



ASEAN SECRETARIAT

Request for Proposal

**DESIGN AND PRINTING
THE ASEAN MAGAZINE PHASE 3
(2024-2026)**

**PROPOSAL MUST BE RECEIVED BY
Friday, 22 March 2024**

DELIVER/MAIL PROPOSAL TO:

ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Prepared by : ASCC Analysis Division
Date : March 2024

1 EXECUTIVE SUMMARY

The ASEAN magazine provides analyses on issues affecting ASEAN and communicates this in an easy-to-understand manner, while maintaining high editorial standards. It also features programmes and achievements of the ASEAN Socio-Cultural Community (ASCC) pillar and the larger ASEAN Community. This contributes towards building a better understanding of the work of ASEAN among people in the region and beyond.

The first issue of the magazine was released in May 2020, supported by ASEAN-India under the 2019-2021 project cycle, and subsequent issues have been published regularly since then. The magazine is published online and has received positive feedback. It has also received high recognition within ASEAN.

For the 2024-2026 project cycle, the magazine will produce regular and special issues. Regular issues consist of 56 pages and feature both a thematic and general section, covering important issues and ASEAN's projects implemented to address these issues. Special issues will be 40 pages long. It will focus on one issue that needs highlighting in a timely fashion, or prepared to support a high-level event.

For this purpose, the ASEAN Secretariat is seeking to appoint a vendor to (a) **design and layout** 16 issues of The ASEAN magazine, including the social media content and its upload to The ASEAN magazine's microsite; and (b) **print** 16 issues of The ASEAN magazine. The issues to be printed and layout will consist of 12 regular issues (56 pages including covers) and 4 special issues (40 pages including covers) over the course of the project.

2 BACKGROUND AND CURRENT STATUS

Since its inception 54 years ago, ASEAN has made great strides in improving the quality of life of its people. With the adoption of ASEAN Vision 2025 and the ASEAN Socio-Cultural Community (ASCC) Blueprint 2025, it aims to build a community that engages and benefits the people, and is inclusive, sustainable, resilient, and dynamic. The ASEAN Socio-Cultural Community (ASCC) pillar focuses on improving the quality of life of its people. It seeks to promote ASEAN's human potential gained from the political stability and economic prosperity experienced by the region over the past 50 years. Almost 1000 projects were undertaken by the ASCC Pillar between 2016-2020, to achieve the objectives of the ASCC Blueprint 2025.

Nevertheless, despite implementing projects which engage the people of ASEAN, there is limited awareness of the ASCC pillar. The ASCC Department believes that increasing people's appreciation for the aspirations of ASEAN—and the effort that goes into translating these into reality—will motivate people to support and do their part in achieving such aspirations. At the same time, it believes that creating awareness on cross-national commonalities will lead people to reflect on and embrace their ASEAN identity.

There is also a need for a platform to share analytical perspectives, especially on issues that require a cross-sectoral approach. Having a common platform that allows the sharing of perspectives of various sectoral bodies and relevant partners will assist ASEAN in building a common understanding of issues and consensus. This, in turn, can translate into better policies and programmes.

The ASEAN Magazine was launched in May 2020 under the support of the ASEAN-India Trust Fund. To date, a total of 36 editions which include a combination of single, double, and special issues have been published. As the magazine is entering the third phase of the project, by March 2026, 16 more issues are expected to be published, which will consist of 12 regular issues (56 pages including cover) and 4 special issues (40 pages including covers).

The ASEAN magazine provides analyses on issues affecting ASEAN and communicates this in an easy-to-understand manner, while maintaining high editorial standards. It also features programmes and achievements of the ASEAN Socio-Cultural Community (ASCC) pillar and the larger ASEAN Community. This contributes towards building a better understanding of the work of ASEAN among people in the region and beyond. The magazine is published in both hardcopies and digital softcopy.

Themes addressed in the magazine include social protection, strengthening health systems, climate change, and ASEAN's readiness to embrace the fourth industrial revolution, among others. These topics were of particular importance under the prevailing COVID-19 pandemic.

The ASEAN magazine is designed to effectively communicate the goals, plans, programmes, and achievements of the ASEAN Socio-Cultural Community (ASCC) pillar and the larger ASEAN Community. It aims as well to highlight the impact of ASEAN Community initiatives on the lives of ordinary people. It seeks to open a conversation and generate new insights on a spectrum of issues and developments affecting the ASEAN people.

