Terms of Reference
Consultancy for ASEAN Secretariat (ASEC) Pavilion at World Expo 2020 Dubai

1. BACKGROUND

- Expo 2020 Dubai is the largest exhibition event ever to be staged in the Arab world. This “grande” programme is part of the World Expo series which started in 1851. Expo 2020 Dubai is set to welcome 190 participating countries and millions of visitors from across the globe within six months, from 20 October 2020 to 10 April 2021 under the theme “Connecting Minds, Creating the Future.” It aims to build partnerships and inspire ideas that will forge the world of tomorrow through three sub-themes: Opportunity, Mobility and Sustainability.

- At the invitation of the UAE government, the ASEAN Secretariat will take part in this World Expo in Dubai. The ASEAN Secretariat will manage the ASEAN Pavilion at the Expo in coordination with relevant ASEAN entities and stakeholders. The 141.12 M² pavilion (16.8 meters x 8.4 meters) will showcase stories about ASEAN’s success and how ASEAN cooperation benefits its citizens and the world beyond. Further, it also consists of promotional space to highlight ASEAN arts, culture and identity to global audience.

- The ASEAN Pavilion will have for its theme “Creating Opportunities for the Peoples of ASEAN.” Its exhibition will have the following objectives:
  
a) To show how ASEAN is building a community of opportunities by establishing regional platforms of cooperation to improve the lives of its people, increase their mobility and connectivity with each other, and ensure a sustainable future;

b) To inspire visitors to adopt ASEAN’s value of unity in diversity, which is a core element of our regional cooperation and reflected in its pursuit of inclusive development, and

c) To create experiences for visitors that will allow them to get a taste of the rich cultural diversity of ASEAN
To execute this project, ASEC, administered by Community Relations Division (CRD), is looking for a potential vendor/consulting agency to assist in contents creation and exhibition plan development of the pavilion. The required services include the provision of advice on design, production and procurement of items to be displayed inside the pavilion.

2. SCOPE OF WORK
For this project, the Vendor is expected to deliver the following activities:

- Provide creative inputs on the design of ASEC Pavilion contents as described in Annex 1;
- Produce the identified exhibition items as detailed in Annex 1

3. REQUIREMENTS
The Vendor shall:

- come from reputable events organizing, art consultancy, interior design, graphic design, or exhibition management companies with understanding about ASEAN;
- have at least 3 years of experience in interior design, managing art or exhibition projects with proven expertise, exposure, or previous related consultancy works on art space strategies or events management;
- have excellent verbal and written communication skills in English language, and speedy responsiveness to communications.
- have demonstrated ability to apply good judgment and discretion in the context of assignments given;

Interested vendors must submit the following:

- Cover letter addressed to

  **Chairman of Quotation Panel**  
  Administration and General Affairs Division  
  The ASEAN Secretariat  
  Jalan Sisingamangaraja 70A  
  Jakarta, 12110  
  INDONESIA
indicating expression of interest to work on this project and why; proposed professional fee (lump sum, including cost for production of exhibition objects) for this consultancy

- A proposal indicating how he/she plans to fulfill the TOR of the project. The proposal shall include overall approach, methodology, indicative design for key exhibition objects (see list below), and work plan.
- Up-to-date curriculum vitae
- Brief description of similar consultancies completed or currently being carried out

4. LOGISTICS AND ADMINISTRATIVE ARRANGEMENTS
The Vendor is expected to conduct his/her/ their work from home/own office, and arrange initial meetings with ASEC as needed. If and when necessary, ASEC will arrange for the Vendor to visit ASEAN Secretariat for specific tasks.

5. DURATION AND DATES OF ASSIGNMENT
The project is to start on 15 February 2020, and should be completed by 15 May 2020 i.e. from acceptance of engagement through the delivery of the outcomes to submission of final report and other materials as outlined in 2 – “Scope of Work.”

The above application and quotation package must be submitted by 21 February 2020 by 5PM.

6. LETTER OF APPOINTMENT
The selected candidate will be provided with a letter of appointment (in the form of PO – Purchase Order) and detailed work as agreed. The decision of the ASEAN Secretariat on the selection of the candidate is final and no appeal will be entertained.

