

PILOT PROJECT

Tax and Public Procurement Helpdesk for European SMEs

This new service intends to support the market access of European companies (particularly SMEs) to Japan, through the provision of free information and services in synergy with other business support services already offered (business information helpdesk, training, logistics support). These support measures will take the form of first-line information and advice on tax and public procurement (PP) and related issues, plus related training, materials and online resources.

This service will provide practical, objective and factual information aimed at helping European SMEs to understand the tax and public procurement aspects in Japan and to facilitate business and investment opportunities. *The new service is not intended to be of a legal-advisory nature.*

The service will include:

Information Inquiry: Individual SMEs and SME intermediaries can submit tax and PP enquiries directly to the Helpdesk online, via phone, email or in person, with a first reply within 48 business hours.

“Ask the Expert” Service and Expert Database: a database of tax and PP experts will be established to include a list of 3-5 “partners” who could provide first line expert advice on the basis of an agreement signed with the Centre (following the model of, or in conjunction with, the “EU-Japan Business Bridge”).

Newsletter (quarterly)

- Publish summaries of Tax and PP policy developments in Japan;
- Produce summaries of relevant procurement calls, with application procedures and deadlines;
- Publish invitations to relevant seminars, webinars and other training-related events;
- Promote the service’s website and dissemination of relevant contact information;

News Section (online): with the latest policy information, cases, a selection of potentially interesting PP offers (to be extracted from the PP Online portal);

Training on Tax and PP issues, tailored to the needs of SMEs:

- To include general tax and PP issues as well as practical business/investment challenges specific to Japan.

- A related training curricula/courses will be developed and included in the regular short term training programmes managed by the Centre (HRTP, WCM and Cluster Missions).
- Ad hoc 1-day specific courses on tax and public procurement.
- A series of (5) webinars on Tax and Public Procurement – consistent with the format presented in the “EU-Japan Business Bridge” services and function
- An e-learning module
- A Case Study catalogue

Deliverables will be produced together with the input and advice of experts. Training deliverables can be outsourced whenever outside expertise is deemed necessary and cannot be found in the Centre.

Materials and Analysis:

- **Analytical Material on Japan Tax and PP policy, international comparisons, case studies etc. (to be subcontracted)**
- Business-focused guides (by topic and by industry) and training materials **(to be subcontracted)**

Implementation aspects:

During the 1st year pilot phase, core data will be established, including a set of essential information and guides, the news section, several analytical materials, 1-2 specific seminars on the topic, the expert database and the expert-partnership agreements.