The ASEAN magazine is a product of the ASEAN Secretariat, with its management and production responsibilities administered by the ASCC Department (ASCCD). The readership currently includes ASEAN sectoral bodies, ASEAN entities, ASEAN partners, selected universities, think tanks, schools in the region, and various United Nations agencies.

3 SCOPE OF WORK

The detailed Scope of Work, including Project Overview and Project Requirements can be referred to the Annex 1 (Terms of Reference for Design and Printing – The ASEAN Magazine (Phase 3)).

3.1 PROJECT OVERVIEW

The overall objective of The ASEAN magazine is to contribute towards better understanding of ASEAN and the ASCC Pillar in particular. The project is expected to increase ASEAN awareness and in turn, develop a sense of community and an ASEAN identity among its people.

The vendor will be working closely with The ASEAN magazine's Editorial Team and the ASCC Analysis Division as the coordinating division. The vendor shall be responsible for working methodically to deliver and maintain a high-quality standard of design for each issue of The ASEAN magazine and provide the hardcopies in a timely manner. The vendor is expected to design the overall layout and develop and/or provide illustrations, images, and infographics for the magazine, the magazine's cover if needed, and other aesthetic aspects, including the social media content and upload to The ASEAN magazine's microsite, in accordance with the theme of the magazine as briefed by the editorial team. For the printing of issues that have been previously published, The ASEAN magazine's Editorial Team will provide the print-ready file.

3.1.1. Funding and payment scheme

The funding for the vendor shall be obtained from the ASEAN-India Fund. The funds will be released based on the following schedule:

No.	Upon Submission to the ASEAN Secretariat of the following work	Latest date of submission	Amount
1.	Softcopies and hardcopies of The ASEAN magazine Issue 37,38,39,40	Upon concurrence of the ASEAN Secretariat, publication of the said issues, including the social media content and upload to The ASEAN magazine's microsite, and delivery of the hardcopies	25%
2.	Softcopies and hardcopies of The ASEAN magazine Issue 41,42,43,44	Upon concurrence of the ASEAN Secretariat, publication of the said issues, including the social media content and upload to The ASEAN magazine's microsite, and delivery of the hardcopies	25%
3.	Softcopies and hardcopies of The ASEAN magazine Issue 45,46,47,48	Upon concurrence of the ASEAN Secretariat, publication of the said issues, including the social media content and upload to The ASEAN magazine's microsite, and delivery of the hardcopies	25%

4.	Softcopies and hardcopies of The ASEAN magazine Issue 49,50,51,52	Upon concurrence of the ASEAN Secretariat, publication of the said issues, including the social media content and upload to The ASEAN magazine's microsite, and delivery of the hardcopies	25%
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3.1.2 Location

The meetings between The ASEAN Editorial Team and the vendor will take place mostly at the ASEAN Secretariat in Jakarta or done virtually. The vendor is also expected to be reachable through WhatsApp and Email for easier communication and coordination. The hard copies shall be delivered to the ASEAN Secretariat office in Jakarta.

3.1.3 Intellectual Property Rights and Data Privacy

All outputs produced under this contract shall be the exclusive property of ASEAN.

The Service Provider agrees to protect the privacy and confidentiality of all organisational files and records, including usernames and passwords, which were made available or turned over by ASEAN to the Service Provider.

All communication (email, SMS, WhatsApp) containing usernames and passwords shall not be shared by the Service Provider and shall be deleted or disposed upon project completion.

3.2 PROJECT REQUIREMENTS

Designing The ASEAN Magazine

The vendor will be responsible to design and layout the **16 issues** of The ASEAN magazine as indicated which will take place until end of February 2026. The theme of each issue will be decided by The ASEAN Editorial Team upon discussion with related ASEAN Secretariat's Divisions and will be informed to the vendor prior to the designing process. The 16 issues will consist of **12 regular issues** and **4 special issues**. The vendor is also expected to translate the articles into engaging social media content design according to the social media content calendar given by the team and help to upload the articles into The ASEAN magazine's microsite.

Printing The ASEAN Magazine

The vendor will be responsible to print **16 issues** of The ASEAN magazine. The issues to be printed will consist of 12 regular issues (56 pages including covers) and 4 special issues (40 pages including covers). The ASEAN The vendor shall submit dummies of the hardcopy and receive approval from The ASEAN Editorial Team prior to commencing the printing.