7. TERMS OF PAYMENT
30% upon signing of Special Services Agreement
50% upon satisfactory acceptance by ASEC of all identified exhibition items including interactive video materials
20% upon submission of final report

### Annex A

<table>
<thead>
<tr>
<th>No</th>
<th>Item</th>
<th>Visual Illustration</th>
<th>Details</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ASEAN Welcome Arch **</td>
<td><img src="image" alt="ASEAN Arch" /></td>
<td>Three-dimensional arch usually found by the entrance to ASEAN towns/cities; to be carved out of teak wood. Design must represent the 10 ASEAN Member States; collapsible, to be assembled on-site Size: 2 meters (width); pillars 2.2 meters (height); highest point in the middle of the arch - 2.5 meters</td>
<td>1</td>
</tr>
</tbody>
</table>
| 2  | ASEC Building 3D Mock up                | ![SEC Compound](image) | Miniature of ASEC Compound (50 x 40 x 50 cm)  
- Material: A’ Impec/Acrylic, PVC Sheet, 3D Printing  
- Finishing: Paint brush/air brush, sticker  
- Process: Handmade, 3D printer machine, laser engraving machine  
- Additional: Trees, grass, cars, LED lamp | 1        |
<p>| 3  | Grass Mat/Carpet                       | <img src="image" alt="Grass Mat" />  | Round woven grass mats with intricate patterns and colorful design, preferably ASEAN colours (blue, yellow, red); to be used as area rugs Size: 2 x 2 (meters)                                                                                                                                             | 3        |</p>
<table>
<thead>
<tr>
<th>No</th>
<th>Item</th>
<th>Visual Illustration</th>
<th>Details</th>
<th>Quantity</th>
</tr>
</thead>
</table>
| 4  | ASEAN Photo Wall** | ![Image](Image1) | Three-dimensional photo op spot with changeable backdrop representing the 10 Member States of ASEAN  
Cut out letters/ typography on the foreground  
(I ♥ ASEAN)  
Size: 4 meters (width) & 3 meters (height) | 1 unit/ item |
<p>| 5  | ASEAN Fabrics | <img src="Image2" alt="Image" /> | Assorted colorful and fire-rated fabrics in Southeast Asian design i.e. batik, etc. at roughly 8 meters long and 1 meter wide each | 10 (1 each for every Member State) |
| 6  | 3D Architectural Puzzles | <img src="Image3" alt="Image" /> | Balay Wooden puzzles (for game) that can be built into houses; to be procured from <a href="https://balaybalay.com/">https://balaybalay.com/</a> | 6 sets |
| 7  | Rattan Baskets | <img src="Image4" alt="Image" /> | Big rattan baskets to serve as container for 3D puzzles that guests may assemble; different sizes | 6 |
| 8  | ASEAN Costumes | <img src="Image5" alt="Image" /> | National costumes of ASEAN Member States. One pair per country (for men/women) | 10 pairs (1 each for every Member State) |</p>
<table>
<thead>
<tr>
<th>No</th>
<th>Item</th>
<th>Visual Illustration</th>
<th>Details</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Digital Interactive Games/Video**</td>
<td><img src="image1" alt="Digital Interactive Games" /> <img src="image2" alt="Digital Interactive Games" /></td>
<td>Software of the video game on ASEAN related materials, i.e. - ASEAN Blind map game - 5 stages e.g. country names, flags, capitals, currency &amp; emblems 3D Virtual Tour of ASEAN landmarks</td>
<td>1 ASEAN Video Game 1 3D Virtual Tour of ASEAN Landmarks</td>
</tr>
<tr>
<td>10</td>
<td>ASEC VR Glasses</td>
<td><img src="image3" alt="VR Glasses" /></td>
<td>Hardware/software</td>
<td>2</td>
</tr>
<tr>
<td>11</td>
<td>ASEAN Prize Trophy Replica</td>
<td><img src="image4" alt="Wooden Trophy" /></td>
<td>Wooden Trophy with wood base - Laser Etching with ASEAN Logo - 30 cm with base 5 cm</td>
<td>1</td>
</tr>
<tr>
<td>12</td>
<td>ASEAN Flags</td>
<td><img src="image5" alt="ASEAN Flags" /></td>
<td>Flags of 10 ASEAN Member States + ASEAN Flag, with poles &amp; wooden base. Flag: 1 x 1.5 meter Pole: 1.8 meter Base: 2 meter</td>
<td>1</td>
</tr>
</tbody>
</table>

** - considered as key exhibition objects