



Call for tenders February 6, 2020

Agent for the Japanese market / North Star Film Alliance

1. Client

The City Executive Office, Economic Development of the City of Helsinki, the project of North Star Film Alliance.

2. Background

North Star Film Alliance is an innovative project to explore the creation of a joint film region between the neighboring countries of Estonia, Finland, and Latvia. The project's concept for a joint film region is that the partner countries, by collaborating, will be able to develop and market a stronger collective offer with higher-quality and customer-friendly services. A stronger joint offer will enable the partners to be more successful in attracting major international film and TV productions.

The project partners are Film Services Export Alliance (the lead partner from Estonia), City of Helsinki, and Riga City Council. Associated partners are Business Finland, the Estonian Film Institute, the National Film Centre of Latvia, and Film Service Producers Association of Latvia. The project is strategically linked to the European Union's Strategy for the Baltic Sea Region, and funded by the project partners and Interreg Central Baltic Programme 2014-2020. The total budget of the project is approximately EUR 2 M, and the project is carried out in 2018-2021.

The goal of the project is to make North Star Film Alliance and the three project countries stand out in the current landscape of competing tax/cash incentives, production locations, production crew pool, and studio offers. One target market of the project is Japan.

3. Object of Procurement

We are calling for tenders for an agent representing the project of North Star Film Alliance in the field of audiovisual industry in Japan including a representation plan of agency services for the project.

The project of North Star Film Alliance looks for an agent to represent the project and the three project countries on a monthly basis. The project wishes to engage the agent in the project as soon as the procurement process has been concluded and an agreement between the City of Helsinki and the chosen operator has been entered into (at the earliest on March 16, 2020) and to be continued until November 30, 2020.



The goal of the project of North Star Film Alliance is to create international cooperation within the audiovisual industry for the three project countries of Estonia, Finland, and Latvia including:

- promoting the region of three countries and its opportunities for the local audiovisual industry and industry professionals by introducing the offering of North Star Film Alliance;
- finding potential audiovisual projects and their decision-makers having interest in the cooperation with the three project countries; and
- creating contacts with local producers, directors, scouts, and other potential partners for future collaboration.

The purpose of engaging an agent is further to increase awareness, for example, in the following areas:

- learning more about the target market area and identify business opportunities; and
- understanding the demands of the competition in the market from the point of view of production companies.

The representation as an agent for the project of North Star Film Alliance in the field of audiovisual industry in Japan should include as the agency services the following:

- representation plan of agency services including activities to be carried out for the Japanese market;
- active attendance and communication with different professionals and decision-makers within the industry;
- creating contacts for the project;
- searching for and proposing potential industry professionals to participate in FAM tours organized in Estonia, Finland, and Latvia;
- setting up meetings with producers and other industry professionals who play a decisive role in the decision-making process of productions and who have interest in European production collaboration (agent independently and joint meetings with the project's country representatives);
- contacting and inviting the Japanese industry professionals and potential cooperation partners for any events organized by the project;
- advising on useful attendance and activities at different international festivals/markets/events to meet and get in contact with the Japanese industry professionals;
- consulting and advising on marketing messaging and marketing materials;
- consulting and advising on the Japanese market, its characteristics, standards and regulations;
- regular communication and weekly reporting with the project representatives and participating in meetings held online (via Skype);
- designing, coordinating, managing, and delivering the agreed goals and the representation plan of agency services; and
- designing, coordinating, managing, and delivering the project's schedules for meetings and attendees.

The representation plan of agency services should include the following:

- different activities to be carried out;
- number of meetings and attendance at different festivals, markets, events etc. as the agent's independent activities;



- suggestion for the content of tailor-made roadshow(s) in the Japanese market;
- number of meetings with industry professionals to be organized by the agent for the project's country representatives as part of the tailor-made roadshow(s) (the minimum of five meetings);
- number of meetings with industry professionals to be organized by the agent for the project's country representatives at the festivals/markets/events where the project is represented (the minimum of five meetings);
- number of contacts with industry professionals;
- number of potential concrete productions having interest in the project's region (Estonia, Finland, and Latvia);
- visit of the agent to the project's region (Estonia, Finland, and Latvia);
- number of industry professionals to participate in FAMs (the minimum of 10 persons visiting each country);
- goals to be achieved and commitments of the agent;
- mechanism for measuring the outcome of agency services;
- schedule (monthly and overall) for all activities; and
- communication and reporting schedule.

4. Tender Procedure and Communications

The call for tenders has been sent directly to known suppliers. The estimated value of the tender does not exceed the national threshold value for public procurement (EUR 60,000 without value-added tax) specified in the Act on Public Procurement and Concession Contracts. The client reserves the right to reject all offers.

5. Providing the Tender Price

The tender price must be presented as a monthly fee including the specified agency services.

The tender price must be provided in euros without value-added tax and with value-added tax.

6. Instructions on Submitting the Tender

The tenderer must attach the following information to their tender to enable comparisons between tenders.

Tenderer references:

- Proof of the operator's comprehensive understanding of the film and television industry (e.g. film commissions work methods, location scouting needs, etc.), the film and television industry experience and knowledge, and being active industry representative.
- Proof of the in-depth knowledge of the Japanese market, operator's excellent networks in the Japanese market, knowledge of the film and television industry's past deliverables and future trends, and ability to find local industry professionals with international projects and interest to cooperate with the project countries of Estonia, Finland, and Latvia.
- A brief description of the operator and the human resources / team responsible for representing as an agent.
- Proof of possible knowledge and experience of Estonia, Finland, and/or Latvia.



- Similar previous and current representations.
- Proof of the English language skills.
- Proof of the Japanese language skills if the operator's representative(s) is/are not native Japanese.

Information as separate document to be attached to the tender:

- Representation plan of agency services (see Section 3 for more information).

Price:

The price must be presented as a monthly fee including the following:

- all agency services and activities as specified in Section 3;
- any travelling of the operator; and
- all office, phone, and other costs whatsoever to carry out the agency services and activities.

In case of any additional costs, such costs must be separately presented and specified in the tender.

Any travelling costs relating to the agent's visit to the region must be excluded from the tender since such travelling and costs will be organized and paid separately.

Any advertising, event management or technical costs of the project's marketing materials must be excluded from the tender since such costs will be organized and paid separately.

7. Tender Comparison

The procurement decision is based on the economic and experience value. The assessment criteria and weighting are as follows:

- tenderer references (knowledge, experience, and networks) of representing as an agent – 40%
- initial description and content of the representation plan of agency services – 30%
- price without value-added tax – 30%

8. Partial Tenders

This procurement does not permit partial tenders. The tenderer may, however, offer some of the work as subcontracted services. The tenderer is liable for the work of the subcontractor as if it were its own.

9. Tender Period of Validity

The tenders must be valid until April 30, 2020.

10. Submitting Tenders

Tenders must be received **by February 20, 2020 at 12 (UTC +2)**. Any late additions are excluded from the tendering process.



The tenders must be submitted as PDF files via e-mail to: pia.naarajarvi@hel.fi.

The subject field of the e-mail is advised to refer to: "Agent for North Star Film Alliance in Japan". Any trade secrets must be marked confidential. The message must also include the contact details of the contact person of the tenderer.

The tender can be submitted in either English or Finnish, preferably in English.

More information

Any further questions concerning the procurement must be submitted by February 13, 2020 at 12 (UTC +2) to:

Project Manager Pia Naarajärvi, pia.naarajarvi@hel.fi

Any further information provided by the project will be sent to all suppliers.