



ASEAN SECRETARIAT

Request for Proposal

**CONSTRUCTION OF ASEAN PAVILION
AND PRODUCTION OF
EXHIBITION CONTENT
FOR WORLD EXPO 2025 OSAKA**

PROPOSAL MUST BE RECEIVED BY
[Tuesday, 31 October 2023](#)

DELIVER/MAIL PROPOSAL TO:
ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Prepared by:	Community Relations Division
Date:	15 September 2023

1 EXECUTIVE SUMMARY

At the invitation of the Government of Japan, the ASEAN Secretariat (ASEC) will participate in the upcoming World Expo 2025 in Osaka, Kansai, Japan. The World Expo is a massive international exhibition designed to showcase the achievements of nations, typically for a period of six months.

The Expo 2025 Osaka, Kansai, Japan (Expo 2025) will be held at the Yumeshima Island from 13 April to 13 October 2025 with the theme “**Designing Future Society for Our Lives**”. It aims to bring together cutting-edge technology and shall be a platform to create and share new ideas to help resolve global issues under three sub-themes: **Saving Lives, Empowering Lives, Connecting Lives**. The Expo 2025 Japan Association estimates that around 28 million people might visit the Expo 2025.

With 2025 earmarked as the 10th year anniversary of the establishment of ASEAN Community, ASEC will utilize Expo 2025 to communicate what ASEAN is doing to improve the lives of its peoples and to enhance ASEAN awareness as a single tourist destination. Such messages will be conveyed through the pavilion’s exhibition content, activities, and events.

While ASEC will directly manage the pavilion activities and events, it will employ the services of a full-turnkey production company that will render the necessary support to design and construct the ASEAN Pavilion, fabricate and install customized exhibition content as agreed, provide suitable furniture, and produce all audio-visual and digital materials which are part and parcel of the exhibition or promotion. At the end of Expo 2025, the company will also be responsible for the dismantling of the pavilion and its content.

The exhibition content will be informed by, among others, the following:

- ASEAN Outlook on Indo Pacific (AOIP): https://asean.org/asean2020/wp-content/uploads/2021/01/ASEAN-Outlook-on-the-Indo-Pacific_FINAL_22062019.pdf
- ASEAN Community Vision 2045 which is about building a resilient, innovative, dynamic, and people-centred ASEAN that is able to anticipate opportunities and address emerging and future challenges.
- Statement on the 50th Anniversary of ASEAN-Japan Friendship and Cooperation (to be announced in Dec. 2023)

The pavilion will cater to both local (Japanese) and international audience with the majority expected to be in the 18 to 60 years age cohort. About 70% of the expected visitors in Expo are Japanese. Hence, exhibition content will be done in both Japanese and English.

Work on this project will begin in January 2024 with preliminary meetings between ASEC and the successful project bidder. The final design of the pavilion and exhibition content is expected to be completed by June 2024. The pavilion space will be handed over by the Expo 2025 organisers to ASEC in July 2024. The fabrication, installation and fitting of the exhibition content will commence in August 2024. The pavilion and its contents are expected to be completed by December 2024. Testing of the pavilion will be done in the first quarter of 2025.

This project will be directly managed by the Community Relations Division under the Community Affairs Directorate of ASEAN Secretariat.

2 BACKGROUND AND CURRENT STATUS

For Expo 2025, in line with the sub-theme of “Connecting Lives”, ASEAN has submitted a theme statement that focuses on bridging peoples and nations. In Osaka, ASEAN will be a voice of connection that will advocate for partnerships among countries as well institutions so the UN’s 2030 Sustainable Development Goals can be fully realised and regional/global challenges are addressed collaboratively.

With a temporary theme of “Building Bridges”, the ASEAN Pavilion will portray ASEAN’s history and what it aims to do through its cooperation mechanisms, initiatives, and associated organs such as the ASEAN centres and foundation. “Building Bridges” is both an ambition and a strategy that will propel ASEAN into a future society where communities create connections instead of divisions. It will be an all-encompassing phrase for a regional organisation that brings together 10 member states (soon to be 11) under ASEAN Community.

