

TERMS OF REFERENCE

Expo 2025 Regional Consultant

Background

The Association of Southeast Asian Nations (ASEAN) is an inter-governmental organization founded in 1967 to promote peace and stability, sustained economic growth, shared prosperity and social progress. It comprises the ten countries of Southeast Asia and was proclaimed a Community through the “Kuala Lumpur Declaration on ASEAN 2025: Forging Ahead Together”, signed by the Leaders of ASEAN Member States at the 27th ASEAN Summit in 2015. The ASEAN 2025 calls for the ASEAN Community to work towards building a community that is politically cohesive, economically integrated and socially responsible.

The ASEAN Secretariat (ASEC) is the nerve center of ASEAN. Currently staffed with about 420 people, the mission of ASEC is to initiate, facilitate and coordinate ASEAN stakeholder collaboration in realizing the purposes and principles of ASEAN as reflected in the ASEAN Charter.

The Community Relations Division (CRD) of ASEAN Secretariat is responsible for the implementation of the ASEAN Secretariat’s media and communications strategies to communicate effectively the purposes and principles of ASEAN. In line with this mandate, CRD will lead ASEC’s participation in the World Expo 2025 in Osaka Japan with the aim of leveraging Osaka 2025 Expo to update the global community on the progress of ASEAN community building.

Expo 2025 Osaka, Kansai, Japan (Expo 2025) will be held from April 13 to October 13, 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***. It is estimated that around 28 million people might visit Expo2025.

ASEAN Secretariat will participate as an International Organisation. It will occupy a ready-built pavilion and conduct specific activities during the Expo. ASEC’s participation in Expo 2025 aims to i) deliver quality participation of ASEAN at the Expo 2025 and ii) engage Japanese and international visitors in exploration of ASEAN’s role in addressing sustainable developing issues in the region and beyond.

The ASEAN Secretariat’s participation in Expo 2025 is envisaged to deepen cooperation not only between Japan and ASEAN, but also among ASEAN Member States.

In line with this, ASEC will work with a Regional Consultant who will support the Community Relations Division in planning and executing its programme for Expo 2025.

Detailed Responsibilities

The Consultant will work with the Director of the Community Affairs Directorate, who is also the Commissioner-General of ASEC Pavilion, and the Head of Community Relations Division (CRD). S/he shall be responsible for the following:

1. Provide expert advice on programming and implementation of events/activities at the ASEC 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.
 - Plan and organize the events from concept to finish in accordance with ASEC plans at Expo 2025
 - Select the most suitable location or venue; prepare, and arrange for the event as needed
 - Develop agenda of the event; create event guides, and promotional materials
5. Recommend speakers and performers
6. As needed, attend event 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.

Qualifications

The Consultant must be an individual with the following qualifications:

- An ASEAN national
- 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
- Excellent academic qualification with at least Bachelor's Degree in Advertising, Mass Communication, International Relations or other relevant fields with a minimum of five (5) years relevant work experience;
- With real-life experience in managing or developing programme for World Expo and other international/regional exhibition events
- Strong communication skills in written and spoken English

Timeline

The following is the timeline for ASEAN Pavilion and the 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								
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								