



ASEAN SECRETARIAT

Request for Proposal

Website Management Consulting Firm for Japan-ASEAN Integration Fund (JAIF) Website 2025

**PROPOSAL MUST BE RECEIVED BY
Tuesday, 19 November 2024**

DELIVER/MAIL PROPOSAL TO:

ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Prepared by: JAIF Management Team (JMT)
Date: November 2024

1 EXECUTIVE SUMMARY

1. Japan-ASEAN Integration Fund (JAIF) Management Team (JMT), ASEAN Secretariat invites IT consulting companies, public relations companies, communication firms, digital agencies, or other relevant types or businesses that possess a full complement of website development and management services to provide Technical and Financial Proposals. The proposals will be the basis for contract negotiations and ultimately for a signed Special Services Agreement (SSA) with the ASEAN Secretariat.
2. The assignment shall be implemented following the scope outlined in the Terms of Reference (TOR). Please note that: (i) the costs of preparing the proposal and of negotiating the contract are not reimbursable as it is considered a direct cost of the assignment, and (ii) the JAIF Management Team (JMT) and the ASEAN Secretariat are not bound to accept any of the proposals submitted.
3. JMT's policy requires that the companies, agencies, or firms provide professional, objective, impartial advice and at all times hold JMT's interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their corporate interests. The companies, agencies, or firms shall not be hired for any assignments that would conflict with their prior or current obligations to other clients, or that may place them in a position of not being able to carry out the assignment in the best interest of JMT.

2 BACKGROUND AND CURRENT STATUS

ASEAN and Japan have enjoyed many years of solid and beneficial relations as “partners thinking together, acting together, and sharing a future vision”. As an enduring strategic partner of ASEAN, Japan has been one of the major Dialogue Partners and contributors for more than four decades to the political, economic, and social development of ASEAN.

The Japan-ASEAN Integration Fund (JAIF) was officially established in March 2006. JAIF aims at supporting integration efforts to create the ASEAN Community by facilitating the implementation of the ASEAN 2025: Forging Ahead Together, which consists of the blueprints for the ASEAN Political Security Community (APSC), ASEAN Economic Community (AEC), and ASEAN Socio-Cultural Community (ASCC), as well as the Initiative for ASEAN Integration (IAI) Work Plan IV and the Master Plan on ASEAN Connectivity (MPAC) 2025. JAIF also aims at promoting greater cooperation between Japan and ASEAN.

JAIF Management Team (JMT) recognizes the instrumental influence of communication and outreach to facilitate common understanding among students, academics, governments, and the common people of ASEAN. JMT has pursued various communication attempts to reach out to its stakeholders including the launch of JAIF website (<https://jaif.asean.org>) and social media accounts ([Instagram](#), [YouTube](#), and [Facebook](#)).

The JAIF website has served as the primary platform for communicating JAIF and its projects. Since its launch in 2017, the website has shown positive trends, with a steadily increasing number of users. In 2018, there were 4,837 users, and by 2023, this number had grown significantly to 40,968. Regular content updates and outreach activities conducted by JMT have contributed to the website's strong performance.

Despite this steady growth, the website has experienced slow loading times, likely due to its current code structure or how it handles user queries. Furthermore, with four years having passed since the last major update in 2020, a comprehensive revamp of the JAIF website is now both timely and necessary.

3 SCOPE OF WORK

The Terms of Reference (TOR) for the website management consulting firm to carry out the project is attached as Annex A.

3.1 PROJECT OVERVIEW

The consulting firm is expected to keep the JAIF website efficient, up-to-date, and in line with the evolving needs of stakeholders and users by:

1. **Improving website performance:** Fixing technical issues like slow loading times, optimizing the code, minimizing file sizes, optimizing images for fast loading, and speeding up server responses to make the site faster and handle user requests better.
2. **Refreshing the design:** Updating the look of the website to make navigation easier, improving accessibility while ensuring it is more intuitive and user-friendly for visitors.
3. **Adding new features:** Introducing useful tools like interactive elements, multimedia content, or better search options to improve the website's functionality.
4. **Restructuring the website and migrating the website** from the old application to the new one: including data, resources, and any related action needed.
5. **Maintaining Web-Server:** Including update, backup, and troubleshooting (the vendor needs to solve any issue related to Web-Server).

3.2 PROJECT REQUIREMENTS

- a) Company legal registration as an IT consulting company, public relations company, communication firm, digital agency or other relevant type or business. Provide copy of business incorporation/legal registration certificate.
- b) Relevant work experience in website management. Provide evidence (links to website) with year and duration of work.
- c) Experience working with the ASEAN Secretariat or any international organisations. Provide links to websites with similar scope developed.
- d) Experience in creating and maintaining websites in multiple languages. Experience in creating and maintaining website(s) in both English and Japanese language features will be an added value. Provide the links to the websites.
- e) Demonstrate their qualifications and capacity to provide the requested services by providing recommended plans including creative designs for possible improvements of JAIF Website including top page and lower layers, use of CMS, site configuration/site map. The provision of creative functions to increase the value of JAIF Website will be an added value.
- f) Demonstrate qualifications of the human resources to be assigned to this project by providing CVs of the following key personnel. The consulting firm must ensure the qualifications of the human resources in case of personnel changes during the service:
 1. Website Development Engineer
 - i. Extensive experience (minimum three years) in programming and CMS development, search engine optimization, Google Webmaster tools, Google developer tools, or Mobile device adaptation.
 - ii. University degree in any discipline.
 2. Project Manager

- i. University degree in a relevant discipline with at least five years of experience in administration, communication, project management, or other relevant fields.
- 3. Graphic Designer
 - i. Experience in the field of graphic design.
- 4. Translator (English Japanese)
 - i. Fluent Japanese proficiency with relevant language certificate(s) (i.e., Japanese Language Proficiency Test – N2 and above), if non-Japanese.
 - ii. Fluent English language proficiency (internationally recognized certificate – at least IELTS 5.5 or equivalent, or a degree certificate from English speaking countries' university), if non-native.

