



**ASEAN-Australia-New Zealand Free Trade Area (AANZFTA)
Economic Cooperation Support Programme (AECSP)**

Request for Proposal

**Consulting Opportunity for Intellectual Property Public
Education and Awareness (Phase II) [AANZ-0057-IP-09]**

**PROPOSAL MUST BE RECEIVED BY
30 NOVEMBER 2018**

EMAIL PROPOSAL TO:

AANZFTA Support Unit
External Economic Relations Division
ASEAN Economic Community Department
The ASEAN Secretariat
Jakarta 12110, Indonesia
Email: ecwp@asean.org

Prepared by: AANZFTA Support Unit / EERD /
CCPID/MID

Date: July 2018

1 EXECUTIVE SUMMARY

The Project on Intellectual Property Public Education and Awareness Phase II (IP PE&A Phase II) is part of the ASEAN-Australia-New Zealand Free Trade Area (AANZFTA) Economic Cooperation Support Programme (AECSP), under the Intellectual Property component of the Economic Cooperation Work Program (ECWP).

The broad goal of this project is to raise awareness amongst business owners and IP creators of the potential of the AANZFTA and the upcoming formation of the ASEAN Economic Community (AEC), to create greater market opportunities for IP savvy businesses. The objectives of this project are to increase the awareness of business and IP creators in the ASEAN region of the opportunities that the AANZFTA and the AEC create for IP savvy businesses (businesses which effectively manage their IP assets); to increase requests for IP information and resources, in order to improve understanding of IP issues; and to improve the impact of existing IP PE&A activities.

In order to achieve the objectives, outputs are set to capture the aim of increasing awareness and improving understanding via the website content development and additional IP publications as the media to deliver the information and messages in line with changes in trends in information absorption.

The abovementioned tools will be created to raise awareness of IP mainly amongst MSMEs on the benefits of protection of IP, which will enhance their opportunities to expand their businesses to ASEAN, Australia and New Zealand markets under the AANZFTA and the AEC by utilizing their IP assets through IP management.

The Project will be administered by the ASEAN Secretariat under technical supervision of the AANZFTA Intellectual Property Committee (IPC) through the IPC Co-Chairs.

2 SCOPE OF WORK

2.1 PROJECT OVERVIEW

I. BACKGROUND

The role of Micro Small Medium Enterprises (MSMEs) is important in supporting sustained economic growth in the region. They form the backbone of the economy and can provide a strong foundation for the growth and development of new industries. The protection of IP is thus very significant to MSMEs not only in promoting innovation but asserting legal rights over intellectual property assigns value to these assets for businesses. In light of this, ASEAN is implementing a two-phase programme on IP PE&A. The first Phase resulted in the 2013 publication on Regional IP Public Education and Awareness Strategy: Raising Awareness and Practical Knowledge of Strategic IP Management. The second Phase is designed to enhance the awareness on IP amongst MSMEs and also other business sector as well as provide relevant information that will increase their understanding of IP and its importance for their businesses.

II. PURPOSE OF THE ASSIGNMENT

This assignment has the objective of assisting ASEAN, Australia and New Zealand businesses to enhance awareness and improving understanding of IP via the information provided on the website and through additional IP publications that would deliver the required information and material. These tools will be developed to raise awareness of IP mainly amongst MSMEs on the benefits of protection of IP, which will enhance their opportunities to expand their businesses to ASEAN, Australia and New Zealand markets under the AANZFTA and the AEC by utilising their IP assets through IP management.

III. CONSULTANT'S SCOPE OF WORK AND ACTIVITIES

The Consultant is expected to deliver two outputs from this Project, as follows:

Output 1: Enhancement of the ASEAN Intellectual Property (IP) Portal

The existing ASEAN IP Portal (<https://www.aseanip.org/>) is being hosted and managed by the IP Office of Singapore (IPOS). Under this proposed project, the ASEAN IP Portal platform will also be used as an information platform for businesses to better understand the benefits of IP and to manage their IP assets. To facilitate businesses' use of the ASEAN IP Portal, there would need to be enhancements of the ASEAN IP Portal to serve as the digital distribution platform for information, with uploading of publications as well as acting as the outlet for social media campaigns.

The Consultant is expected to provide the following content for the ASEAN IP Portal:

- (a) Create a new section of "IP for Business" with information on (1) IP identification, protection, utilization and commercialization; (2) IP laws and filing processes (based on Business Guide); (3) Importance of IP asset management for business expansion (based on Handbook); (4) IP and Innovation; (5) adding a tab for the list of IP events for businesses; and (6) linking to ASEAN Technology Transfer Offices, IP attorneys and other experts for further consultation.

