



ASEAN SECRETARIAT

Request for Proposal

**PROVISION OF
REGIONAL CONSULTANT
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:	3 October 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 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.

As custodian of the ASEAN Pavilion, the ASEAN Secretariat (ASEC) will employ the services of a Consultant who will provide expert advice on the programmatic and substantive components of the pavilion. This includes giving advice on the theme-related events and activities that ASEC will conduct in the pavilion and for Expo in general. In addition, the Consultant is expected to help ASEC develop key messages that will be conveyed by ASEAN in the Expo. This will be done in close collaboration with the ASEAN Secretariat and in coordination with the contractor/vendor that will be chosen to build ASEAN Pavilion. Working with this contractor/vendor, the Consultant will assist ASEC in generating ideas regarding exhibition content and how best to communicate those ideas to the visiting public.

Further, the Consultant will render event management services related to planning, coordinating and organizing special events of ASEAN Pavilion. Where needed, the Consultant will also identify potential speakers or performers for identified events. S/he will also support the volunteer programme by giving guidance to ASEC staff and volunteers.

This consultancy services will begin on 1 January 2024 and end on 31 December 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 and 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 is doing 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.

This consultancy is part of the ASEC Project “Utilization of Expo 2025 Osaka to Enhance ASEAN Awareness as a Single Tourist Destination” funded by Japan-ASEAN Integration Fund. The project has 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 is expected to 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.

The aforementioned 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 provision of Regional Consultant for World Expo 2025 in Osaka, Japan.

Specifically, the Regional Consultant will be responsible for the following:

1. Provide expert advice on programming and implementation of events/activities at the ASEAN Pavilion in Expo 2025;
2. Identify activities which aim to convey key messages of ASEC pavilion theme and appeal to Expo Participants;
3. Provide ideas on the exhibition content and mode of presentation; oversee production of pavilion content
4. Plan, manage, and organise ASEAN Pavilion events at Expo 2025 in the most efficient and cost-effective way.
 - a. Plan and organize the events from concept to finish in accordance with ASEC plans at Expo 2025
 - b. Select the most suitable location or venue; prepare, and arrange for the event as needed
 - c. Develop agenda of the event; create event guides, and promotional materials
5. Recommend speakers and performers as applicable
6. As needed, attend events to oversee activities and ensure details are handled as planned
7. Work with and give guidance to volunteers and staff involved in event planning and execution
8. Perform other related duties as may be assigned or requested by ASEC.

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

3.1 PROJECT OVERVIEW

The recruitment of Regional Consultant for World Expo 2025 aims to support ASEC in:

- a. Generating ideas for exhibition content including key messages
- b. Managing events such as ASEAN Day, ASEAN Presents and other activities of the ASEAN Pavilion
- c. Developing volunteers programme including recruitment, training/orientation and retention
- d. Producing coordinated collaterals for the pavilion

The following is the timeline for ASEAN Pavilion and the provision of consultancy services must support and align with this timeline:

Activities	2024				2025			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1. Finalise design for pavilion structure and content								

Activities	2024				2025			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
2. Develop pavilion programmes and activities								
3. Design souvenirs/give-aways for pavilion								
4. Produce collaterals								
5. Develop plan for volunteers programme								
6. Hand-over of Pavilion								
7. Construction of Pavilion by vendor								
8. Recruit volunteers								
9. Complete construction of pavilion								
10. Orient volunteers								
11. Test pavilion								
12. Expo opens								
13. Implement programmes and activities								
14. Egress/close-out								

3.2 PROJECT REQUIREMENTS

The Technical Proposal should be no longer than six (6) pages and contain:

- Brief information about the Consultant and contact information;
- A proposal on how the Consultant plans to fulfill the *Scope of Work* of this project including overall approach and methodology;
- Work plan to deliver the project and all expected outputs according to the timeline;

In addition, the Curriculum Vitae of the Consultant with description of or links to sample work or outputs related to the assigned tasks may be attached as annexes.

3.3 VENDOR'S QUALIFICATION

The Consultant must be an individual with the following qualifications:

1. An ASEAN national (please provide evidence);
2. Has sound understanding of ASEAN, ASEAN culture and its contribution to regional development, including the relations between ASEAN and its Dialogue Partners and with fellow ASEAN Centres/Entities (please provide write up or links)
3. Excellent academic qualification with at least Bachelor's Degree in Advertising, Mass Communication, International Relations (please provide certificate or diploma) or other relevant fields with a minimum of five (5) years relevant work experience;
4. With real-life experience in managing or developing programme for World Expo and other international/regional exhibition events (please provide portfolio, links, or video and the like)
5. Strong communication skills in written and spoken English

4 FP 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 either in hard or soft copy no 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
JI 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 - Consultant General Information and Customer/Employment Reference; Appendix 2 – Technical Requirement and completed Compliance Checklist as per Appendix 4;

b. Second Set, which shall consist, among others, of the following documents **if applicable**: 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 for international bidders and IDR for local bidders***.

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 - Consultant General Information and Customer/Employment Reference; Appendix 2 – Technical Requirement and Completed Compliance Checklist as per Appendix 4;

b. Second Set; which shall consist, among others, of the following documents **if applicable**: 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 for international bidders and IDR for local bidders**.

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 April 30, 2024.

4.3.2. Implementation/Delivery Schedule

As stated in Annex A – Terms of Reference'

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

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

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

Appendix 1a.
Customer/Previous Work Reference
*To be submitted together in the **Technical Proposal***

Customer/Previous Work Details	
Company name	
Company address	
Telephone number	
Fax number	
Contact name	
Email address	
Project title/Position	

Customer/Previous Work Details	
Company name	
Company address	
Telephone number	
Fax number	
Contact name	
Email address	
Project title/Position	

Customer/Previous Work Details	
Company name	
Company address	
Telephone number	
Fax number	
Contact name	
Email address	
Project Title/Position	

APPENDIX 2
Technical Requirements
To be submitted in the Technical Proposal

No.	Description	ASEC Requirement	Remarks
1	Consultant Profile	Provide brief information on the consultant as per vendor's qualification in section 3.3 of this tender document	Vendor to provide CV; proof/evidence of compliance
2	Project Management	Over-all description of how the services will be provided	Vendor to comply
2.1	Strategy and Methodology	Explain the main strategies on how project deliverables (or scope of work) will be achieved	Include brief description on how ASEC will be consulted as needed
2.2	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
	Annexes	Write up on similar work or links to samples of similar work; Other relevant information	Vendor to comply

APPENDIX 3
Price
To be submitted in the Financial Proposal

No.	Description	Quantity	Price /day In USD <i>(if daily rate is applicable)</i>	Total In USD
1	e.g. Consultant Fee	Lump sum		
2				
3				
4				
5				
6				
7				
8				
9				
	Total Bid Amount			

*The vendor may include **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 (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/Employment Reference (on similar project)	
5	Consultant profile	
6	Copy Company Legal Documents (if applicable), i.e. i. Business Name Registration ii. Valid Business Permit iii. Tax Identification Number	
7	Authority of signatory (If applicable)	
8	Latest audited financial statements (for company)	
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**