While “Connecting Lives” will be the dominant theme, the ASEAN Pavilion will also illustrate how ASEAN is “Empowering Lives” through social empowerment programmes for women and young entrepreneurs. Further, as a region prone to natural disasters, ASEAN is “Saving Lives” through one of its centres - the ASEAN Coordinating Centre for Humanitarian Assistance on Disaster Management.

The ASEAN Pavilion will leverage on the principle of “Unity in Diversity” to showcase ASEAN’s success stories in building bridges and connecting lives while educating visitors of its history and important work in empowering and preserving the lives of its peoples.

At the same time, the pavilion will aim to enhance awareness of ASEAN as a single tourist destination. This goal will be delivered by accomplishing the following objectives:

1. To deliver quality participation of ASEAN Secretariat at Expo 2025 in Osaka, Japan; and
2. To conduct events that will showcase ASEAN’s contributions to addressing sustainable development issues and highlight ASEAN’s cultural identity.

ASEC’s participation in Expo 2025 will deepen cooperation not only between Japan and ASEAN, but also among ASEAN Member States through participation in the various activities, and external organizations through sponsorship of specific components i.e. souvenirs, prizes, featured exhibition or joint outreach activities to be mutually agreed upon.

This project is expected to contribute to the following ASEAN priorities:

- ASEAN Outlook on Indo Pacific (AOIP):
Principles: openness, inclusivity, mutual respect and mutual trust;
Thematic areas: UN Sustainable Development Goals 2030 No. 17 – Partnerships to Achieve the Goals; and Connectivity;
- ASEAN Community Vision 2025:
Article 13: We shall realise a community with increased ASEAN institutional presence at the national, regional and international level;
- ASEAN Political-Security Community Blueprint 2025:
*Article 13 C.2.:
Deepen cooperation with Dialogue Partners, strengthen engagement with other external parties and reach out to new potential partners for mutually beneficial relations as well as respond*

collectively and constructively to global developments.

- ASEAN Economic Community Blueprint 2025:
Article 59 i. a.: Intensify the promotion and marketing of ASEAN through its Southeast Asia campaign as a single tourist destination. See *ASEAN Tourism Strategic Plan 2016-2025* (https://asean.org/wp-content/uploads/2022/05/Updated_ATSP_2016-2025.pdf) for reference

3 SCOPE OF WORK

This tender is for the design and construction of ASEAN Pavilion, production of exhibition content and dismantling thereof at the World Expo 2025 in Osaka, Japan.

Specifically, the deliverables are:

1. Design of the ASEAN Pavilion – 72 sqm (see pavilion sheet for location and measurement details : <https://we.tl/t-SerfOcOuvB>)
2. Construction of pavilion shell and interior including walls, flooring, ceiling, lighting, customized panels, etc. – 72 sqm
3. Production/fabrication and installation of exhibition content such as LED displays, 3D objects, digital moving and still images, decorative materials, and signages
4. Provision of suitable furniture, fixtures, equipment or systems inside the pavilion
5. Production of at least three (3) videos with duration of 1 to 2 minutes to promote the pavilion, welcome visitors to the pavilion, and/or highlight features of the pavilion
6. Design and produce a customized desktop app for visitor feedback
7. Produce the Japanese version of ASEAN Quiz interactive game based on the existing “ASEAN Treasures” Game (see link for reference: [ASEAN Treasure - Google Drive](#))
8. Dismantling of the pavilion interior and exhibition content and disposal thereof at the end of the Expo
9. Production of manual/guide for operating or maintenance of the exhibition content and systems

ASEC plans to feature bi-monthly themes according to the Expo Theme Structure and relevant to the work of ASEAN. In this regard, other than the core content, the design of the exhibition should be flexible enough to accommodate the introduction of new theme-based contents which can be presented digitally or as three-dimensional objects.

The Terms of Reference (TOR) for the vendor to carry out the project is attached (Annex A).

