

Call: Clusters Go International COS-CLUSINT-2019-3-01



GEN.ERA

diGital gENomic Alliance to Explore new market for Acceleration

Deliverable D4.1

Title: Call for tender for selecting trusted market experts, able to organise webinar sessions

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Document History

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10-02-2022	00	TScP	Teppo Laaksonen, Tero Piispanen	Draft document
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1 Introduction

1.1 Purpose of this document

The purpose of this document is to find and select the soft-landing experts on the three targeted markets: USA, Singapore, Japan.

To be align and in continuation of the work achieved during WP3: Market Intelligence phase, we provide clear specification on the elements to emphasized during the coaching session, such as:


- Cultural/economic aspects
- Regulations applied to genomics and secondary use of health data
- Brief overview on the healthcare reimbursement system(s)
- Competitor analysis
- End-users' analysis
- Preparations to Soft-landing and presenting local service providers and networks related to doing business

As well as the duration and format.

1.2 Methodology

Timeline:

- The call for tender has been publicized on the 18 February 2022.
- The deadline for submission is 25 February 2022.
- Coaching sessions will start on May 2022.



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2. Request for quotation

Organising webinars covering three selected markets: USA, Japan, and Singapore

1. Contracting entity

The contracting entity of this tender invitation is Turku Science Park Ltd, business-id 2322323-1, address: Joukahaisenkatu 3 A, 20520 Turku, Finland. Turku Science Park Ltd is an independent and impartial specialist company, who has promoted the business operations of SMEs based on leading know-how for more than 25 years. The services of Turku Science Park Ltd are divided in accordance with the business life cycle into services for start-up companies, growth and development services, and internationalization services. More information about Turku Science Park Ltd can be found at <https://turkubusinessregion.com/en/>. Later in this request for quotation Turku Science Park Ltd will be referred to as buyer.

2. Background information

GEN.ERA is a project where five EU Life Sciences clusters and agency partners join and share their international competences and know-how to improve the scale-up of European companies (Start-ups and SMEs) involved in the genomics value chain apply to healthcare, by a facilitated and successful collective access to a targeted global market. See <https://www.generaproject.com/>

This quote request include the organisation of three different webinars. This set of webinars include three online sessions covering three different market areas; **USA, Japan and Singapore**.

3. Purpose of the market analysis

The main objective of the GEN.ERA Project is to implement a concrete and step-by-step action to trigger and support SMEs internationalisation and access to markets beyond Europe.

To reach this objective, the final WP4 step consists in coaching entrepreneurs for internationalisation, in a format of 3 webinars/working session.

The aim of the webinars is to provide valuable and key information to Start-up and SMEs, with a clear business perspective and prepare to Soft-landing in the targeted markets (Japan, Singapore, USA). The content of webinars must be aligned with the information gathered from each market when producing market analysis during Work Package 3. These reports will be given to provider by buyer prior to start the work.

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The webinars must be interactive and focus mainly on business potential of genomics area, from an expert point of view, and cover at least the following elements:

1. Cultural/economic aspects
2. Regulations applied to genomics and secondary use of health data
3. Brief overview on the healthcare reimbursement system(s)
4. Competitor analysis
5. End-users' analysis
6. Preparations to Soft-landing and presenting local service providers and networks related to doing business

4. Outputs

- Preparing presentation materials for three online webinars covering markets of USA, Japan and Singapore (duration 2-4 hours for each market).
- Making presentations in a format of three different online webinars (duration 2-4 hours for each market).
- Includes, Q&A session, interaction and individual exchange on specific questions from the audience and follow up.
- Preferred way is to keep presentations as interactive as possible

5. Deadline

Online webinars will be organized during March – April 2022

6. Requirements for the price quote

The price quote must include:

- the business name, contact details of the provider and the name of the providers representative;
- the providers proposals for content of each separate webinar presentations;
- information related to providers background supporting the capability of provider to prepare the presentation materials and hold all 3 requested seminars;
- cost.

7. Procurement value and price

Buyer has reserved a total sum of 17.000 (VAT 0%) Euros for financing this procurement. Quoted price shall include complete compensations for all Webinars. No other compensations for excess hours, travel, accommodation, waiting, reserve time, delivery or handling costs etc. are paid.

Quoted price must be valid through the whole assignment.

Quotation shall be given as a fixed price in Euros, with VAT described separately.

Buyer will make payments against invoices



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The deadline for submission of price quote is 25. February 2022. The offer must be submitted to teppo.laaksonen@turkubusinessregion.com

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