The Consultant is also expected to manage the compilation, editing and uploading of existing materials as part of the page of “IP for Business”, or in the relevant section of the ASEAN IP Portal regarding as per (b), (c) and (d) below:

- (b) Digital copies of the IP communication tools, publications, and including other project materials developed as part of the IP PE&A programme including materials from Phase I;
- (c) Information about projects and initiatives by AANZFTA Parties as well as current/upcoming IP activities and developments in the region by AANZFTA Parties; and
- (d) Links to relevant websites including the AANZFTA (aanzfta.asean.org).

Output 2: Two IP Publications

- (i) **A Business Guide to IP Institutions, Laws and Filing Processes in AANZFTA Parties (including Patent Cooperation Treaty, Madrid Protocol and Hague Agreement)**

This Guide will provide businesses, particularly MSMEs in the AANZFTA region, with a reference guide to the IP institutions and IP laws of AANZFTA Parties as well as guides on procedures/criteria to file for IP protection in each AANZFTA Party via normal routes as well as the Patent Cooperation Treaty (PCT), the Madrid Protocol, and the Hague Agreement in acceding countries. The Guide should have both written and graphical presentations of the process.

- (ii) **Managing IP Assets: Approaches to IP commercialization and Strategies for Maximizing Value**

This Handbook will assist IP owners, especially MSMEs, understand how effective management of their IP assets can strengthen their businesses; determine specific roles of IP in supporting their businesses; and select and implement IP strategies to meet business objectives. This Handbook will also provide an introduction to the commercialisation of IP assets with topics such as IP licensing, strategic alliances using IP assets, and IP valuation including the methodologies.

Moreover, case studies of companies that successfully utilise their IP to strengthen and expand their businesses may also be included into this Handbook. This will enable MSMEs to acknowledge the value of their IP assets and thus negotiate more effectively with their stakeholders e.g. investors, banks, and auditors etc. when it comes to any business arrangement related to IP. Contacts of local agencies in AANZFTA Parties that specialise or provide services regarding IP commercialisation may also be included. In addition, other resource tools could also be used to inform of the development of the PE&A information.

These two publications will be for public consumption, printed in both hard copies for distribution to AMSs and digital copies to be uploaded to the “IP for Business” page on the ASEAN IP Portal and AANZFTA website.

IV. EXPECTED DELIVERABLES

The list of expected deliverables would be, as follows:

Deliverable 1: Project Inception Report

Deliverable 2: Proposed structure, content and format/design of the new section/page of “IP for Business” in ASEAN IP Portal

Deliverable 3: All information and materials are available in the section/page of “IP for Business”

Deliverable 4: Draft Business Guide to IP Institutions, Laws and Filing Processes in AANZFTA Parties (including PCT, Madrid Protocol and Hague Agreement)

Deliverable 5: Draft Handbook on Managing IP Assets: Approaches to IP Commercialization and Strategies for Maximizing Value

Deliverable 6: Validation of the drafts through a regional consultation workshop

Deliverable 7: Digital copies of the publications (for printing)

2.2 PROJECT REQUIREMENTS

CONSULTANT’S QUALIFICATIONS

No.	Qualification	Weight
1	The consultant should be an internationally recognised expert who possesses IP-related qualifications and extensive knowledge of IP for business, preferably having IP-related work experience	35 %
2	The consultant should have significant experience in conducting public education and awareness of IP, and also website development	35%
3	The consultant should have demonstrated ability and experience in effectively facilitating workshops and engaging positively and productively with various stakeholders	15%
4	Consultant with first-hand experience or consulting work in ASEAN as a region and with individual AMS, Australia and New Zealand is preferred but not necessary	15%
Total		100%

3 RFP REQUIREMENTS

3.1 PROPOSAL SUBMISSION INSTRUCTIONS

- a) Consultant must ensure that both Technical & Financial Proposals are received via email at the following address before the tender closing date **30 November 2018**
- AANZFTA Support Unit
External Economic Relations Division
ASEAN Economic Community Department
The ASEAN Secretariat
Jakarta 12110, Indonesia
Email: ecwp@asean.org
- b) All proposals must be submitted in English.
- c) Consultant should indicate the Title of the Tender at the subject of the email.
- d) The Technical and Finance Proposals must be submitted in two separate documents.
- e) Consultant must not include any financial/cost data in the Technical Proposal, but only in the Financial Proposal.
- f) The proposal should be concisely presented and structured, and should explain in detail the Consultant's availability, experience and resources to provide the requested services.
- g) Proposals that are incomplete or do not address the required criteria may not be considered in the review process.

