



JAPAN MARKET CONSULTANT
GVB RFP 2025-014

GVB RESPONSE TO QUESTIONS

October 3, 2025

GVB'S OFFICIAL RESPONSE TO QUESTIONS RECEIVED FOR THIS SOLICITATION

1. What format would be preferred for the proposal? (e.g., A4 size, Landscape/Portrait, word, or ppt)

GVB RESPONSE: There is no requirement for the proposal format. Please review Sections I and II, which provides submission requirements and guidelines for proposals to follow so that GVB can determine the best rated offeror for this service. Respondents shall provide satisfactory and credible proof of their capacity, capability, and expertise to perform the scope of work described in the objective and scope of work. Section II provides the evaluation criteria from which the offerors will be rated.

2. Regarding the "Licensure and Certification", would a certified copy of the company registry suffice in this case? (Section 1.10, p.15)

GVB RESPONSE: YES.

3. Due to the use of third-party carriers, we are unable to ensure the certainty of the delivery timeline, and delays may occur. In such cases, would it be acceptable if the mailing date is before October 10?

GVB RESPONSE: YES.

4. Due to the short submission period, we are concerned that certain procedures, such as notarization or the preparation of some documents, may not be completed in time. In such a case, would it be acceptable to notify you of the situation and submit them separately at a later date?

GVB RESPONSE: Please adhere to the requirements for submission as detailed in the RFP.

5. "Use the forms provided, i.e., cover page, 'ALL' affidavit forms, etc. – NOTE: all affidavits must be notarized." We understand this to mean that all affidavits must be notarized in the physical presence of a notary public by the company's authorized signatory. However, under Japanese business practice, it is not customary for a company representative to personally appear before a notary. Instead, it is standard that the company representative signs the documents, and an authorized proxy brings them to the notary for notarization. In the case of a Japanese corporation submitting a proposal, are there any special arrangements or alternative documentation that would be accepted in lieu of in-person notarization by the company's representative?

GVB RESPONSE: Please adhere to the requirements for submission as detailed in the RFP.

6. On page 13, Section 1.3 (F) states: "If made by a corporation, it shall be signed by one of the officers thereof. If the proposal is made by an authorized representative, an affidavit regarding delegation of authority for this bid offer must accompany the submission. Failure to do so will mean disqualification and rejection of the bid/offer."

Based on this, we understand that the company's representative may delegate signing authority for this bid submission

by providing a notarized affidavit of delegation. Would it be acceptable for this delegation affidavit itself to be notarized by proxy (i.e., without the representative's physical appearance before a notary)?

GVB RESPONSE: In Guam, "notarize by proxy" — meaning a notary accepts and notarizes a signature made by someone other than the principal, without the principal being present either physically or remotely — is **not supported** by Guam's notary statutes. The law requires the signer to appear (or for remote notarization, to appear remotely via technology) and verifies identity. If someone needs another person to sign for them, the proper route is usually via a **power of attorney**, and even then, the signing by the agent must be notarized according to standard procedures (the agent appears, is identified, and the notary notes the agent's authority).

Please refer to page 13, Section 1.3 (B) for the definition of the Offeror for submission purposes, which specifically refers to the person who is legally authorized to bind the company. Submittals will be considered incomplete if they do not bear the authorized signature(s) of the Offeror who is in a position to contractually bind the company.

7. We assume that there would be bidders for this RFP outside U.S., could you kindly please advise whether there are any exemptions, alternative documents, or standard practices accepted by GVB when dealing with foreign bidders, specifically those based in Japan?

GVB RESPONSE: Please refer to Section 3.3 in the RFP.

8. **Regarding the project approach:** This question concerns the project approach. Would it be permissible for the primary formulation tasks outlined in the RFP (from market analysis to the tactical execution roadmap) to be substantially completed during an initial project phase (e.g., for approximately 4-6 months), with the nature of engagement then shifting to ongoing advisory and implementation support for the subsequent period? Or, would GVB prefer the work to be performed at a more consistent pace over the full one-year contract term? If the latter is the case, does such a front-loaded approach present any potential issues, such as the existence of tasks that must be performed later in the project timeline?

GVB RESPONSE: GVB would prefer the work to be performed at a more consistent pace over the full one-year contract term that would allow for a more balanced and sustained effort throughout the project duration. Should any tasks naturally need to be performed later in the project timeline, GVB will address those specific matters as they arise to ensure smooth execution.

9. **Regarding the definition of "long-term":** The RFP states that a key objective is the development of a "long-term" strategy. Could you clarify the specific timeframe GVB envisions for "long-term," and whether a specific anticipated period has been determined? (e.g., a 3-year, 5-year, or 10-year period)

GVB RESPONSE: GVB envisions a strategy that aligns with Guam's current market situation and potential growth within the Japan market, aiming to increase visitor arrivals from this region. We invite the offeror to propose strategic plans that are realistic for 3-year, 5-year, and 10-year periods.

10. **Regarding disclosable data:** Regarding GVB's existing data—such as past market research, analysis of visitor demographics and trends, or results from past promotional campaigns—is it anticipated that any specific data sets will be made available for disclosure or sharing with the contractor?

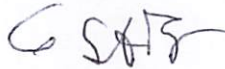
GVB RESPONSE: Yes, GVB anticipates that relevant data sets will be made available for disclosure or sharing with the contractor.

11. **Regarding the potential presentation:** This question pertains to the potential presentation as part of the evaluation process. In the event a presentation is requested, would a hybrid format that allows for online participation be permissible? Additionally, if a tentative date has been scheduled for such presentations, could that information be shared at this time?

GVB RESPONSE: Regarding the potential presentation as part of the evaluation process, a hybrid format allowing online participation is yet to be determined. Additionally, no tentative date has been scheduled at this time for such presentations.

12. **Regarding the finalization of the Scope of Work:** This question is regarding the Scope of Work. On page 9 of the RFP, it is stated that the required services are "not limited to" the items listed. Is it correct to assume that the final, definitive scope of work will be determined and agreed upon during the contract negotiation phase? Furthermore, can it be confirmed that, as a general principle, the scope will not be expanded after the contract has been executed?

GVB RESPONSE: Regarding the Scope of Work, as stated on page 9 of the RFP, the required services are "not limited" to the terms listed. It is correct to assume that the final, definitive scope of work, including any additional services that may not be explicitly outlined in the RFP, will be determined and agreed upon during the contract negotiation phase. Furthermore, it can be confirmed that, as a general principle, the scope will not be expanded after the contract has been executed.



DR. GERALD S.A. PEREZ
Acting President and CEO

*** NOTHING FOLLOWS***