3.1 PROJECT OVERVIEW

This project will involve the following:

- a. Design – developing the concept for ASEAN Pavilion at Expo 2025 Osaka and turning the concept into a design for the actual pavilion including the interior, content and furnishings that take into account principles of sustainability and universal design (for details, check this: <https://we.tl/t-SerfOcOuvB>)
- b. Documentation – preparing and obtaining all necessary permits and documents from relevant Japanese government agencies/Expo 2025 organisers related to the construction of the pavilion and utilities i.e. electricity, internet, waste disposal, etc.
- c. Construction/Installation – fabrication of exhibition components and displays using sustainable materials; civil engineering of the relevant parts of the pavilion and installation of electricals, lighting and IT requirements with consideration for universal design

- d. Content Production – in consultation with ASEAN Secretariat, produce at least three (3) one-to-two-minute videos to promote the pavilion, welcome visitors to the pavilion, and/or highlight features of the pavilion; develop and produce a desktop application to gauge visitors' feedback on their experience in the pavilion; develop the Japanese version of "ASEAN Treasures" game (see link for reference: [ASEAN Treasure - Google Drive](#)) and integrate both English and Japanese versions into one application; produce digital or three-dimensional exhibition contents as per *Scope of Work* and *Project Overview*
- e. Procurement – procure all materials needed for the pavilion including customized or off-the-rack furniture, portable sound system, and technological systems
- f. Maintenance – render technical support in case there are damages or technical glitches that need to be fixed during operation; produce a guide/manual in English to help pavilion staff conduct some troubleshooting as needed
- g. Dismantling – dismantle the exhibition as required by Expo 2025 organisers; save agreed items and prepare them for shipment to ASEAN Secretariat.

3.2 PROJECT REQUIREMENTS

This assignment must contribute to the following outputs:

1. To build exhibition content that will
 - a.) illustrate ASEAN's attractiveness as a single tourist destination
 - b.) project ASEAN's central role in saving lives, empowering citizens and connecting its peoples
2. To engage at least 200,000 Japanese and international guests who will visit ASEAN Pavilion and be exposed to ASEAN's attractiveness as a single tourism destination and its role in addressing sustainable development issues in the region and beyond

In line with the envisaged theme and objectives of ASEC's participation in Expo 2025, the ASEAN pavilion may be designed and fitted to accommodate the following, at the minimum:

- a. A section dedicated to ASEAN Tourism where visitors can experience augmented reality by watching VR content. Currently, ASEC has 10 VR videos featuring UNESCO heritage sites in each member state that visitors can explore. There are five (5) VR goggles that are available and can be used for the pavilion. The design of this section must align with the branding/messaging of the ASEAN Tourism Strategic Plan 2016-2025 (<https://asean.org/wp-content/uploads/2012/05/ATSP-2016-2025.pdf>)
- b. A big touch screen on the wall for the ASEAN Quiz game (ASEAN Treasures) which can be played in both English and Japanese
- c. A focal point for the pavilion which could be a three-dimensional object in the center e.g. a small bridge that incorporates Southeast Asian motif and architecture that can also be a photo spot to welcome VIPs or for the visitors to take their photos inside the pavilion
- d. A customized app (in English and Japanese) that will record visitors feedback regarding their experience in the pavilion through the use of icons/smiley, simple words or short comments. This may be installed on a tablet or in a customized figure e.g. robot, placed near the exit.
- e. Using digital or three-dimensional objects, an exhibition of ASEAN's key achievements out of Vision 2025 and the key elements of ASEAN Community Vision 2045 along with the ASEAN Outlook on Indo-Pacific.

- f. A small section featuring key characteristics and tangible outcomes of ASEAN-Japan friendship as may be gleaned from here: <https://asean.org/japan/>. The content should highlight main ideas of the statement that will be issued at the commemorative summit to mark 50 years of ASEAN-Japan friendship in December 2023.
- g. Other interactive displays or sections that will enhance over-all experience of the visitors
- h. Necessary furniture and equipment i.e. tables, chairs, public address (sound) system, others

The above content i.e. displays, digital assets, videos, etc. must be done in both English and Japanese

3.3 VENDOR'S QUALIFICATION

The company must:

- 1. be based in Japan, especially in Kansai area; refer to Appendix 2
- 2. have person in charge (PIC) who is able to communicate in English; refer to Appendix 2
- 3. have prior experience in similar projects for World Expo or other international expositions/events; demonstrable understanding of ASEAN is an advantage. Please provide evidence; portfolio, links, etc.; refer to Appendix 2

