

Notice of Proposal Competition

January 6th 2026

Japan National Tourism Organization (JNTO)
Paris Office Executive Director Hatsume Nagai

We hereby announce the following proposal competition.

1. Overview of Project

- (1) Name of Project : Advertising project in the French and other markets in FY2026
- (2) Details of Project: The objective is to enhance awareness of travel to Japan by implementing advertising in collaboration with consumer guidebooks and through the use of social media in the French market, as well as by conducting advertising in partnership with railway companies in France and other markets.
- (3) Performance Period: From the agreement date to March 24th in 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 Paris Office, Person in charge: Wataru ISHIZUKA

Address: 4 rue de Ventadour 75001 Paris France

TEL : (33)1-42-96-29-60 E-mail: wataru_ishizuka@jnto.go.jp

(2) Period of delivery of the Request For Proposals

From January 6th in 2026 until February 5th in 2026 (must be received by 3:00pm (The French Time))

(3) Place of delivery of the Request For Proposals

Same as (1) above.

(4) Method of delivery of the Request For Proposals

The Request For Proposals must be delivered in person or via e-mail.

If mailing the Request For Proposal, please contact the person mentioned in (1) in advance.

(5) Deadline of submission of proposal

By February 16th in 2026 (must be received by 3:00pm (The French 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.]

4. Others

- (1) The language and the currency to be used in the procedures shall be the English or Japanese and EURO.
- (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) Because payment of the agreement money will be sent by overseas remittance from Japan, the participant must be able to receive overseas remittance. Further, any person receiving an order will be responsible for payment to tax authorities of any value added taxes.
- (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) This Project shall be conditioned on adoption of the Japanese Government's budget for FY2026. The agreement for this Project shall be executed and this Project shall be implemented after adoption of the said budget.
- (12) Other details will be as set forth in the Request For Proposals.

End