

Market Sounding within the Private Sector on the Waterfront Area Redevelopment Project (West Side and Base Area of Chuo Wharf)

Implementation Guidelines

1. Outline of the market sounding

(1) Purpose

Fukuoka City Government (hereinafter referred to as the "City Government") is entering discussions for the launch of the waterfront area redevelopment project (west side and base area of Chuo Wharf) (hereinafter referred to as the "Project") with the objective of redeveloping the waterfront area.

The Project aims to promote town development in an integrated manner using the power of the private sector. To examine the project scheme, we will implement a market sounding within the private sector (hereinafter referred to as the "Market Sounding") to use opinions and suggestions from private business operators as a reference.

In the Market Sounding, after presenting the direction and other details currently being considered by the City Government for the Project, we will receive concrete opinions and suggestions from private business operators which we will use for discussion of the conditions of the public tender to recruit operators in the future, and for other purposes.

The City Government has outsourced support services for the Market Sounding to Mizuho Research Institute Ltd., which has set up Waterfront Area Redevelopment Project Market Sounding Secretariat and which serves as a point of contact.

(2) Outline of the target project

An outline of the target project is presented on the following website and you are advised to visit it: http://www.city.fukuoka.lg.jp/jutaku-toshi/waterfront/shisei/wf_turnaround.html

* You can also find the website by searching for "Fukuoka City waterfront."

(3) Procedures of the market sounding

In the Market Sounding, we invite written opinions and suggestions from the private business operators that have applied for participation. We also plan to have a face-to-face individual interview with the private business operators that have submitted written opinions and suggestions and applied for interview.

* While the participants in the Market Sounding are required to submit written opinions and suggestions, the interview is optional. In the "Application for participation in the interview and the table of participation applicants" (Form 3), participants are asked to select "Apply for participation" or "Do not apply for participation"

(4) Location of the market sounding

Meeting room in Fukuoka City Hall (planned)

* The participating operators will be informed of the specific location before the Market Sounding is implemented.

(5) Applicable participants and participation conditions

Any corporations that are interested and motivated to participate in the Project as operating bodies (excluding anti-social groups) and are able to submit written opinions and suggestions, are applicable.

* While a group composed of more than one corporation may participate, a company that serves as the contact point must be selected and must make the application. Each corporation may participate in the Market Sounding only once.

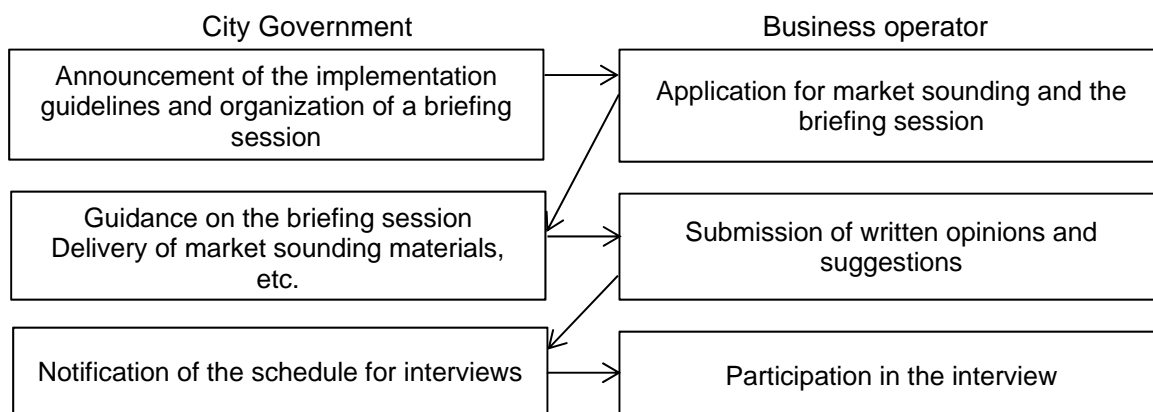
(6) Main issues on which opinions and suggestions are invited

- Interest in the Project
- Anticipated participation method
- Opinions on the project scheme
- Opinions on private profit-making businesses, etc.

