

TERMS OF REFERENCE

World Expo2025 Regional Consultant

Background

1. The Association of Southeast Asian Nations (ASEAN) is an inter-governmental organisation founded on 8 August 1967 to promote peace and stability, sustained economic growth, shared prosperity, and social progress. It comprises the ten nations of Southeast Asia and was proclaimed a Community through the **“Kuala Lumpur Declaration on ASEAN 2025: Forging Ahead Together”**, signed by all ASEAN Member States’ Leaders at the 27th ASEAN Summit in 2015. The ASEAN 2025 calls for ASEAN to work towards building a community that is politically cohesive, economically integrated, and socially responsible.
2. The ASEAN Secretariat (ASEC) is the nerve centre of ASEAN. Currently staffed with 450 people, ASEC’s mission is to initiate, facilitate and coordinate stakeholders’ collaboration in realising the ASEAN purposes and principles as reflected in ASEAN Charter. Within ASEC, the Community Relations Division (CRD) of Community Affairs Directorate (CMAD) is responsible for implementing ASEAN and ASEC’s outreach and advocacy, awareness programme, public communication, and stakeholders’ engagement strategies to effectively convey its purposes and principles. In line with this mandate, CRD will lead ASEC’s participation in World Expo 2025 in Osaka, Japan with the intention of leveraging the global platform to update on ASEAN Community building progress.
3. A World Expo is a major global exhibition designed to showcase the achievements of the international community, notably, states, nations, and international organisations. Through the showcasing of, among others, the technological innovations, cultural heritages, arts, and traditions by the global participants at their respective Pavilions, the World Expo facilitates the displaying and crafting of their positive and distinctive identity and stories content and thereby conveying them to the international visitors. With the increasing usage and leveraging of modern technologies and innovation at the World Expo participating Pavilions, the aim is to provide a pleasant and engaging experience for all guests and visitors, especially the youths.

4. World Expo 2025 Osaka, Japan (Expo2025) will take place for 6 (six) months, from 13 April to 13 October 2025, with the theme “***Designing Future Society for Our Lives***”. It intends to gather global cutting-edge technologies and be a platform to create and share ideas to help resolve global issues under the 3 sub-themes: ***Saving Lives, Empowering Lives, Connecting Lives***. Expo2025 will convene on Yumeshima, a man-made island in Osaka Bay. 28 million visitors are expected to drop in.

Objectives

5. **ASEC will participate as an International Organisation in Expo2025.** It will occupy a pavilion space area of 72sqm and will conduct specific promotional activities under the theme of “**Building Bridges**”. ASEC’s participation aims to:
 - (a) deliver ASEAN quality participation at the said Expo, such as increase ASEAN awareness and showcase ASEAN’s efforts and achievements in facing global uncertainties and continually emerging challenges,
 - (b) engage Japanese and international visitors in exploration of ASEAN’s role in addressing sustainable development issues in the region and beyond, and
 - (c) further strengthen the ASEAN-Japan friendship and cooperation, as well as among the ASEAN Member States.
6. Towards this cause, ASEC would like to invite a qualified Regional Consultant (RC) to, among others, support the planning and executing of ASEC’s programme for Expo2025.

Implementation Arrangement

7. The RC will work closely with the ASEC’s Director for CMAD (who is also the appointed Commissioner-General of ASEAN section), the Head of CRD and/or delegated ASEC staff member.

8. The RC shall take on 3 (three) essential coordinating functions, namely with:
- (a) ASEC,
 - (b) Japan Association, as the organiser of Expo2025, and
 - (c) Other relevant key stakeholders, including but not limiting to ASEAN Centres/entities etc.

Detailed Responsibilities

9. The RC, in coordination with ASEC, will be required to perform the following:
- (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.

Key Deliverable

- 10. The RC shall submit a monthly progress activities implementation report.

Qualifications

- 11. 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).***

Duration of Assignment

- 12. The appointment will be made for a period of two (2) years.

Timeline

13. The following is an indicative timeline for the ASEC 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 structure, layout, general content								
2. Develop ASEC's Pavilion programmes/activities								
3. 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								
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								

