

Notice of Proposal Competition

16, February, 2026
Japan National Tourism Organization (JNTO)
Executive Director, Hong Kong office
Chiemi Maruyama

We hereby announce the following proposal competition.

1. Overview of Project

(1) Name of Project

Project of Joint Advertising with Airlines, Travel Agencies, and OTAs in the Hong Kong Market in FY 2026

(2) Details of Project: Joint advertising with airlines, travel agencies, and OTAs under the theme of promoting travel to regional destinations.

(3) Performance Period: From the agreement date to 19 March 2027

2. Requirements to participate in the proposal competition

(1) A person who is not subject to competition participation restrictions prescribed in Article 26 of the Bylaws of the Administrative Implementation of Contracts of JNTO.

- Bylaws of the Administrative Implementation of Contracts of JNTO

Article 26: Restrictions on Competition Participants

1. Persons who are determined to fall under any of the following may not participate in the competition:

- (1) A person who does not have the capacity to execute agreements;
- (2) A person who has been the subject of a decision to commence bankruptcy proceedings and whose rights have not been restored;
- (3) A person listed in the items of Article 32, Paragraph 1 of the Act for the Prevention of Wrongful Acts by Members of Organized Crime Groups (Act No.77 of 1991) ; or
- (4) A person who is suspended from transactions by request of the Budget and Accounts Division of the Minister's Secretariat in the Organization of the Ministry of Land, Infrastructure, Transport and Tourism.

2. A person found to fall under any of the following may not participate in competition within three years after the occurrence of the relevant fact. The same will apply to a person who intends to use any of the following persons as an agent, manager or other employee.

- (1) A person who in the performance of an agreement intentionally engaged in shoddy construction, manufacturing or other services, or who engaged in dishonest conduct in regards to quality or quantity of goods;
- (2) A person who impeded fair competition, or a person who entered into an alliance for the purpose of wrongful gains;
- (3) A person who obstructed a successful bidder from executing an agreement or a contractual party from performing an agreement;
- (4) A person who obstructed personnel engaged in the performance of supervision or audit work;
- (5) A person who without a valid reason failed to perform an agreement;
- (6) A person who, in a case where pursuant to an agreement the amount of consideration is to be fixed after the agreement, willfully demanded an exorbitant amount of consideration based on false facts; or
- (7) A person who, in the performance of an agreement, used an agent, manager or other employee who fell under any of the foregoing categories within the past two years.

3. A person who uses any person who falls under any of the preceding items as bidding agent may be disqualified from participating in the competition.

(2) A person who has not been subject to any penalty under law in the past three years.

(3) A person who is registered as a corporation (in the case of an individual business operator, registered as a resident) and is not delinquent in the payment of corporate taxes or other taxes

3. Procedures:

- (1) Department in charge

JNTO Hong Kong Office, Person in charge: Taisuke Izuno, Winnie Hung

Address: Unit 807-809, 8/F, Prosperity Millennium Plaza,

663 King's Road, North Point, Hong Kong

TEL : +852-2968-5688

Email : taisuke_izuno@into.go.jp, winnie_hung@jnto.go.jp

- (2) Period of delivery of the Request For Proposals
From 16 February until 5p.m. 6, March (must be received by Hong Kong Time)
- (3) Method of delivery of the Request For Proposals
The Request For Proposals must be delivered in person or via e-mail.
- (4) Place of delivery of the Request For Proposals
Same as (1) above.
- (5) Deadline of submission of proposal
By 5p.m. 18, March (must be received by Hong Kong Time)
- (6) Method of submission of proposal
Submit to the link specified in the Request For Proposals.
- (7) Time, date and place of explanatory meeting
An explanatory meeting will not be held.
- (8) Time, date and place of meeting regarding proposal
Meetings will be held if necessary.

4. Others

- (1) The language and the currency to be used in the procedures shall be the in Japanese and English and the currency in the agreement shall be Hong Kong Dollars.
- (2) Inquiries for related information should be directed to the person in 3.(1) above.
- (3) Expenses for preparation and submission of the proposal will be borne by the person proposing the proposal.
- (4) There will be no secondary use of a submitted proposal without the permission of the person who submitted the relevant proposal.
- (5) If a proposal contains any matters that are not true, such proposal will be invalidated, and the applicant who entered such matters may be suspended from participating in public bids.
- (6) In regards to the content of a proposal submitted by a person with whom JNTO makes an agreement, If there is a request on the basis of the screening standards for JNTO's information announcements, such disclosure will be made using documents prepared in advance to be disclosed.
- (7) Persons whose proposals have been selected are persons who were designated as the suitable negotiators for the contract. Their priority ranking order for contract negotiation is determined as a result of the proposal competition. However, until agreement procedures are completed pursuant to JNTO's accounting and other rules, no contractual relationship will arise between such person and JNTO.
- (8) To verify whether a person who submitted a proposal satisfies the requirements for participating in the proposal competition of section 2 above, a credit check may be performed. There may be cases where, even after selection, in light of the results of such credit check, an agreement will not be executed.
- (9) Payment will be settled in Hong Kong Dollars, by cheque issued by JNTO Hong Kong Office or by remittance to bank accounts in Japan from JNTO account in Japan, or by other mutually agreed means. Furthermore, any person receiving the order shall be responsible for the payment of value added taxes to taxation authorities.
- (10) The result of the proposal competition consisting of the following information shall be published: the name and address of an entity whose proposal is selected, the name of an individual who represents such entity, and the date of selection of such entity's proposal.
- (11) The execution of the contract for this Project, and the implementation of the Services, may be conducted subsequent to the adoption of the Japanese Government's Budget for FY 2026.
- (12) Other details will be as set forth in the Request For Proposals.

End