4 RFP REQUIREMENTS PROCESS

4.1 PROPOSAL SUBMISSION INSTRUCTION

- a. All proposals must be submitted in English.
- b. **Vendors should not include any financial/cost data in the Technical Proposal, but only in the separate envelope titled Financial Proposal. Failure to adhere to this will lead to disqualification.**
- c. The proposal should be concisely presented and structured, and should explain in detail the Vendor's availability, experience and resources to provide the requested services.
- d. Proposals must be submitted by the Closing Date and Time, as indicated in the RFP.
- e. Proposals that are incomplete or do not address the required criteria may not be considered in the review process.
- f. All communications with regard to this RFP shall be in writing and sent to:

Procurement Unit
Administration and General Affairs Division
ASEAN Secretariat
Email : procurement@asean.org

4.2. CLOSING DATE AND TIME OF SUBMISSION OF PROPOSALS

All proposals must be submitted not later than **Tuesday, 31 October 2023** by following options:

4.2.1. HARDCOPY (preferable)

The Technical and Finance Proposals must be submitted separately in two different envelopes, in two sets i.e. original and a copy, to the following address:

Chair of Sub-Committee on Tender
Administration and General Affairs Division
The ASEAN Secretariat
Jl Sisingamangaraja No.70A
Kebayoran Baru
Jakarta 12110
Indonesia

Compliance

In conformance to the ASEAN Secretariat's Financial Rules and Procedures (AFRP), the vendor shall submit Tender Bids in **two** sealed envelopes as follows:

1) First Envelope (Technical Proposal):

a. Technical Proposal (original and copy)

First Set, which shall consist, among others, of the technical specifications of the services to be procured; delivery schedule; manpower requirements; printed hardcopies of the duly filled Appendix 1 and 1a - Company General Information and Customer Reference; Appendix 2 – Technical Requirement and completed Compliance Checklist as per Appendix 4;

b. Second Set, which shall consist, among others, of the company profile; business name registration issued by appropriate government agency; authority of signatory; valid business permit and other appropriate licenses; taxpayer identification number; latest audited financial statements;

2) Second Envelope (Financial Proposal):

Financial Proposal (original and copy) which shall consist of among others the bid amount; payments schedule; etc; duly filled Appendix 3 – **Price**

Any notices with respect to this RFP should also be mailed to the above contact and address.

All documents not submitted in English shall not be considered and quoted price in the hardcopy submission shall be in **US Dollar**.

The ASEAN Secretariat may, after the closing date, request additional information or clarification of tenders in writing.

4.2.2. SOFTCOPY

The Technical and Financial proposals shall be sent separately to the following email address:

Chair of Sub-Committee on Tender
Administration and General Affairs Division
Email: procurement@asean.org

Subject of the Email:

- **Technical Proposal_Title of Tender_Name of Vendor**
- **Financial Proposal_Title of Tender_Name of Vendor**

Compliance

The softcopy of Technical and Financial proposals must be sent **separately** protected by a **different password** for each proposal in encrypted format at PDF/ZIP file.

1. **Technical Proposal;**

a. **First set;** which shall consist, among others, of the technical specifications of the services to be procured; delivery schedule; manpower requirements; printed hardcopies of the duly filled Appendix 1 and 1a - Company General Information and Customer Reference; Appendix 2 – Technical Requirement and Completed Compliance Checklist as per Appendix 4;

b. **Second Set;** which shall consist, among others, of the company profile; business name registration issued by appropriate government agency; authority of signatory; valid business permit and other appropriate licenses; taxpayer identification number; latest audited financial statement;

2. **Financial Proposal:**

Financial Proposal which shall consist of among others the bid amount; payments schedule; etc; duly filled Appendix 3 – **Price**.

All documents not submitted in English shall not be considered and quoted price in the softcopy submission shall be in **US Dollar**.

3. **Do not mention the password in body email.**

4. Inform the password only when the procurement staff contact you to request it.

4.3. **RFP TERMS & CONDITIONS**

4.3.1. **Bid Expiration Date**

*Received tender proposals shall be valid until **30 April 2024***

4.3.2. **Implementation/Delivery Schedule**

As stated in Annex A – Terms of Reference'

4.3.3 **Pre-Bid Meeting**

The Pre-bid meeting is to be held on :

Date : Thursday, 21 September 2023

Time : 09:00 am GMT+7 Jakarta Time

Google Link : <https://meet.google.com/fjy-wbxc-nfp>

Participant's confirmation to the pre-bid meeting and questions can be shared via email to: procurement@asean.org beforehand.

