

TERMS OF REFERENCE (TOR)

50th Year of ASEAN-Japan Friendship and Cooperation Exhibition

Background

The Japan-ASEAN Integration Fund (JAIF) was officially established in March 2006. JAIF aims at supporting integration efforts to create the ASEAN Community by facilitating the implementation of the ASEAN 2025: Forging Ahead Together, which consists of the blueprints for the ASEAN Political Security Community (APSC), ASEAN Economic Community (AEC), and ASEAN Socio-Cultural Community (ASCC), as well as the Initiative for ASEAN Integration (IAI) Work Plan IV and the Master Plan on ASEAN Connectivity (MPAC) 2025. JAIF also aims at promoting greater cooperation between ASEAN and Japan.

Since its establishment in 2011, the JAIF Management Team (JMT) has explored various channels of communication to reach out to its stakeholders. Notable ones to-date, which have served as the main platforms to achieve the above objectives, include the JAIF Brochure, JAIF Caravan, JAIF Socialisation Session, JAIF Website, and JAIF Video.

In anticipation of the 50th Year of ASEAN-Japan Friendship and Cooperation in 2023, JMT plans to build on the momentum to gain recognition of the importance of JAIF as a major tool for Japan-ASEAN cooperation. JMT aims to strategically strengthen JAIF communication and outreach in order to deepen the understanding of Japan's support to ASEAN through JAIF among a wider range of stakeholders and general public, and subsequently to generate greater buy-in among decision-makers.

A kick-off reception for the 50th anniversary hosted by the Mission of Japan to ASEAN is scheduled in mid-January 2023 to start off the series of 50th year commemorative events. In order to enhance the commemorative events, exhibitions using visibility materials of the history of ASEAN-Japan and Japan's cooperation to ASEAN through JAIF in line with ASEAN Outlook on the Indo-Pacific (AOIP) are planned.

Objectives

The Consulting Firm is expected to provide support to JMT and the Mission of Japan in providing modular exhibition panels/booth commemorating the 50th ASEAN-Japan Friendship and Cooperation including the development of digital contents described in "Attachment-2 Specification Form and Price" for multiple commemorative events during 2023.

Scope of Work

Assign administrator, graphic/content designer, production warehouse, and necessary personnel to create and store the contents with the following responsibilities:

A. Administrator

1. Manage the schedule and finish the responsibilities by 13 January 2023;
2. Bridge the discussion between the engineer, designer and designated JMT and Mission of Japan staff; and
3. Coordinate meetings either face-to-face or remotely with JMT and the Mission of Japan to seek technical advices/clarifications for the improvement of contents.

B. Graphic/Content Designer

1. Provide creative design to make the contents appealing to the viewers.

C. Production Warehouse

1. Manufacture contents and install them in the designated location based on the instructions by JMT and the Mission of Japan;
2. After an event in January, store the contents in a proper storage so that they can be used up to 5 times without any damage until December 31, 2023; and
3. When being instructed by JMT and the Mission of Japan 2 weeks prior to an event, production warehouse must deliver the contents to a designated place and install the contents for each event.

The human resources who will engage in this project shall maintain strict confidentiality in all aspects of the work.

Deliverables and Timeline

Consulting Firms shall refer to Attachment-2 Specification Form and Price for details and follow all the requirements.

1. A well-designed and informative more than 8 exhibition double-sided panels (each side can be detached, so total of 16 one-sided panels) featuring history of Japan-ASEAN cooperation, JAIF projects, Japan's support to the AOIP and other contents shared and advised by JMT by January 13, 2023,
2. Exhibition shall be comprised of modular and durable panels/ booth that can be disassembled and reassembled multiple times throughout the year, digital contents, LED display(s), information panels, photo (selfie) wall and 50th Year of ASEAN-Japan Friendship, brochure rack and Cooperation banner; and
3. The design and structure of panels should be able to work as an independent, one-sided panel and can be freely arranged in any combination. Panels can be arranged in multiple forms including an L, I or II shape adjusting to various size and scale of space.

Services are expected to be performed from the date of purchase order and should be completed by the sixth week from commencement date - from acceptance of engagement through the delivery of the outcomes to submission of completion report and other materials as outlined in "Deliverables" covering all elements as specified in "Attachment-2 Specification Form and Price".

1. First week: The first meeting with JMT.
2. By the end of the first week: Submit the first design proposals of the contents.
3. Within two business days: JMT provides feedback to the first design proposal.
4. Within three business days: Submit the second design proposal of the contents.
5. By the end of the second week: JMT provides second feedback and instruct to create the contents if possible.
6. Between the third week and sixth week: Have a meeting at least once week with JMT to share the progress and maintain quality control.
7. By the end of the sixth week: Delivery the finished deliverables.
8. Submit completion report

Activity	Weeks						
	1	2	3	4	5	6	7
1. First kick-off meeting with JMT							
2. Submit first draft design of the contents							
3. JMT initial feedback							
4. Submit second draft design of the contents							
5. JMT second feedback							
6. Production and weekly meeting with JMT to update progress and maintain quality control							
7. Delivery of finished deliverables							
8. Submission of Completion Report							

Administration, Reporting and Coordination

The contract for this assignment will be issued by the ASEAN Secretariat. The Consulting Firm will work closely with JMT and the Mission of Japan.

Requirement for submission

1. Technical Submission

Interested candidates are invited to apply package in English including the following documents and requirements (refer to Attachment-1 Technical Requirements). The selected consulting firm should have human resource(s) who have the following qualifications, skills and professional experience (consulting firm may outsource to third party if necessary):

- 1) The firm must have registered company classified as PR/ communication or management consulting firm/ agency to conduct business and provide copy of business incorporation/legal registration certificate. Provide copy of business incorporation/legal registration certificate.
- 2) PR or communication consulting experience. Provide evidence with year and duration of work.
- 3) Experience working with ASEAN Secretariat or any international organization. Experience of working with organisations (e.g. private companies) of Japan will be an asset. Provide the evidence with similar scope developed.
- 4) Provision of a detailed proposal that demonstrates the company or agency's qualifications and capacity to provide the requested services by including the following:
 - a. Conceptual design including visual image of the exhibition panels/booth
 - b. Mechanism for quality assurance in the firm
 - c. Detailed timeline for performing the assignment
- 5) Provision of CVs to demonstrate qualifications of key personnel:
 - a. Administrator
 - i. He/she will be the project leader and main focal point for JMT, hence, must have experience to oversee and manage a project with multiple works, involve in every works listed under Outputs section and ensure quality control of all work and deliverables.
 - ii. Experience in communications or relevant profession.

- iii. He/ she shall have competent English language proficiency (internationally recognized certificate i.e., IELTS or equivalent, or a degree certificate from English speaking countries' university).
 - b. Graphic/ Contents designer for exhibitions
 - i. Experience in the field of graphic design.
 - ii. He/ she shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of graphic/ contents design projects.
 - iii. Award/ prize or relevant information on design/ contents development is an asset.
 - c. Production warehouse
 - i. Experience in the field of production of exhibits
 - ii. The production warehouse shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of exhibition projects or relevant projects.
- 2. Financial Submission
 - Consulting firm shall refer to Attachment-2 Specification Form and Price and fill in the Offer, Unit Price and Total Price columns.
 - A detailed financial proposal indicating the costs (IDR for local bidders and USD for international bidders) required for undertaking the assignment.
 - Terms of payment shall be 90% of contractual amount after the first exhibition and 10% of contractual amount after the last exhibition (No advance payment is accepted).

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