3.2 RFP TERMS & CONDITIONS

3.2.1 Bid Expiration Date

Received proposals shall be valid until 28 February 2019

3.2.2 Implementation/Delivery Schedule

- a. Contract award will be decided by the Selection Committee comprised of AANZFTA Intellectual Property Committee (AANZFTA IPC) Co-Chairs
- b. Terms and reference of the contract will be negotiated by the ASEAN Secretariat.
- c. In carrying out his/her assignment, the consultant or consultant team will work closely with the ASEAN Secretariat and reporting process of the Consultant to the AANZFTA IPC will be done through the ASEAN Secretariat.
- d. The timeline for hiring and initial activities of the consultant will be as follows:

Action	Deliverables	Indicative Timeline
Consulting opportunity advertised	Advertised Request for Proposal and Terms of Reference on the websites	12 July-30 November 2018
Engagement of Consultant	Agreed Special Service Agreement (SSA) by the selected Consultant	14 December 2018
Submission of Inception Report	Project Inception Report submitted to ASEAN Secretariat	5 January 2018

Action	Deliverables	Indicative Timeline
Submission of Proposed structure, content and format/design of the new section/page of “IP for Business” in ASEAN IP Portal	Proposed structure, content and format/design of the new section/page of “IP for Business” in ASEAN IP Portal submitted to ASEAN Secretariat	27 July 2019
Submission of draft publications	(i) Draft Business Guide to IP Institutions, Laws and Filing Processes in AANZFTA Parties (including PCT, Madrid Protocol and Hague Agreement)	6 April 2019
	(ii) Draft Handbook on Managing IP Assets: Approaches to IP commercialization and Strategies for Maximizing Value	6 July 2019
Completion of the publications	(i) Regional Validation Workshop (with outputs of a Summary Report along with the revised draft publications)	28 - 30 August 2019
	(ii) Final draft publications	21 September 2019
	(iii) Digital copies of the publications	12 October 2019
Completion of Section/Page of “IP for Business” in ASEAN IP Portal	All information and materials available in the section/page of “IP for Business	19 October 2019
Submission of Final Report	Project Final Report	9 November 2019

4 RESPONSE FORMAT (PROPOSAL FORMAT)

In conformance to the ASEAN Secretariat's Financial Rules and Administrative Procedures (AFARP), the Consultant shall submit the applications in **two** separate documents, i.e., technical and financial components.

4.1 TECHNICAL PROPOSAL

The technical component should contain the following information:

- a. A brief discussion indicating the prospective Consultant's understanding of the project's purpose.
- b. A discussion of how the prospective Consultant proposes to approach the project including but not limited to methodology to undertake the assignment, list of possible reference materials and a work plan specifying the activities to be undertaken (including draft agenda or focused topics for workshop, travels per expert for each activity), an outline of the reports to be delivered, and schedule of activities, taking into account the targets to complete the undertaking
- c. A brief summary of the prospective Consultant's expertise and knowledge of ASEAN's Member States IP regimes including its IP laws, practices, and institutions, highlighting experience in related work relevant to the project. *(Please provide links to the publications if available, or enclose selected publications in soft-copy in the application).*
- d. Brief discussion on the consultant's or firm's past experience in undertaking similar work and brief summary of projects undertaken
- e. Names and curriculum vitae of associates, subcontractors, personnel or employees who will be engaged in the performance of services.
- f. Other information to substantiate the capacity of applicants to undertake the project; and
- g. Completed company information based on template reflected in Appendix 1 and Appendix 1a.

Please complete and attach Appendix 1 and 1a --- Company General Information and List of Clients;

4.2 FINANCIAL PROPOSAL

Please complete submit the financial proposal which shall include detailed cost estimates including a summary sheet indicating the unit prices; payments schedule, following Appendix 2 to this RfP.

The financial component should specify all direct and indirect costs for undertaking the project, including but not limited to:

- Professional services fee for completing all deliverables in unit cost and the number of hours/days;
- Miscellaneous charges, if applicable.

The cost of travels to support the proposed work program, as may be required and arranged by the ASEAN Secretariat, shall be borne by the Project Fund and based on actual costs.

Appendix 1
Company General Information
*To be submitted together in the **Technical Proposal***

Company LEGAL Name:			
Division or Subsidiary (if applicable):			
Company Address:			
City:			
Province / State:			
Country:			
Postal Code:			
Telephone:			
Business Name Registration:			
Tax Registration Number:			
Valid Business Permit:			
Company Contact:		Telephone no.:	
Title / Position:		Fax no.:	
E-Mail:			
Indicate number of years involved in similar business			
Are you a subsidiary of a financial institution? *If Yes, Please indicate your Holding Company			

**Appendix 1a.
Customer Reference**

To be submitted as part of the Technical Proposal

Customer Details	
Company Name	
Company Address	
Telephone Number	
Fax Number	
Contact Name	
Project Title	

Customer Details	
Company Name	
Company Address	
Telephone Number	
Fax Number	
Contact Name	
Project Title	

Customer Details	
Company Name	
Company Address	
Telephone Number	
Fax Number	
Contact Name	
Project Title	

APPENDIX 2
Price and Payment Schedule
To be submitted as part of the Financial Proposal

A. PRICE

Unit: USD or AUD

No .	Description	Unit	Price (Total estimated cost)
1	Professional Services		
	--- Input days for each expected output	(# of days)	
2	Other expenses		
	--- Item 1		
	--- Item 2		
TOTAL			

B. PROPOSED PAYMENT SCHEDULE