



Product Consultation/Evaluation Service

This service is provided as part of the follow-up activities to TICAD IV and JETRO African Fair 2008. All African countries that 1) participated in TICAD IV *and* 2) have strong initiatives to promote their products in the Japanese market are eligible for this service. If you wish to utilize this service, please read this document carefully and follow the instructions below.

Service Outline:

JETRO will offer a "Product Consultation/Evaluation Service" for African products this coming April 16th, 2009. Japanese importers in the following fields and representatives of relevant industry organizations will assess the marketability of submitted products in the Japanese market and give comments for further improvement. JETRO will compile all comments and advice from the evaluators and forward them to relevant embassies/organizations. Information gathered through this service will also be used to improve and enhance JETRO's programs for Africa.

Product fields:

- (1) Processed foods and ingredients
- (2) Sundries
- (3) Apparel and textiles
- (4) Cosmetics and skin care products
- (5) Others (*)

*Please consult JETRO in advance if you wish to send products outside above fields.

Points of evaluation report:

- (1) Specific notes: comments on color, shape, scent, packaging and usage of each item
- (2) SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis
- (3) Additional information on the product (documentation, data, certification, product background, etc.) that may be required by Japanese importers
- (4) Japanese market trends for competing/equivalent products and a comparative review
- (5) Overall remarks

Conditions for participation:

- (1) Trade promotion organizations, industry organizations, etc. in African countries who wish to utilize this evaluation service should complete and submit, through African embassies or pertinent organizations in Japan, a “**Request form for JETRO Support Program (ANNEX I)**” by the due date (one form per product category). Information provided on the form will help JETRO and evaluators understand the background of products/producers and identify the needs of each country.
- (2) Products for evaluation should be those made by companies in the applicant’s own country.
- (3) Applicants should also submit, through African embassies or pertinent organizations in Japan, a “**Product Information Sheet (ANNEX II)**” by the due date (one sheet per item). Information provided on the sheet will give JETRO and evaluators detailed information on each item and its producer.
- (4) Products for evaluation must first be sent from participating countries to their respective embassies/offices in Japan, then forwarded collectively to JETRO Headquarters Tokyo by the due date.
- (5) Shipping costs for participating products (including freight, insurance, customs clearance and related costs, customs duties, consumption tax, cost of domestic transportation to African embassies or pertinent organizations in Japan) should be borne by the participants.
- (6) Participation is limited to *ten (10) items per country*
- (7) Products submitted for evaluation will not be returned unless specifically requested.

Schedule:

1. Deadline for submission of **Request Form (ANNEX I)** and **Product Information Sheet (ANNEX II)** : January 16th, 2009
 - *One Product Information Sheet per item.
 - *Forms should be completed and submitted in electronic form (handwritten forms are not accepted)
2. Deadline for submission of samples/items to JETRO Headquarters: March 26th, 2009
3. “Product Consultation/Evaluation Service” will be held on April 16th, 2009.
4. Feedback reports after evaluation will be translated into English or French and sent to embassies/organizations in Japan by June 16th, 2009

For inquiries or to apply, please contact:

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