The ASEAN Secretariat may, after the closing date, request additional information or clarification of tenders in writing.

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 together in the **Technical Proposal***

Customer Details	
Company name	
Company address	
Telephone number	
Fax number	
Contact name	
Email address	
Project title	

Customer Details	
Company name	
Company address	
Telephone number	
Fax number	
Contact name	
Email address	
Project title	

Customer Details	
Company name	
Company address	
Telephone number	
Fax number	
Contact name	
Email address	
Project Title	

APPENDIX 2
Technical Requirements
To be submitted in the Technical Proposal

No.	Description	ASEC Requirement	Remarks
1	Company Profile	Provide brief information on the company as per vendor's qualification in section 3.3 of this tender document	Vendor to provide proof/evidence of compliance
2	Main Concept of the Pavilion	Describe the main idea, concept or message that the pavilion will convey	Vendor to comply
3	Physical Design of the Pavilion	Panoramic, three-dimensional and sectional views or illustrations/images of the pavilion	Must include brief rationale for the design
4	Exhibition Content	Description and/or graphic illustration of the various exhibition content as per section 3.2. of this tender document	Vendor to comply
5	Project Management	Over-all description of how the project will be managed as a whole and on-site	Vendor to comply
5.1	Strategy and Methodology	Explain the main strategies to ensure quality and timely delivery of the project deliverables as well as the approach to be taken for each project component	Include brief description on how ASEAN Secretariat will be consulted as needed
5.2	Work Plan and Timeline	Proposed Work Plan and Timeline for the Project to be completed within the 24-month period (Jan. 2024-Dec. 2025)	Must comply with ingress, construction, and egress timelines of Expo 2025
6	Project Team	Short profile of the key personnel responsible for design and execution of the project	No more than one paragraph description of the person's qualifications and experience, attach CV
7	Sample of previous works	Sample of similar projects with portfolio, links or photos	Please provide evidence

APPENDIX 3
Price
To be submitted in the Financial Proposal

No.	Description	Quantity	Price /day In USD	Total In USD
1	Project Fee	lumpsum		
	Total Bid Amount			USD

*The bidder may also indicate the **Payment Schedule** in the Financial Proposal.*

APPENDIX 4

Checklist for the Completeness of Documents Submitted

The checklist must be used to ensure that you have provided all documentations for the tender.
The checklist must be signed and included in both envelopes of your proposals.

I. General Requirements

No.	Description	Checklist
1	Proposals shall be prepared in English	
2	Proposals are submitted in two different envelopes (for hardcopy)	
3	The envelope must be sealed and labeled accordingly. i. Technical Proposal ii. Financial Proposal	
4	Proposals are submitted in two separate emails protected by different passwords. (softcopy)	
5	Title of the tender shall be put in each email as follows: - Technical Proposal_Title of Tender_Name of Vendor - Financial Proposal_Title of Tender_Name of Vendor	

II. Technical Proposal

No.	Description	Checklist
1	Technical Specifications of the required services - refer to the proposal	
2	All required information have been addressed accordingly	
3	Schedule of delivery	
4	Customer Reference (on similar project)	
5	Company profile	
6	Copy Company Legal Documents, i.e. i. Business Name Registration ii. Valid Business Permit iii. Tax Identification Number	
7	Authority of signatory	
8	Latest audited financial statements	
9	One original signed copy	
10	One copy of technical proposal duplicate	

III. Financial Proposal

No.	Description	Checklist
1	Offering is formulated in English	
2	Bid amount	
3	Payment schedule	
4	One original signed copy	
5	One copy of Financial Proposal Duplicate	

APPENDIX 5
Template for the Proposal Envelope
First Envelope – Technical Proposal

**Company Name &
Address**

Technical Proposal - Title of the Tender

Chair of Sub-Committee on Tender
Administration and General Affairs Division
The ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Second Envelope – Financial Proposal

**Company Name &
Address**

Financial Proposal - Title of the Tender

**Chair of Sub-Committee on Tender
Administration and General Affairs Division
The ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia**