



ASEAN SECRETARIAT

Request for Proposal

**Website Management Consulting Firm for
Japan-ASEAN Integration Fund (JAIF)
Website 2025-2027**

PROPOSAL MUST BE RECEIVED BY

[Tuesday, 29 July 2025](#)

DELIVER/MAIL PROPOSAL TO:

ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Prepared by: JAIF Management Team (JMT)
Date: 15 July 2025

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

The Japan-ASEAN Integration Fund (JAIF) has played a pivotal role in enhancing ASEAN-Japan relations and supporting regional integration since 2006. To communicate its efforts and achievements effectively, the JAIF Management Team (JMT) established the official JAIF Website (<https://jaif.asean.org>), which serves as a key outreach and information platform.

The website has grown in reach and importance, with users increasing from nearly 5,000 in 2018 to over 40,000 by 2025. To ensure continued performance and relevance, the website requires consistent maintenance, technical support, and content updates.

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 selected consulting firm will be responsible for maintaining and supporting the JAIF website to ensure it remains functional, secure, and user-friendly. This includes:

- Regular maintenance of the website's backend and frontend components, including server, website and database;
- Ensuring timely content updates and design consistency;
- Monitoring and improving website performance;
- Providing technical support and troubleshooting;
- Maintaining compatibility with current technology standards and security protocols.

3.2 PROJECT REQUIREMENTS

- a) **Company Profile:** Legal registration as an IT consulting firm, PR company, digital agency, or relevant business. Include a copy of the business registration certificate.
- b) **Portfolio and Experience:**
 - Demonstrated experience in website management. Provide list of experiences with year and duration of work.
 - Demonstrated experience in maintaining multilingual platforms (English and Japanese preferred). Provide accessible links to the websites. If the sites are no longer managed by your company, kindly include screenshots as well.
 - Examples of similar work with international organisations, particularly the ASEAN Secretariat. Provide accessible links to websites with similar scope developed. If the sites are no longer managed by your company, kindly include screenshots as well.
- c) **Proposed Approach:**
 - Brief plan outlining your approach to website maintenance, CMS use, content management, and user experience.
 - Suggestions for functional or visual enhancements will be an added value.
- d) **Key Personnel:**

Provide CVs for the following roles, ensuring all personnel meet required qualifications and will be available throughout the engagement (Candidates who fail to submit their CV will be disqualified):

 1. **Website Development Engineer:** Minimum 3 years of experience in programming and CMS development, search engine optimization, Google Webmaster tools, Google developer tools, or Mobile device adaptation.
 2. **Project Manager:** Minimum 5 years of experience in administration, communication, project management, or other relevant fields.
 3. **Graphic Designer:** Experience in creative design; portfolio required.
 4. **Translator (English-Japanese):**
 - Native-level Japanese or JLPT N1 or higher (if non-native). Translator may be outsourced, and a language certificate must be attached to the CV.
 - Fluent English with a valid certificate (e.g., IELTS 5.5+) or degree from an English-speaking institution.

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, 29 July 2025** by following options:

2.2.1 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 and Administrative Rules and Procedures (AFARP), 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

2.2.2 **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**

1 January 2026

4.3.2. **Implementation/Delivery Schedule**

As stated in Annex A – Term of Reference, Services are expected to commence in July 2025 and be completed within two years (until 30 June 2027).

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**

There will be no pre-bid meeting for this procurement.

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, 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 list of experiences with year and duration of work.
3	Websites in multiple languages	Experience in maintaining multilingual platforms (English and Japanese preferred).	Vendor to comply and provide accessible links to the websites. If the sites are no longer managed by your company, kindly include screenshots as well, or send the hardcopies
4	Working experience	Experience working with ASEAN Secretariat or any international organisations.	Vendor to comply and provide accessible links to websites with similar scope developed. If the sites are no longer managed by your company, kindly include screenshots as well, or send the hardcopies.
5	Technical proposal	Brief plan outlining your approach to website maintenance, CMS use, content management, and user experience. Suggestions for functional or visual enhancements will be an added value.	Vendor to submit recommended plans.
6	CVs for key personnel	All personnel with the following qualifications will be available throughout the engagement (Candidates who fail to submit their CV will be disqualified): 1. Website Development Engineer: Minimum 3 years of experience in programming and CMS development, search engine optimization, Google Webmaster tools, Google developer tools, or Mobile device adaptation. 2. Project Manager: Minimum 5 years of experience in administration, communication, project management, or other relevant fields.	Vendor to comply and provide CVs showing the evidence.

		3. Graphic Designer: Experience in creative design; portfolio required. 4. Translator (English-Japanese): • Native-level Japanese or JLPT N1 or higher (if non-native). Translator may be outsourced, and a language certificate must be attached to the CV. • Fluent English with a valid certificate (e.g., IELTS 5.5+) or degree from an English-speaking institution.	
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APPENDIX 3
Price
To be submitted in the Financial Proposal

No.	Description	Unit Price	Quantity	Price (USD for international bidders / IDR for local bidders)
1	Project Management & Coordination for a two-year period			
2	UI Design & Graphic Support			
3	UX Maintenance			
4	Programming and Development - Error & Bug Fixing - Performance Optimization - Third-Party Software Updates - Technical Report - Programming and Development (minor enhancements based on user needs.)			
5	Content Support including CMS and Database Management - Semi-annually: Top page visuals, Beneficiaries' Voice, Project Brief, Sector Brief - Annually: JAIF Overview, Component Descriptions, Milestone - Upon request: JAIF Management Team			
6	Translation - Translate English to Japanese up to 40 articles for 2 years			
7	Window Server Maintenance - Database Backup - Resource Monitoring - Housekeeping Application Server - Manual Backup - Monthly report			
8	SEO and Analytics - Maintain SEO ranking for "JAIF" - Provide biannual Google Analytics reports with insights and recommendations.			
9	Others (if any)			

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

Request for proposal

No.	Description	Checklist
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**