The proposed indicative timeline of the project, which can be further discussed with the reporting parties, is specified as follows:

No.	Activities	Indicative Timeline
1.	Design and print 200 copies The ASEAN magazine Issue 37 including the social media content and upload to The ASEAN magazine's microsite.	April 2024
2.	Design and print 200 copies The ASEAN magazine Issue 38 including the social media content and upload to The ASEAN magazine's microsite.	June 2024
3.	Design and print 200 copies The ASEAN magazine Issue 39 (Special Issue) including the social media content and upload to The ASEAN magazine's microsite.	July 2024
4.	Design and print 200 copies The ASEAN magazine Issue 40 including the social media content and upload to The ASEAN magazine's microsite.	September 2024
5.	Design and print 200 copies The ASEAN magazine Issue 41 (Special Issue) including the social media content and upload to The ASEAN magazine's microsite.	October 2024
6.	Design and print 200 copies The ASEAN magazine Issue 42 including the social media content and upload to The ASEAN magazine's microsite.	December 2024
7.	Design and print 200 copies The ASEAN magazine Issue 43 including the social media content and upload to The ASEAN magazine's microsite.	February 2025
8.	Design and print 200 copies The ASEAN magazine Issue 44 including the social media content and upload to The ASEAN magazine's microsite.	March 2025
9.	Design and print 200 copies The ASEAN magazine Issue 45 including the social media content and upload to The ASEAN magazine's microsite.	April 2025
10	Design and print 200 copies The ASEAN magazine Issue 46 including the social media content and upload to The ASEAN magazine's microsite.	June 2025
11	Design and print 200 copies The ASEAN magazine Issue 47 including the social media content and upload to The ASEAN magazine's microsite.	July 2025
12	Design and print 200 copies The ASEAN magazine Issue 48 including the social media content and upload to The ASEAN magazine's microsite.	August 2025
13	Design and print 200 copies The ASEAN magazine Issue 49 including the social media content and upload to The ASEAN magazine's microsite.	September 2025
14	Design and print 200 copies The ASEAN magazine Issue 50 including the social media content and upload to The ASEAN magazine's microsite.	October 2025

15	Design and print 200 copies The ASEAN magazine Issue 51 including the social media content and upload to The ASEAN magazine's microsite.	December 2025
16	Design and print 200 copies The ASEAN magazine Issue 52 including the social media content and upload to The ASEAN magazine's microsite.	February 2026

The vendor can be an individual (s) or representative of a firm, who ideally satisfy the following criteria:

- a. Provide dedicated graphic designer(s) with experience in print media, online media, and/or social media content, and have English language working proficiency. Experience in magazine design is preferred. Vendor to submit CV of dedicated graphic designer(s) stating their experience in design and English language proficiency;
- b. Ability to work methodically and meet tight deadlines, with quick turnaround time. Vendor to submit workplan or timetable with expected deliverables;
- c. Demonstrate a design style that is in line with The ASEAN's design aesthetic, visually engaging, with the ability to incorporate suitable illustrations or stock photos as necessary in the design, allowing readers to focus on the content. Familiarity and understanding of The ASEAN magazine contents is a plus. Please provide a proposed layout for The ASEAN magazine's article (as attached in Annex 2) and refer to Annex 1 – Terms of Reference for details on the specification for the proposed layout;
- d. Demonstrate ability in designing infographics that is in line with The ASEAN's design aesthetic, informative, easy to read, and visually engaging, which would allow the readers to quickly digest the information. Please provide a proposed layout for The ASEAN magazine's infographics (as attached in Annex 2) and refer to Annex 1 – Terms of Reference for details on the specification for the proposed layout;
- e. Demonstrate ability in designing social media content that is in line with The ASEAN's design aesthetic, informative, easy to read, and visually engaging, which would allow the readers to quickly digest the information. Please provide a proposed layout for The ASEAN magazine's social media content using the infographics made with Annex 2;
- f. Demonstrate experience in printing. Vendor to submit samples of relevant past projects completed and state experience in printing.

