travel exhibitions and other events where the JTA should presumably display its exhibits, other than those indicated explicitly.
- 5) To ensure continuity with previous questionnaire surveys conducted by the VJC, make it obligatory to include the items indicated in Appendix 1. Then, plan another

effective questionnaire proposal.

- 6) Include the management and supervision for the dates of each 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) In proposing the plan, propose things that are considered to be effective, while referring to "Understanding the Present Condition of the Travel Markets in China, Hong Kong, Taiwan, and Korea" in Appendix 2.

(3) Period of implementation

From the date of the contract to March 11, 2011

(4) Product

Business report (about 100 pages in A4 size): 10 copies

To be prepared in either Japanese or English.

* Include the form of Appendix 3 in the report. (Include the form in the 100 pages.)

* Deliver the project report and questionnaire result data in electronic form as well.

3. Contents to be included in the plan

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

1. Basic concepts of the plan

2. Specifics concerning the matters that are considered to be obligatory in this plan competition manual

(2) Project system (Appendix 4)

(3) Work process (Appendix 5)

(4) Presence or lack of re-commissioning and similar tasks and their schedule (provided that they are limited to those that need the consent of the Client)

(5) Corporation overview (Appendix 6)

- Corporation overview

- Name and contact details of the person responsible

(6) Reference quotation (rough calculation) and its breakdown

Designated parties will be requested to submit their total schedule in the pileup system of unit price multiplied by quantity. The quotation must be prepared by separating the common expenses about all the travel exhibitions from the breakdown of the expenses about the travel exhibitions.

(7) Qualifications for joining the plan competition

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.

Also submit the document which was approved to have been accepted after applying 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..

4. Submitting the plan

(1) Deadline for the submission: Tuesday February 23 2010, 12:00 noon

(2) Method of submission: Delivery by hand or by postal or delivery service (In the case of postal delivery, ensure that the submissions reach us by the deadline for submission. Also ensure that the delivery allows delivery registration.)

(3) Destination: International Tourism Promotion Div., Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism

(4) Number of copies to be submitted: 7 (A4 size)

5. 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 160 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.
- (14) The copyrights of all products resulting from the contract established in connection with this project shall belong to the Japan Tourism Agency, Ministry of Land,

Infrastructure, Transport and Tourism.
(15) Other matters required by the Plan Competition Committee.

Appendix 1

Contents to be incorporated into the questionnaire

- Email address [to be specified in writing, a single answer]
 - Sex [1 of 2 choices; a single answer]
 - Age [1 of about 5 choices; a single answer]
 - Email transmission from VJC desired or not [1 of 2 choices; a single answer]
 - Experience in visiting Japan [1 of about 5 choices; a single answer]
 - Occupation [1 of about 10 choices; a single answer]
 - Household income [1 of about 10 choices; a single answer]
 - Hobbies (interest areas) [about 10 choices; multiple answers allowed]
 - Countries or regions where the respondent wishes to travel other than Japan [about 15 choices; multiple answers allowed]
 - Regions where the respondent wishes to travel in Japan [about 10 choices; multiple answers allowed]
 - The appeal of Japan [several choices; multiple answers allowed]
 - Sources of travel information (media) [several choices; multiple answers allowed]
- * Options must be finely adjusted according to the realities of China, South Korea, Taiwan, and Hong Kong.
- * With the compulsory items specified above, plan and propose other effective questionnaires.

Appendix 2

Understanding of the present condition in China, Hong Kong, Taiwan, and Hong Kong

[China]

- 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 on the basis of statistics of the receiving country, 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.

[Hong Kong]

- 1) Hong Kong's population and the percentage of its inhabitants leaving their country are consistently on an upward trend. (The population was 5.34 million in 2004 and rose to 6.22 million in 2008. The percentage of its inhabitants leaving their country was 78.7% in 2004 and rose to 89.2% in 2008.)
- 2) The real GDP of Hong Kong in 2010 is expected to show an improvement as high as that in 2008, up from the negative growth in 2009.
- 3) While Hong Kong's entire overseas market is not shrinking, the number of tourists to Japan is declining greatly. It is highly probable that tourists are shifting to Taiwan and South Korea, which are Japan's competitors. It is urgently necessary to differentiate from its competitors. (The number of people leaving their country through airways was 6.14 million in 2007 and rose to 6.22 million in 2008.)
- 4) About 90% of tourists to Japan are "sightseers." About 80% are "repeaters" who have visited Japan for the second or more times. Japan is thus a mature market. It is therefore necessary to continue to conduct public relations and provide latest information to the repeaters and to take various measures to explore new further demand centering on individual travel (FIT).

[South Korea]

- 1) Except for the currency crisis of 1997 and the spread of SARS in 2003, the year 1989, when travel abroad was completely deregulated, South Korea has continued to see a rise in the number of non-Korean tourists to itself. But the world financial crisis in and after September 2008 and the progress of the declining value of the won due to that effect resulted in the year 2008 staying at about 12 million, 10% down from the preceding year. (The percentage of people leaving their country was 24.7%, some 2.8% down from the preceding year.) However, the percentage of people leaving their country was about double that of Japan (12.5%), thus being high in the first place.
- 2) The real GDP of 2010 in South Korea is expected to grow greatly from 2.2% in 2009 to 4.6%, thus showing improvement.
- 3) About 80% of tourists to Japan are "sightseers," thus showing that Japan is a mature market. It is therefore necessary to continue to conduct public relations and provide latest information to repeaters, while taking various measures to explore new further

demand centering on individual travel (FIT).

[Taiwan]

The number of Taiwanese tourists to Japan was rising steadily after 2003, when travel abroad slowed down due to the outbreak of SARS (a new type of pneumonia). However, due to the world financial crisis, the accompanying economic recession in Taiwan, and other circumstances in and after September 2008, the year 2008 saw a decline by 5.6% from 2007 to 8,465,172.

