

(B part tender form)



Foresight Marketing Co., Ltd.

Registered address : The Towers Daiba 1114, 2-2-2 Daiba, Minato-ku. Tokyo 135-0091

Contact : Tel:+81-3-6661-2045, Fax:+81-3-6661-2056, Mail:s-noto@ra2.so-net.ne.jp

Legal Affiard Bureau, Registration code : 0104-01-085705

To the State Department of Tourism  
under the Ministry of Economy

**TENDER**  
**IMPLEMENTATION OF INTEGRATED MARKETING MEASURES IN JAPAN**

**PART B. PRICE**

23 July, 2016 No. \_\_\_\_\_  
(Date)

Name of the Supplier / If a group of economic operators is taking part, names of all participants are to be entered /	Foresight Marketing Co., Ltd.
---	-------------------------------

Part B "Price" of our tender lists the prices of the provision of the Services indicated in Annex No. 1 "Technical Specification of the Services. Implementation of Integrated Marketing Measures in Japan" (hereinafter – the Technical Specification) to the Contract Documents. The prices of our offered Services include all the requirements laid down in the Contract Documents:

Seq. No.	Name of the Services	Quantity	Price, in EUR including VAT
1	2	3	4
<b>1.</b>	<b>E-marketing</b>		
1.1.	Creation and administration of accounts designated for the Japanese market (on Facebook, Twitter or other equivalent social networking websites) (paragraph 1.1 of the Technical Specification).	At least 5 000 new fans Publication of at least 340 posts	
1.2.	Developing and implementing campaigns on social networking website (paragraph 1.2 of the Technical Specification).	At least 3 campaigns implemented	
1.3.	Translation of the main information about Lithuania and its tourism resources located on the official Lithuanian tourism website into the Japanese language (paragraph 1.3 of the Technical Specification).	At least 13 A4 format pages into the Japanese language	
1.4.	Preparation of newsletters in the Japanese language (paragraph 1.4 of the Technical Specification).	Preparation and distribution of at least 11 newsletters	
<b>2.</b>	<b>Cooperation with the media and public relations</b>		
2.1.	Cooperation with media representatives, presentation of information and response to inquiries (paragraph 2.1 of the Technical Specification).	At least 50 responses to inquiries	
2.2.	Preparation and distribution of press releases (paragraph 2.2 of the Technical Specification).	Preparation and distribution of at least 12 press releases	

1 (2)

2.3.	Selection of Japanese media representatives for sightseeing tours to Lithuania (paragraph 2.3 of the Technical Specification).	At least 15 media representatives	
2.4.	Monitoring of articles published in Japanese media (paragraph 2.4 of the Technical Specification).	At least 8 reports	
3.	<b>Presentation of objects of cultural and natural heritage and resources of Lithuania international and regional thematic tourism exhibitions</b>		
3.1.	Participation in the international tourism exhibition JATA EXPO in Tokyo (paragraph 3.1 of the Technical Specification).	Participation in at least 3 exhibitions	
3.2.	Participation in thematic regional Japanese exhibitions/events (paragraph 3.2 of the Technical Specification).	Participation in at least 3 exhibitions/events	
4.	<b>Organization of events introducing objects of cultural and natural heritage of Lithuania together with the Embassy of the Republic of Lithuania, tourism associations of Lithuania and Japan, or participation therein</b>		
4.1.	Organization of series of events (Road Show) for promoting tourism (paragraph 4.1 of the Technical Specification).	Organization of 2 series of events	
4.2.	Participation in (or assistance in organization of) events in the Embassy of the Republic of Lithuania in Japan (paragraph 4.2 of the Technical Specification).	Participation in at least 3 events	
5.	<b>Tourism market overview</b>		
5.1.	Preparation of tourism market overviews (paragraph 5.1 of the Technical Specification).	Preparation of 2 overviews	
6.	<b>Cooperation with representatives in the tourism area (from Japan and Lithuania) objects of natural and cultural heritage of Lithuania</b>		
6.1.	Search of new contacts in the tourism area, maintenance of the existing contacts and consultations provided to them (paragraph 6.1 of the Technical Specification).	34 consultations	
6.2.	Selection of Japanese tourism specialists for sightseeing tours to Lithuania (paragraph 6.2 of the Technical Specification).	3 groups with a total of 15 representatives	
<b>Total tender price, in EUR including VAT:</b>			<b>154,000.00</b>

\*Nota bene:

- the tender price shall be indicated leaving two digits after the decimal point;
- where the supplier does not have to pay VAT according to valid legislation, the supplier shall complete respective fields exclusive of VAT indicating reasons for non-payment of VAT:

**Total tender price, in EUR including VAT** One hundred fifty four thousands Euros.  
(in words)

Where the price quoted in figures differs from the price quoted in words, the price quoted in words shall be deemed correct.

The price of the Services shall include all possible expenses of the Service Provider and all taxes related to the provision of the Services indicated in the Technical Specification. The Service Provider shall not be compensated for any other additional expenses.

**Managing Director**

(Job title of the supplier or the authorized person)



(Signature)

**Shigeyoshi Noto**

(Name and surname)



2 (2)