



UK Trade & Investment

INVITATION TO BID **MARKET RESEARCH** **OF JAPANESE INVESTORS**

UK Trade and Investment
British Embassy Tokyo and British Consulate General Osaka
August 2014





Background to the Research Proposal

UK Trade and Investment published their Annual Review in July 2014 with Lord Livingstone, Minister of State for UK Trade and Investment, stating that we want to continue be the number one destination for Foreign Direct Investment (FDI) projects in Europe. Last year, the UK brought in a record number of FDI projects, demonstrating the effectiveness of the Government's plans to deliver growth in the UK. It shows that our strategy to attract investors here by creating one of the most business friendly environments in the world is the right one. Looking at activity from the Asia Pacific regions, Japan again showed itself to be a key investment partner, delivering 116 FDI projects into the UK, across a variety of sectors.

In order to create more FDI projects from Japanese companies who haven't invested to the UK yet, UK Trade and Investment (UKTI), located within the British Embassy Tokyo and British Consulate General Osaka, plans to launch a 2 year-Inward Investment Marketing Campaign in autumn 2014. Through this campaign, we want to promote the attractiveness of the UK as a destination for investment, whilst also cultivating a network of new prospects, who may have the potential to expand their business into the UK within the next in 1-5 years.



Objectives of Market Research

For the Investment campaigns to have maximum impact, and to hit the appropriate tone with the audience, we would like to investigate the best ways to engage with Japanese businesses. We want to gain a better understand of what motivates their decision making, which approach appeals to them and what marketing would stand out the most.

We would like to focus on two areas:

What should our approach be when we approach One to One (Meetings, E-mails, Calls)

- To identify the best communication styles which Japanese business people prefer when discussing business.
- Is the current approach taken by employees at the British Embassy/British Consulate General the correct one(political, business, and academic)?

When we approach One to Many (Marketing Campaigns)

- To understand the current perception of British Businesses by Japanese investors
- To understand the perception of the UK as a place for a Japanese company setting up a business - and reasons for this thinking
- To understand how well UKTI services are recognised by investors, and identify expectation from Japanese investors towards UKTI services
- To establish a measuring stick, by which perception before, during and after the campaign may be compared.
- To identify how existing investors and new investors are different – comparison analysis



Target audiences / desired outcomes

1. Japanese investors which haven't yet invested in the UK (new investors)

Raise awareness of more investment opportunities into the UK. Create a growing and sustainable network of new prospects who may have the potential to invest in 1-5 years time.

New Investors profile:

A representative of a Japanese company or subsidiary

UKTI Japan has no current contact with

Potential for future growth because they are exporting overseas, thinking about exporting, well financed or developing future-focused technologies, services or products.

2. Japanese investors already invested in the UK (existing investors)

Raise awareness of more investment opportunities into the UK.

Existing Investors profile:

UKTI Japan has current contact with

3. Media

Increase positive image of investing into the UK amongst influential mainstream and social media.





Messaging

We would like our target audiences to ultimately say the following messages:

- **The UK is the best place to set up your European Head Quarters**
- **Talking to UKTI is the first step of your journey of setting up in the UK**
- **It is EASY to get visas when you setting up your office in the UK**



What to include in your bid

You should submit a proposal written in English which contains full details about how you will deliver this Market Research. We would like to see an initial qualitative phase to explore the perception regarding investing to the UK, followed by a quantitative study to confirm or deny hypotheses generated in the qualitative research. The next step would be to carry out Phase3 (see next page) to find out if there are any sector specific tendencies, however we expect you to add/suggest your ideas and expert opinion based on your previous experience of delivering this type of research project.