(7) Schedule (planned)

Date	Details
February 25, 2019 (Mon.)	Announcement of the implementation guidelines, organization of a briefing session and other matters
February 25, 2019 (Mon.) to March 14, 2019 (Thu.)	Receipt of applications for participation in briefing and local guidance sessions
February 25, 2019 (Mon.) to March 25, 2019 (Mon.)	Receipt of applications for the market sounding
From March 4, 2019 (Mon.)	Delivery of market sounding materials, the form for written opinions and suggestions, etc.
March 4, 2019 (Mon.) to April 12, 2019 (Fri.)	Receipt of written opinions and suggestions, etc.
March 19, 2019 (Tue.)	Briefing and local guidance sessions
From the middle of March 2019	Face-to-face interviews

<Procedure flowchart>



2. Application for participation

(1) Documents to be submitted

Application form for participation in briefing and local guidance sessions (Form 1)

Application form for participation in market sounding within the private sector (Form 2)

(2) Place and method of submission

Please send an email with the documents to the secretariat detailed in "7. Contact details for submission and inquiries (Secretariat)."

* Please mention "Application for market sounding within the private sector (the name of the representing corporation)" in the title of the email.

(3) Deadline for submission

Application form for participation in briefing and local guidance sessions: no later than March 14, 2019 (Thu.) 5:00 p.m.

* Only those who have applied for participation in advance can participate in the local guidance session. Attendance by proxy is now allowed.

Application form for participation in market sounding in the private sector: no later than March 25, 2019 (Mon.) 5:00 p.m.

3. Organization of briefing and local guidance sessions

(1) Date

Briefing session: March 19, 2019 (Tue.) 1:30 p.m. to 2:30 p.m. (reception from 1:00 p.m.)

Local guidance session: March 19, 2019 (Tue.) from 3:00 p.m. (following the briefing session)

(2) Venue

Briefing session: Hakata Port International Terminal (14-1 Okihama-machi, Hakata-ku, Fukuoka City)

Local guidance session: Chuo Wharf Cruise Center (24-25 Okihama-machi, Hakata-ku, Fukuoka City)

* Notes for guidance will be sent individually to give the details after the application.

4. Materials on market sounding within the private sector

After receiving the application form for participation in market sounding within the private sector, we will supply necessary materials for participation in the Market Sounding. We plan to send the materials by email.

5. Submission of written opinions and suggestions

Following the receipt of applications for participation, we will send a form for written opinions and suggestions in order to learn in advance the ideas, etc. of private business operators. Please complete the form and submit it via email to the secretariat detailed in "7. Contact details for submission and inquiries (Secretariat)." At the same time, please submit the

"Application for participation in the interview and the table of participation applicants" (Form 3).
If a group of corporations makes an application, the representative corporation should submit the forms.

* Please specify "Submission of written opinions and suggestions (corporate name)" in the title of the email.

Deadline for submission: no later than April 12, 2019 (Fri.) 5:00 p.m.

6. Remarks

- (1) The materials and ideas that we present in this initiative are based on the current ideas of the City Government and are subject to change without notice.
- (2) The opinions and suggestions received will be used as a reference for the discussion of the conditions of the public tender to select operators for the Project. Whether or not the operator has participated in the Market Sounding, the opinions provided will have no impact on the operator selection process and the opinions and suggestions in the Market Sounding will not be legally binding.
- (3) Any cost involved in participation in the Market Sounding must be borne by the participating operators.
- (4) If necessary, we may arrange additional interviews with all or some of the participants (including making inquiries in writing).
- (5) While the Market Sounding will be implemented privately, a summary of the results may be published, for example on the website, or in materials prepared by the City Government. Information such as the names of individual companies and identifying details of the opinions will not be made public.

7. Contact details for submission and inquiries (Secretariat)

Waterfront Area Redevelopment Project Market Sounding Secretariat

(Outsourced company: Mizuho Research Institute Ltd.)

Address: 1-2-1 Uchisaiwai-cho, Chiyoda-ku, Tokyo 100-0011

Tel.: 03-3591-8774

FAX: 03-3591-8777

E mail: fukuoka-wf@mizuho-ri.co.jp

8. Section in charge

Waterfront Redevelopment Planning Section, City Center Revitalization Department, Housing & Urban Planning Bureau, Fukuoka City Government

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