- 1) The number of Taiwanese tourists to Japan in 2008 was 1,390,228, marking a slight increase by 0.4% from the preceding year. Due to the effect of the exemption from visas to come to Japan in and after 2005 and due to the expansion of flights in and after 2006, along with other causes, the steady rise in the number of Taiwanese visiting Japan slowed down. In 2009, the economic recession and the effect of the super-flu have resulted in the number of Taiwanese visiting Japan rising by 28.3% from the same month of 2008 to 945,500.
- 2) The year 2009 saw a rise in the number of tourists to South Korea and Australia, which seemed to be rather inexpensive because of reasons related to exchange rates. In and after October, travel demand grew for Southeast Asia. Moreover, because the China-Taiwan direct flight became regular at the end of August this year and the number of flights increased greatly, travel demand to the Chinese continent is also rising.
- 3) Some 90% of tourists to Japan are "sightseers," so that Japan is a mature market. It is therefore necessary to take measures to explore new further demand centering on individual travel (FIT). Another point with which to sell tourism in Japan is the regular flight from Taipei Songshan Airport to Haneda, which is scheduled to be inaugurated in October 2010.

Appendix 3

Overall enterprise

■ 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 |
| Preparations | | | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | | | | | |
| Preparation of action report | | | | | | | | | | |

■ Project implementation system

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

■ 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 ²) | | |
| 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.

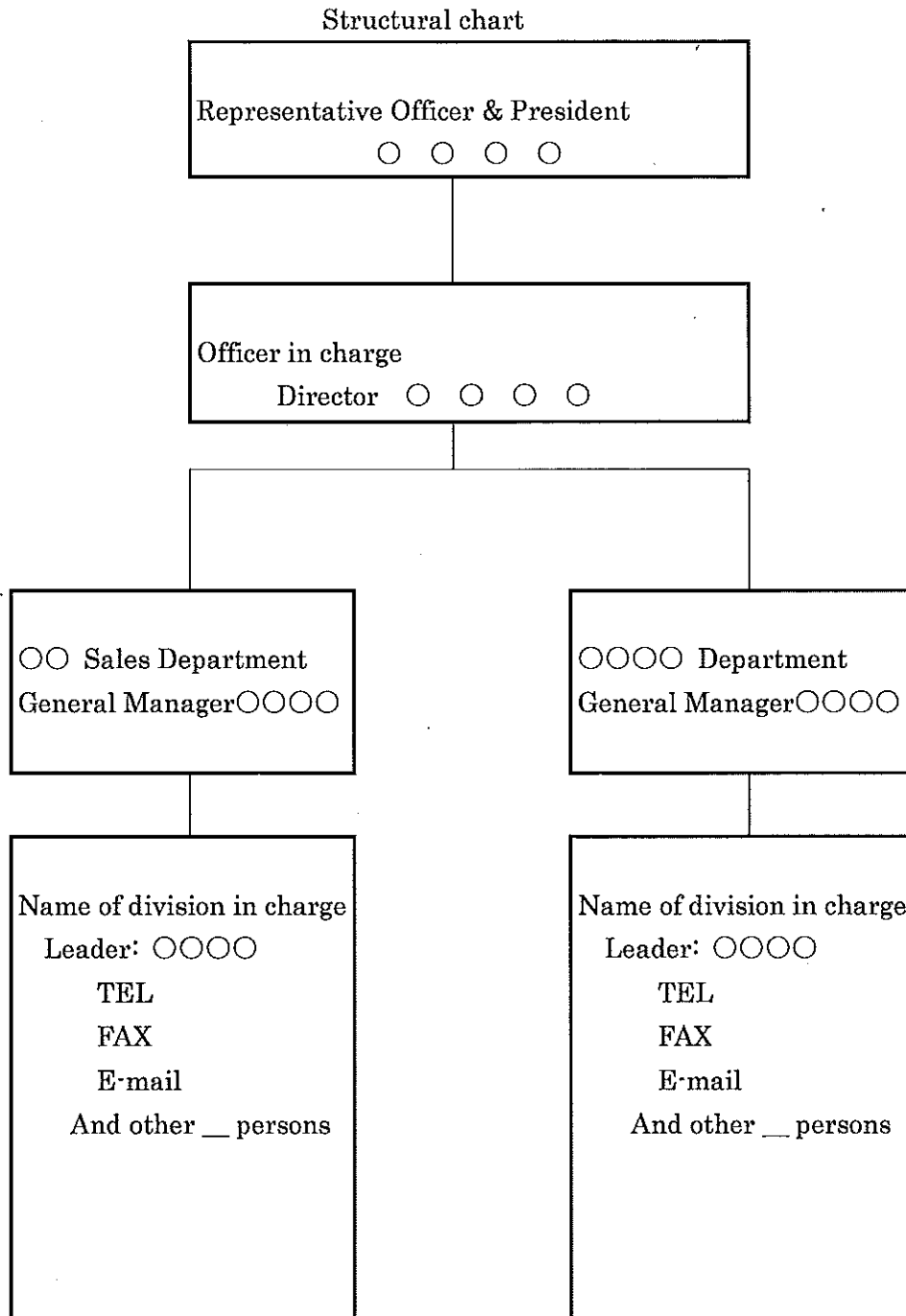
■ List of Japanese-side participants in the business talks (in standard format)

| 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 4 (Example of entry on the structural chart)

Name of corporation:



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

Appendix 5 (Example of entry on the Work roadmap)

Work roadmap

| Item | Name of corporation: | | | Remarks |
|------|----------------------|---------------|------------|---------|
| | April 2010 | • • • • Month | March 2011 | |
| | | | | |

Appendix 6

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 | | | |