All bidders must submit the 6 criteria set out below. A 1 - 3 scale weighting has been applied to each criteria and we will use this when scoring each submitted criteria to form an overall judgment and final assessment of your bid. (3=high, 2=medium, 1= low)

- 1. How you deliver this market research** (weighting:3)
(full details of who your propose to contact, and methods used to carry out the work)
- 2. How much resource you will put in place.**(weighting:2)
- 3. Within your expertise, in addition to what we have briefed, what other useful ideas and suggestions can you bring to deliver this research?** (weighting:3)
- 4. A Time Table setting out your delivery plans** (weighting:1)
- 5. Estimates of total cost including breakdowns** (weighting:2)
- 6. Your previous experience of carrying out market research and examples of your previous work** (weighting:2)



Suggested research methods

Phase 1 (Qualitative – focus group)

focus groups

Group 1: existing investors

Group 2: new investors

Phase 2 (Quantitative – online nationwide research)

-xxx business people who have never invested into the UK but are considering investing into the UK in the next few years.

-xxx business people who have invested into the UK in the past 5 years.

Phase 3 (Sector specific Market research) – we may prioritise the sectors among them

Advanced Engineering

Automotive

Financial

Consumer goods

ICT

Life Science

Energy & Infrastructure

This is one proposal of how to conduct the research, but we expect bidders to introduce their own ideas/expertise/methods in their bids. (Criteria 3)



Potential questions

When we approach One to One (Meetings, E-mails, Calls)

Characteristics

How do they view British people? Are we blunt?

How do you describe British people in general?

Decision making process

How do they make decisions? E.g.: how do they staff? Do they tend to take a long time considering all the available options or take decisions quickly based on the facts available at the time?

UKTI messaging perspective

How well known is UKTI?

How well do they understand the services UKTI Japan provide?



Potential questions

When we approach One to Many (Investment Marketing Campaigns)

Information

What people/sources/channels do they trust?

How do they feel about digital interaction?

Are there any British personalities or institutions they particularly admire/respect?

Do they know the GREAT campaign?

Investment

If you are setting up the office overseas, which country do you think is the best place/you would like to consider and why?

If you are investing in Europe, which country do you think of first for your destination and why?

Potential questions by sectors – we would like you to come up with ideas

Advanced Engineering / Automotive / Financial / Consumer goods/ ICT / Life Science / Energy and Infrastructure

**Again, we expect bidders to introduce their own ideas/expertise/methods in their bids.
(Criteria 3)**



Final Market Research submission format

We would like you to deliver the market research results in the following 5 formats.

1. Full report (in English)
2. Summary report (both in English and in Japanese)
3. Presentation slides based on full report (in English)
4. Presentation slides based on summary report (both in English and in Japanese)
5. Presentation session at British Embassy (we expect you to deliver this in person)



Project Budget

Minimum JPY1,000,000 to Maximum JPY1,600,000

This is the limit which can be spent on this market research including tax.



Proposed Project Timetable

Interested Companies to email Expressions of Interest & Questions to ukti_invest.tokyo@fco.gov.uk	28 th Aug
UKTI Japan holds Q&A sessions at British Embassy Tokyo for interested companies	29 th Aug
Deadline for receipt of bids (15:00 in Japan time)	4th Sep
Initial Evaluation of written bids by Assessment Panel	8 th Sep
Interview for all short listed candidates with Panel	11 th Sep
Appointment of Contractor	12 th Sep
UKTI Japan to send draft Contract to Contractor	12 th Sep
Submit Market Research report and slides (meeting)	13 th Oct
Amending contents period Submit final Market Research report and slides	17 th Oct
Presentation at British Embassy Tokyo	24 th Oct
Completion of Market Research & payment to Contractor	31 st Oct



Enquiry and Submission

Please e-mail us by 28th August 2014 to express an interest, along with any questions.

Enquiry:

Nao Kawasaki, Marketing Manager
UK Trade and Investment,
British Embassy Tokyo

Direct Tel: +81(0)3-5211-1340

Enquiry: ukti_invest.tokyo@fco.gov.uk

Submit your bids to:

ukti_invest.tokyo@fco.gov.uk

The deadline to bid is 15:00 on 4th September 2014 Japan time