

## **Terms of reference. Trade mission to Japan.**

### **Background.**

**Export promotion office (EPO)** is a consultative and advisory body under the Ministry of Economic Development and Trade of Ukraine that has been founded to help Ukrainian exporters in opening new markets.

The **strategic goal** of the EPO is to help Ukrainian business to become successful in international markets by developing the export competencies of Ukrainian business, ensuring partnership and cooperation between Ukrainian and foreign businesses, promoting Ukrainian products and services abroad.

EPO plans to organize one trade mission **to Japan** for 10 Ukrainian SMEs of one sector, in close cooperation with a foreign consultant.

***EPO invites you to provide a proposal (including financial) for organization of a trade mission **to Japan** in May-June 2018.***

**Goal:** organize a b2b trade mission for 10 Ukrainian SMEs of 1 sector (to be selected)

**Tools:** b2b meetings, site visits, budget available

### **Preparation stages of the trade mission must include:**

1. **Development of a comprehensive market intelligence** document covering 1 (one) sector (to be determined in close cooperation with a selected consulting firm), and trade opportunities for Ukrainian SMEs in the chosen sector **in Japan**.

The document should at least include:

- Country profile — basic.
- In-depth overview of the chosen sector
  - o Market segmentation, market trends
  - o Consumer preferences
  - o Key challenges
  - o Import duties, import restrictions
  - o Key regulatory bodies
  - o Regulations specific
  - o Major industry events

*\*The document is to be developed during 2 weeks after the prepayment is conducted.*



2. **Promo event.** Participate in a Promo event **in Kyiv as one of the speakers** presenting the results of market intelligence developed. The event takes around 2 hours.
3. **Conduct Skype screenings** of applied Ukrainian SMEs together with Senior Expert of the Export promotion office. Goal: to select 10 SMEs for participation in the trade mission (usually up to 15 Skype calls 30 minutes each).
4. Provide a long list of Japanese companies contacted and invited to b2b meetings, to Export promotion office (name of the company, website address) 2 weeks prior to trade mission start.
5. Develop and provide to EPO a draft b2b schedule no later than 1 week prior to visit.
6. Develop and provide to EPO and Ukrainian SMEs small b2b packages developed company specific: companies profiles which agreed to participate in b2b and individual b2b itinerary.

**A trade mission's agenda must include:**

**DAY 1: MEET & LEARN**

1. Organize and conduct a pre-briefing for the Ukrainian delegation. 2 hours event for up to 20 participants where a consulting firm is presenting "How to do business in Japan" (sector specific), developed b2b schedule, and Export promotion office is presenting agenda of the trade mission, rules of participation etc.
2. **Site visit(s).** Organize 1-2 **LEADED** site visits – tours to successful businesses of the sector of interest for experience exchange, learning.

**DAY 2: BUSINESS DAY**

1. **B2B session** - individual b2b meetings for up to 10 companies of the selected sector (on average 5 b2b meetings per SME)

**DAY 3: Optional business activities**

Please feel free to offer any activities, which you consider to be useful for such a trade mission. For example: day of b2b meetings at companies' premises where Ukrainian companies need to travel to meet their potential partners.

**A financial proposal must indicate the following:**

Activity	Cost, gross €
Development of Market Research – 1 sector	€ _____
Participation in a promo event (including flight itineraries, per diems, accommodation)	€ _____
B2B Organization (per one company) & Customized Itineraries (up to 10 companies), including Skype screenings	€ _____
Site Visit(s) organization (Day 1)	€ _____
Pre-briefing on the arrival (Day 1)	
Venue for pre-briefing	€ _____
Venue for B2B session (including refreshments and light snacks through the day for approx. 50 persons)	€ _____
Any other expenses	€ _____