



ASEAN SECRETARIAT

Request for Proposal

PROVISION OF REGIONAL CONSULTANT FOR WORLD EXPO 2025 OSAKA

**PROPOSAL MUST BE RECEIVED BY
Monday, 15 January 2024 (Extended)**

DELIVER/MAIL PROPOSAL TO:

ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Updated by: Community Relations Division
Date: 5 December 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 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 Expo 2025.

As custodian of the ASEAN Pavilion, the ASEAN Secretariat (ASEC) will employ the service of a Regional Consultant (RC) who will provide expert advice on the programmatic and substantive components of the exhibition area. This includes giving advisory on the theme-related events and activities that ASEC will conduct within the pavilion and for Expo in general. In addition, the RC is expected to help ASEC develop core messages that will be conveyed by ASEAN in the Expo2025. This will be done in close collaboration with the ASEC and in coordination with the contractor/vendor that will be chosen to build the ASEAN Pavilion. Working with this contractor/vendor, the RC will assist ASEC in generating ideas regarding exhibition content and how best to communicate those ideas to the visiting public.

In addition, the RC will render event management services related to planning, coordinating, and organising special events at the ASEAN Pavilion. Where needed, the RC will also identify potential speakers or performers for identified events. S/he will also support the voluntary programme by giving guidance to ASEC staff and helpers/volunteers.

This is a 2-year duration consultancy service, which, on paper, will begin from January 2024 and end on December 2025. The project will be directly managed by the Community Relations Division (CRD) under the Community Affairs Directorate (CMAD) of ASEC.

2 BACKGROUND AND CURRENT STATUS

For Expo2025, 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 advocates for partnerships among countries and institutions for the UN’s 2030 Sustainable Development Goals (SDG) can be fully realised and regional/global challenges are addressed collaboratively.

With a 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 the 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. Furthermore, as a region prone to natural disasters, ASEAN is **“Saving Lives”** through one of its centres – ASEAN Coordinating Centre for Humanitarian Assistance on Disaster Management (AHA Centre).

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 (JAIF). The project has the following objectives:

- a: To deliver quality participation of ASEC at Expo 2025 in Osaka, Japan; and
- b: 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 organisations through sponsorship of specific components i.e. souvenirs, prizes, featured exhibition or joint outreach activities to be mutually agreed upon.

The above project is deemed 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 (RC) for World Expo 2025 in Osaka, Japan.

- (a) Liaising with Japan Association, and relevant contractors/vendors to advance ASEC's participation process in Expo2025, including the administrative and logistical aspects, e.g. events preparation, volunteers' selection to support ASEC Pavilion, accommodation for ASEC staff deployed at Expo2025, and liaison with shipping agent/customs authority for exhibits shipment (ASEC-Osaka-ASEC).
- (b) Providing expert advisories on the draft design and layout of the ASEC Pavilion, as proposed by the contractor, to fit and match the purposes and intentions of developing relevant programmes and implementing events/activities at the ASEC Pavilion in Expo2025.
- (c) Rendering creative but realistic ideas on showcasing ASEC Pavilion's exhibits and stories, including their presentation modes. Additionally, to oversee the production of ASEC Pavilion's contents, including identifying initiatives/activities to convey key messages of ASEC Pavilion's theme and appeal to the international visitors to Expo2025.
- (d) Designing/developing the agendas of ASEC Pavilion events and creating the event guides cum promotional materials during the 6-month duration of Expo2025, in an efficient and cost-effective way.
- (e) Generating post-event/programme report(s) as a form of audit-record, learning points, and reference of ASEC's participation in future Expos.
- (f) Working with and giving guidance to the selected volunteers who are to be involved in the implementation of activities/events/programmes.
- (g) Pending the eventual need and upon budgetary availability, visiting Expo2025 and attending selective ASEC Pavilion events to oversee the preparation of activities and ensuring details are adhered to, and
- (h) Performing related duties that may be requested by ASEC, including but not limited to sourcing and recommending qualified speakers and performers to possibly support ASEC Pavilion's initiatives/activities.

The Terms of Reference (TOR) for the RC appears as Annex A.

3.1 PROJECT OVERVIEW

The recruitment of this RC for World Expo 2025 essentially aims to assist ASEC in:

- (a) Generating ideas for the expo contents, including ASEAN's key messages to be conveyed and showcased.
- (b) Managing events such as the commemorative ASEAN Day, ASEAN Presents and other promotional initiatives/activities of the ASEAN Pavilion.
- (c) Developing volunteers programme including recruitment, training/orientation, and retention.
- (d) Producing coordinated collaterals for the ASEAN Pavilion

The following is the indicative timeline for ASEAN Pavilion. The services rendered by the RC must support and be aligned with this indicative timeline:

Activities	2024				2025			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1. Finalise design for ASEC Pavilion's layout, structure, and general content								
2. Develop ASEC's Pavilion programmes/activities								
3. Develop/design the small gifts/souvenirs/giveaways for ASEC Pavilion								
4. Produce collaterals								
5. Develop plans for volunteers' programme								
6. Hand-over of ASEC Pavilion by Japan								
7. Construction of ASEC Pavilion by selected vendor/contractor								
8. Recruit volunteers								
9. Complete construction of ASEC Pavilion								
10. Orientate the volunteers								

Activities	2024				2025			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
11. Test the ASEC Pavilion								
12. Expo2025 opens in Osaka								
13. Implement programmes and activities at 6-month duration of Expo2025								
14. Egress/Close-out/Phase-out								

3.2 PROJECT REQUIREMENTS

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

- (a) Information on the prospective RC in terms of background and experience.
- (b) A proposal on how the RC plans to fulfill the *Scope of Work* of this project including the overall approach and methodology to be undertaken.
- (c) Work plan to deliver the project and all expected outputs according to the indicative timeline.

Additionally, the Curriculum Vitae (CV) of the RC with description of or links to the sample work or outputs related to the assigned tasks **must be** attached as annexes.

3.3 VENDOR'S QUALIFICATION

The RC is expected to be an individual and/or a team of professional(s) capable of fulfilling the tasks outlined in this RFP, **with a deep understanding of ASEAN, its unique challenges, opportunities, and contributions to regional development, as well as its relations with formal partners, especially with Japan.** Other criteria include:

- (a) Experienced in working with ASEAN's Centres/Entities in the region (***Please provide one such related example.***).
- (b) A tertiary degree and qualification in International Relations, Mass Communication, Business Administration, or other relevant fields.
- (c) 10 (ten) years of relevant work experience, including knowledge in managing or developing programme(s) for local and/or international expo or exhibition events.
- (d) Proficiency in Japanese language (listening and speaking) (***Please provide relevant evidence.***).

4 RFP REQUIREMENTS

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 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 on this RFP shall be in writing and to be 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 **Monday, 15 January 2024 (extended)** as per the following direction:

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 comprises, among others, the technical specifications of the procured services; delivery schedule; manpower requirements; printed hardcopies of duly filled Appendix 1 and 1a (Regional Consultant's general information and customer /employment references) and 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 procured services; delivery schedule; manpower requirements; printed hardcopies of the duly filled Appendix 1 and 1a - Consultant's 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**.

- **Do not mention the password in body email.** 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's 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

Checklists must be used to ensure that all tender documentations have been provided. Checklists must be signed and included in both envelopes of 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, and (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	
2	All required information has 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**