

We hereby announce the following proposal competition:

A. Overview of Project

1. Name of Advertising Campaign:
Social Networking Service (SNS) for the Canadian Market in FY2021
2. Campaign Period: From the agreement execution date to March 25, 2022
3. Target Markets: English speaking Canadians (age group between 20 and 40 years old) who are frequent travelers and have interest in Japanese culture.
4. Brief description of campaign: The objective is to develop an effective Social Media Strategy to distribute content and messages more broadly while enabling them to interact directly with the target audience.

B. Procedures

1. Performance Period: From the agreement execution date to March 25, 2022
2. Guidelines for Proposal must be requested no later than 5:00PM (Eastern Standard Time) on March 16, 2021
 - For questions, please email to proposal_toronto@jnto.go.jp prior to the submission deadline. No questions will be answered by telephone other than confirmation that emails have been received.
3. Submission of proposal must be received no later than 5:00PM (Eastern Standard Time) on March 17, 2021. Choices of delivery method are listed below.

Option 1: Electronic mail (email) to proposal_toronto@jnto.go.jp

Option 2: JNTO File Transfer System by request via proposal_toronto@jnto.go.jp

Option 3: By post or courier service to:

Japan National Tourism Organization

55 York Street, Suite 202, Toronto, Ontario M5J 1R7

Mark on the envelope: Campaign Proposal (CONFIDENTIAL)

4. To qualify for receiving the Guidelines for Proposal, a Company Profile must be completed and the form is available upon request.
 - a. Company Incorporation (corporation name, corporation number in Canada, date of incorporation, registered Business/Trade name (if different from corporation name))
 - b. Head Office contact information
 - c. Branch Office Information (if applicable)
 - d. Primary contact for handling this project
 - e. Brief company history
 - f. Overview of products and services provided by the company
 - g. Number of employees in each department of the company
 - h. Name of the Bank that handles the company account
 - i. Company reference
 - j. Credit check consent
5. Upon receiving a proposal, JNTO will conduct a preliminary review meeting and may request the proponent to provide additional information on the proposal. If required, further meetings will be held.
6. All expenses (including preparation and submission of proposal) incurred by a proponent will be paid for by the proponent.
7. JNTO will not use a submitted proposal for any purpose without the permission of the proponent submitting the proposal.
8. Any proposal containing untrue material shall be null and void, shall be disqualified from the competition and the proponent thereof shall not be permitted to participate in future public bids.
9. A proponent whose proposal has been selected by JNTO will be offered a contract with JNTO only after JNTO's accounting and investigation procedures have been properly completed, which procedures include a credit check of the proponent and its principals.
10. The language used in all proposals and reports shall be English or Japanese, but the currency of payments to be made to the successful proponent will be Canadian Dollars.

C. Eligibility

1. Any person who is not subject to competition participation restrictions prescribed in Article 26 (D) of the Bylaws of the Administrative Implementation of Contracts of JNTO, as hereinafter set out, is eligible to make a proposal.
2. A person who has not been subject to any penalty under the law in the past three years.
3. A person who is registered as a corporation and is not delinquent in the payment of corporate taxes or other taxes.

D. Restrictions on Competition Participants (Article 26)

1. Persons who are determined to fall under any of the following may not participate in the competition:
 - a. A person who does not have the capacity to execute agreements;
 - b. A person who has been the subject of a decision to commence bankruptcy proceedings and whose rights have not been restored; or
 - c. 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)
 - d. A person who is debarred or otherwise declared ineligible by Japanese Government or local government from bidding.

2. A person found to fall under any of the following may not participate in competition for a fixed period not longer than 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.
 - a. 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;
 - b. A person who impeded fair competition, or a person who entered into an alliance for the purpose of wrongful gains;
 - c. A person who obstructed a successful bidder from executing an agreement or a contractual party from performing an agreement;
 - d. A person who obstructed personnel engaged in the performance of supervision or audit work;
 - e. A person who without a valid reason failed to perform an agreement;
 - f. 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
 - g. 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.