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 **Tuesday, 19 November 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
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 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 5;

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 and Appendix 4 – Technical Specifications and Price Breakdown

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 in IDR for local bidders.***

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

All documents submitted in hardcopy should be made available in softcopy. Portfolios submitted in CDs or flash drives, if any, should be also available online (YouTube, cloud storage or file sharing services). Technical proposals should disclose the links to the online sources

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;**

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 - Company General Information and Customer Reference; Appendix 2 – Technical Requirement and completed Compliance Checklist as per Appendix 5;

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. **Financial Proposal:**

Financial Proposal which shall consist of among others the bid amount; payments schedule; etc; duly filled Appendix 3 – Price and Appendix 4 – Technical Specifications

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 in 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**

28 February 2025

4.3.2. **Implementation/Delivery Schedule**

As stated in Annex A – Term of Reference, Services are expected to commence in January 2025 and be completed within six months (until 30 June 2024). The development phase leading up to the go-live date should take four months.

The consulting firm will provide a six-month warranty period following the completion date of the Agreement to correct or repair any deliverables that do not conform to the specifications or acceptance criteria at no charge.

4.3.3 **Pre-Bid Meeting**

The Pre-bid meeting is to be held as follows:

Date : Tuesday, 12 November 2024

Time : 14:00 (Jakarta time)

Google Link : <https://meet.google.com/eak-dxvj-pqh>

Participant's confirmation to the pre-bid meeting and questions can be share via email to: procurement@asean.org beforehand.

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***

Company LEGAL Name:			
Division or Subsidiary (if applicable):			
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	Company registration	IT consulting company, public relations company, communication firm, digital agency or other relevant type or business	Vendor to provide a copy of business incorporation/legal registration certificate
2	Technical experience	Relevant work experience in website management	Vendor to comply and provide evidence
3	Working experience	Experience working with ASEAN Secretariat or any international organisations.	Vendor to comply and provide evidence
4	Websites in multiple languages	Experience in creating and maintaining websites in multiple languages. Experience in creating and maintaining website(s) in both English and Japanese language features will be an added value	Vendor to comply and provide evidence
5	Technical proposal	Demonstrate their qualifications and capacity to provide the requested services by providing recommended plans including creative designs for possible improvements of JAIF Website including top page and lower layers, use of CMS, site configuration/site map. The provision of creative functions to increase the value of JAIF Website will be an added value.	Vendor to submit recommended plans
6	CVs for key personnel	Consulting firm must appoint/indicate these four key personnel and provide CVs to demonstrate their qualifications: 1. Website Development Engineer i. Extensive experience (minimum three years) in programming and CMS development, search engine optimization, Google Webmaster tools, Google developer tools, or Mobile device adaptation. ii. University degree in any discipline. 2. Project Manager i. University degree in a relevant discipline with at least five years of experience in administration, communication, project management, or other relevant fields. 3. Graphic Designer i. Experience in the field of graphic design (provide a list of portfolios). 4. Translator (English Japanese)	Vendor to comply and provide evidence

		i. Fluent Japanese proficiency with relevant language certificate(s) (i.e., Japanese Language Proficiency Test - N2 and above), if non-Japanese. ii. Fluent English language proficiency (internationally recognized certificate (at least IELTS 5.5 or equivalent), or a degree certificate from English speaking countries' university), if non-native.	
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APPENDIX 3
Price
To be submitted in the Financial Proposal

No.	Description	Price (USD for international bidders / IDR for local bidders)	Remark
	Lumpsum		

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	
3	The envelope must be sealed and labeled accordingly. i. Technical Proposal ii. Financial Proposal	
4	Title of the tender shall be put on each envelope (hardcopy)	
5	All documents submitted in hardcopy should be made available in softcopy. Portfolios submitted in CDs or flash drives, if any, should be also available online (YouTube, cloud storage or file sharing services). Technical proposals should disclose the links to the online sources.	

II. Technical Proposal

No.	Description	Checklist
1	Technical Specifications of the service refer to the proposal	
2	All required information have been addressed accordingly	
3	Schedule of delivery	
4	Manpower/consultant requirement including CVs of the requested key personnel i.e., website development engineer, project manager, graphic designer, and translator	
5	List of relevant work experiences in website management and development	
6	Customer Reference Customer testimonials on the similar project	
7	Company profile which includes the number of years of relevant work experience in website management and development, number of projects with any international organisations, and number of websites in multiple languages	
8	Copy Company Legal Documents, i.e. i. Business Name Registration ii. Valid Business Permit iii. Tax Identification Number iv. Type of business	
9	Proposal/recommended plans including creative designs	
10	One original signed copy (hardcopy)	
11	One copy of technical proposal duplicate (hardcopy)	
12	Latest audited financial statement	

III. Financial Proposal

No.	Description	Checklist
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Request for proposal

1	Offering is formulated in English	
2	Bid amount	
3	Payment schedule	
4	Authority of signatory	
5	One original signed copy (hardcopy)	
6	One copy of Financial Proposal Duplicate (hardcopy)	
7	One copy of Specifications Proposal and Price Breakdown Duplicate (hardcopy)	

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**