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 send 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 **Friday, 22 March 2024** by following options:

4.2.1. HARDCOPY

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:

Chairman 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 Proposals (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, 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 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:

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

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 Proposals;**

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;

Second Set; which shall consist, among others, 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. 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/subject 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 **March 2026**

4.3.2. Implementation/Delivery Schedule

As stated in Annex 1 – Term of Reference

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***

Individual/Company LEGAL Name:			
Division or Subsidiary (if applicable):			
Individual/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 Requirements	remarks
1	Duration of Implementation	24 months	Vendor to comply
2	Project Output	➤ Design and layout upcoming 16 issues of The ASEAN magazine, which includes 12 regular issues and 4 special issues ➤ Redesign or reformat images and text selected from each issue according to the social media content calendar given by the team (up to 20 content per issue) ➤ Upload articles and content to The ASEAN magazine's microsite ➤ Print 200 hardcopies of each 16 issues of The ASEAN Magazine, with the following details: - 200 copies x 4 special issues (40 pages including cover) - 200 copies x 12 regular issues (56 pages including cover) ➤ Up to 3 dummies of each issue to be provided to ASEAN Secretariat before the final printing. The printing specification shall follow the requirements stated in Annex 1.	Vendor to comply

3	Qualifications	a. Provide dedicated graphic designer(s) with experience in print media, online media, and/or social media content, and have English language working proficiency. Experience in magazine design is preferred. Vendor to submit CV of dedicated graphic designer(s) stating their experience in design and English language proficiency; b. Ability to work methodically and meet tight deadline, with quick turnaround time. Vendor to submit workplan or timetable with expected deliverables; c. Demonstrate design style that is in line with The ASEAN's design aesthetic, visually engaging, with ability to incorporate suitable illustration or stock photos as necessary in the design, allowing readers to focus on the content. Familiarity and understanding of The ASEAN magazine contents is a plus. Please provide proposed layout for The ASEAN magazine's article (as attached in Annex 2). Please refer to Annex 1 – Terms of Reference for details on the specification for the proposed layout; d. Demonstrate ability in designing infographics that is in line with The ASEAN's design aesthetic, informative, easy to read, and visually engaging, which would allow the readers to quickly digest the information. Please provide proposed layout for The ASEAN magazine's infographics (as attached in Annex 2). Please refer to Annex 1 – Terms of Reference for details on the specification for the proposed layout;	Vendor to comply and provide required documents: (a) CV of dedicated graphic designer(s) stating their experience in design and English language proficiency; (b) workplan or timetable with expected deliverables; (c) proposed layout for The ASEAN magazine's article (as attached in Annex 2); (d) proposed infographics layout for The ASEAN magazine's article (as attached in Annex 2); (e) proposed layout for The ASEAN magazine's social media content (using the infographics made with Annex 2). Please refer to Annex 1 for details on the specification for the proposed layout and infographics.
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		e. Demonstrate ability in designing social media content that is in line with The ASEAN's design aesthetic informative, easy to read, and visually engaging, which would allow the readers to quickly digest the information. Please provide proposed layout for The ASEAN magazine's social media content using the infographics made with Annex 2; f. Demonstrate experience in printing. Vendor to submit sample of relevant past projects completed and state experience in printing.	(f) sample of relevant past projects completed and state experience in printing.
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APPENDIX 3
Price
To be submitted in the Financial Proposal

No.	Description	Unit	Price (IDR for local bidder and USD for international bidder)	Total Price (IDR for local bidder and USD for international bidder)
1	Cost of designing The ASEAN magazine with unlimited revisions and unlimited stock photos	16 issues		
3	Cost of designing social media content for each issue (up to 20 content per issue)	320 contents		
4	Cost of uploading articles to The ASEAN magazine's microsite	16 issues		
5	Cost of commissioning cover illustrator	16 illustrations		
6	Cost of printing The ASEAN magazine regular issues (56-page including covers) with specification according to Annex 1	12 issues		
7	Cost of printing The ASEAN magazine special issues (40 pages including covers) with specification according to Annex 1	4 issues		

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 labelled accordingly (hardcopy) i. Technical Proposal ii. Financial Proposal	
4	Title of the tender shall be put on each envelope	

II. Technical Proposal

No.	Description	Checklist
1	Technical Specifications of the service refer to the proposal	
2	All required information has been addressed accordingly	
3	Schedule of delivery	
4	Manpower/consultant requirement	
5	List of vendor's equipment (if any)	
6	Customer Reference Customer testimonials on the similar project	
7	Company profile	
8	Copy Company Legal Documents, i.e. i. Business Name Registration ii. Valid Business Permit iii. Tax Identification Number	
9	One original signed copy (for hardcopy)	
10	One copy of technical proposal duplicates (for hardcopy)	
11.	Latest audited financial statement	
12	Authority of signatory	

III. Financial Proposal

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

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

**Company Name &
Address**

Technical Proposal - Title of the Tender

Chairman 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

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