Alaska Seafood Marketing Institute
311 N. Franklin St., Suite 200
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RFP 2021-0835
Alaska Seafood Marketing Institute (ASMI) Japan Overseas Marketing Representative

Amendment #1
Amendment Issue Date: March 26, 2021

IMPORTANT NOTE TO OFFERORS: Only the following items referenced in this amendment are to be changed. All other sections of the RFP remain the same. A copy of the amendment is available at: alaskaseafood.org

The following questions have been asked and answered:

Question #1: Is there any preferred priority to how we adjust the weight for each activity? E.g. shall we focus more on trade versus consumer or vice versa?

Answer #1: Please see Section 5 of the RFP to see the evaluation criteria and points assigned to each.

Question #2: If possible, could we either receive activity schedules or activity reports from the last three to four years? We want to make sure we are proposing something new to you.

Answer #2: Because our quarterly activity reports share sensitive budget and sales numbers, ASMI is sharing instead our United Export Strategy (UES) for Japan that will be submitted in the upcoming grant cycle. This document presents overall strategy and activity proposals for the Japan market but should not limit the creativity of any proposer. The Japan UES .pdf can be found at the same location as this amendment.
Question #3: Would there be any desire to translate the consumer-facing www.wildalaskaseafood.com into Japanese? We believe there is not yet a Japanese version.

Answer #3: At this time, this is not a priority for ASMI.