

## Call for Tender: Market Study on the Japanese MedTech Industry

November 3<sup>rd</sup>, 2020

To whom it may concern,

Following French law we are calling for tender based on the detailed description below. We request you to submit a binding offer for the production of a market study on the Japanese MedTech industry. The aforementioned study will be produced for unlimited use and can be disseminated to all interested companies, i.e. become a public document.

### Submission of offers:

The deadline for submitting your offer including all requested documents ends on

**November 25<sup>th</sup>, 2020.**

Please submit all offer documents electronically to the following e-mail address:

[emilien.voldoire@lyonbiopole.com](mailto:emilien.voldoire@lyonbiopole.com)

Incomplete offers or those submitted after November 25<sup>th</sup>, 2020 cannot be considered.

**The budget for the market study should be between 7.000€ and 9.000€ (maximum) without VAT.**

This budget cannot be surpassed. The study must be written in English.

The following documents need to be submitted:

- Binding offer document, stating
  - the price of the service
  - the approximate length of the study (number of words)
  - the delivery date
  - estimated number of hours needed for the production of the study
  - the delivery format (i.e. formatted PDF document, formatted Microsoft Word document etc.)
  - the payment terms
  - the main topics, that the study will touch upon
- A preliminary table of contents
  - the table of contents of the final study may vary slightly from the first draft but should give a clear indication of your concept and the service you are offering
- A list of similar studies produced in the past (examples could be similar studies, cooperation with distributors and clinics, collaboration with other MedTech relevant companies). Submitting a short excerpt is a plus
- Short CV of the expert team mobilized on the study
- Self-declaration exclusion criteria



### **Decisive criteria:**

This section will provide a clear indication on the decisive factors, specifically the priorities we have set for this market study.

The following aspects will be taken into consideration:

- Content -> based on preliminary table of contents (50%)
- Level of detail (20%)
- References (20%)
- Industry insights (10%)

The offer with the most fitting content structure will receive 50 points overall. All other offers will be rated in relation to said offer.

The level of detail will receive a maximum of 20 points, bearing in mind that the level of detail should support the overall content structure.

The references will also receive a maximum of 20 points. The list should be focused on projects directly related to the MedTech sector.

Additionally, 10 points will be awarded for industry insights. This can encompass, but is not limited to, insights on what clinics are suitable for trials, the process of choosing a distributor, current trends in sales structures etc.

### **Acceptance and commitment period:**

The acceptance and commitment period ends on Mid-December. All offers should be valid until that date. Between mid-December and beginning of January, you will get a written feedback from Lyonbiopole on whether or not your bid was successful. The decision-making will be based on the criteria stated above and is supposed to provide the best possible service for the allotted budget.

### **Next Steps:**

A kick-off meeting with the service provider and the partners will be organized in January. The market study has to be completed and submitted 3 months (maximum) after the Kick-off meeting.

### **Contact:**

For any questions regarding the requested documents or the tender process, please contact:

**Emilien VOLDOIRE** - European project manager - Lyonbiopole  
emilien.voldoire @lyonbiopole.com  
Tel: + (0)4 72 76 53 43

## Description of service:

The market study is part of the [MAGIA2market](#) project, as the second phase of the MAGIA project, the European Strategic Cluster Partnerships – Going International (ESCPs-4i) on medical technologies labelled and co-funded by the European Commission, DG Growth and the Executive Agency for SMEs of the European Commission following the COSME call COS-CLUSINT-2019-3-01.

It is designed to assist small and medium-sized enterprises (SMEs) from the Life Science Clusters BioPMed/ Italy, BioWin/ Belgium, Lyonbiopole/ France and Life Science Nord/ Germany with their internationalization endeavors. As most of these SMEs are unexperienced with the Japanese market, the study should provide a holistic overview on the market and should enable companies to make a first assessment of their individual options on the Japanese market.

Prior to this tender, we have carried out a survey in all four clusters to identify the main areas of interest, both geographically and topic-wise. Japan has been selected as a potential market of entry, due to the large number of participants who have indicated an interest. We have identified the following main therapeutic areas of interest: cardiovascular, dentistry, oncology, orthopedics and chronic diseases. As the MedTech industry is a relatively broad field, we would like to ask you to focus on medical devices.

The market study is mainly composed by a public report, which will be distributed to the clusters' SMEs as well as made available on the MAGIA2market website. In addition to this report, the service provider will be asked to produce infographics and public summary sheets. A webinar presenting the study results might be planned in the course of 2021.

In the report, the following three pillars to be the essential components of the market study:

- 1.) General market overview
- 2.) Regulatory affairs (especially the pathway towards registration of a medical device in Japan)
- 3.) Market access (how and where to enter the market, how to find distributors etc.)

Contributions surpassing these three pillars will strengthen the position of your bid. In particular:

- The study could include a mapping of the key research organizations dedicated to medical devices in Japan as well as of the key clinical research centers involved in the development of medical devices.
- The study could map the main Japanese clusters/networks in the medtech sector.
- The study could provide information related to financial opportunities (public (e.g. bilateral Europe-Japan funding) and private funding opportunities).

The report needs to be completed and submitted 3 months maximum after the kick-off meeting. The report should be submitted electronically. Lyonbiopole will be available for phone conferences if further specifications on timeline or delivery are needed.

The MAGIA project partners BioPMed, BioWin, Lyonbiopole, and Life Science Nord will reserve the unlimited rights to this study.