

Market Alert #4: BREAKING OPPORTUNITY: New Decontamination Model Projects in High Dose Areas Offer Potential Route for U.S. firms to Partner and Enter the Japanese Remediation Market

1. Government of Japan Announces Demonstration Projects in High Dose Areas

The Government of Japan's Ministry of Environment (MOE) announced on June 25, 2013 that it will conduct decontamination model demonstration projects in two Fukushima Prefecture communities, Futaba-machi and Namie-cho. Both communities are located inside the "restricted area," which corresponds to a zone within 20 km (12 miles) of the Fukushima Daiichi Nuclear Power Station. The MOE intends to use these projects to ascertain the effectiveness of decontamination efforts in high dose areas that reach 110-150 mSv per year.

Minister of Environment Nobuaki Ishihara said that the work will be conducted this fall in order to obtain results by the end of 2013. Plans are for two demonstration projects in Futaba-machi (a kindergarten and a hospital) and three projects in Namie-cho (private land and farmland covering several hectares).

Details of the announcement and the demonstration projects can be found [here](#) (in Japanese).

This particular approach marks a departure for the Japanese government. It is in keeping with U.S. governmental and industry calls for Japanese authorities to take a broader, results-oriented approach to working with vendors and technology solutions providers.

2. Submissions and Deadlines

The MOE has adopted a highly aggressive time frame to roll-out these demonstration projects, so American companies will need to act quickly to avail themselves of this opportunity.

U.S. firms interested in bidding on these projects as prime contractors will need to submit proposals directly to the MOE. To better understand how to bid on decontamination projects commissioned by MOE, please read our [Market Alert #1](#). As explained, the MOE will use the "Integrated Tender Evaluation System" to evaluate the proposals submitted for these demonstration projects.

The following are the submission deadlines, required documents, and submission addresses:

First Deadline

Date and Time: July 16, 2013/12:00 noon

Required Documents: Eleven copies of the "Bidding Application" and "Technical Proposal" via mail or hand delivered prior to the deadline.

Submission Address: Tohoku-chiho Kankyo Jimusho
Fukushima Kankyo Saisei Jimusho
Shomu-ka Keiyaku-kakari
Capital Front Bldg. 7F
1-35 Sakae-machi, Fukushima-shi,
Fukushima 960-8031

The required documents are available for download at the bottom of [this page](#).

10 その他

- (1) 契約の手続において使用する言語及び通貨は、日本語及び日本国通貨に限る。
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- (3) 申請書等に虚偽の記載をした場合、指名停止措置要領に基づく指名停止を行うことがある。
- (4) 詳細は、入札説明書による。

Bidding Application

Technical Proposal Form

[競争参加者の資格に関する公示](#) [PDF 92KB] [入札説明書](#) [PDF 263KB] [入札説明書様式1-2](#) [DOC 62KB] [入札説明書様式3-6](#) [DOC 80KB] [入札説明書様式7-22](#) [XLS 132KB] [入札心得](#) [PDF 125KB] [入札心得の様式1~5号](#) [PDF 101KB] [工事請負契約書\(案\)](#) [PDF 225KB] [特記仕様書](#) [PDF 256KB] [\(添付1\)データ書式](#) [XLS 29KB] [共通仕様書\(H25.5版\)](#) [PDF 877KB] [現場説明書](#) [PDF 150KB] [別紙1\(双葉浪江\)積算の考え方【現場説明書添付用】](#) [PDF 104KB] [数量総括表](#) [PDF 96KB] [\(新\)総価契約単価合意方式実施要領](#) [PDF 142KB] [別図1~5](#) [PDF 4,883KB]

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Second Deadline

Date and Time: August 9, 2013/1:30 pm

Required Documents: One copy of the “Bidding Price Form,” “Proxy Form” and “Bidding Price Estimate” via mail or hand delivered prior to the deadline.

Submission Address: Josen Joho Plaza, Meeting Hall 1F
1-35 Sakae-machi, Fukushima-shi,
Fukushima 960-8031

Again, the required documents are available for download at the bottom of [this page](#).

10 その他

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Estimate Form

Bidding Price & Proxy Forms

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3. Commercial Service Japan (CS Japan) Comment and Support

As we have noted in previous market alerts, U.S. firms that plan to bid on these projects should bear in mind that winning a bid as a prime contractor will require competing directly against Japan’s largest and most influential general construction companies, or *zenecon*. Competition is fierce among these *zenecon*, with most monitoring government websites almost hourly in order to find out about the latest procurement opportunities. A strong presence in Japan and commitment to the Japanese market will be necessary to compete effectively in this arena.

All things considered, it is probably more practical for U.S. firms interested in these projects to consider working with Japanese contractors or engineering firms that are already active in decontamination projects. CS Japan is ready to help U.S. firms explore these opportunities by offering counseling on the bid process and providing assistance in finding appropriate partners.

For further information or assistance, please contact: Takahiko Suzuki, Commercial Specialist, U.S. Commercial Service Japan, U.S. Embassy Tokyo at takahiko.suzuki@trade.gov