



ASEAN SECRETARIAT

Request for Proposal

Celebration of Key Milestones of ASEAN- Japan Friendship and Cooperation (2026-2029)

PROPOSAL MUST BE RECEIVED BY
Monday, 9 March 2026

DELIVER/MAIL PROPOSAL TO:
ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Prepared by: JAIF Management Team (JMT)
Date: February 2026

4 EXECUTIVE SUMMARY

1. The Japan-ASEAN Integration Fund (JAIF) Management Team (JMT) of the ASEAN Secretariat invites public relations or communications consulting/ management consulting firms or agencies with comprehensive communications and outreach capabilities to submit Technical and Financial Proposals. These proposals are for consulting services to support JMT and the Mission of Japan to ASEAN in implementing a series of activities for the Celebration of Key Milestones of ASEAN-Japan Friendship and Cooperation (2026-2029). The proposals will serve as the basis for contract negotiations and ultimately for a signed Special Services Agreement (SSA) with the ASEAN Secretariat.
2. The assignment shall be implemented in accordance with 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 they are considered direct costs of the assignment; and (ii) JMT and the ASEAN Secretariat are under no obligation to accept any of the proposals submitted.
3. JMT's policy requires public relations, communications, or management consulting firms to provide professional, objective, and impartial advice, always prioritizing JMT's interests without consideration for potential future engagements, and to strictly avoid conflicts with other assignments or their own corporate interests. Public relations or communications consulting firms or agencies shall not be engaged in any assignments that would conflict with their prior or current obligations to other clients or that may prevent them from carrying out the assignment in the best interest of JMT.

5 BACKGROUND AND CURRENT STATUS

JAIF was officially established in March 2006. JAIF aims at supporting ASEAN's integration efforts to create the ASEAN Community by facilitating the implementation of the ASEAN 2045: Our Shared Future, which embodies the ASEAN Community Vision 2045: Resilient, Innovative, Dynamic and People-Centred along with the ASEAN Political Security Community (APSC) Strategic Plan, ASEAN Economic Community (AEC) Strategic Plan, ASEAN Socio-Cultural Community (ASCC) Strategic Plan, ASEAN Connectivity Strategic Plan, as well as the Initiative for ASEAN Integration (IAI) Work Plan. JAIF also aims to promote greater cooperation between ASEAN and Japan in line with the ASEAN Outlook on the Indo-Pacific (AOIP) and promoting greater cooperation between ASEAN and Japan.

In anticipation of the key milestones between 2026-2029, including the 20th JAIF Anniversary in 2026, the 50th anniversary of the Fukuda Doctrine in 2027, and 55 years of cooperation between ASEAN and Japan in 2028, the JAIF Management Team (JMT) and the Government of Japan will work with ASEAN on various milestone events to celebrate the longstanding friendship and cooperation between ASEAN and Japan among stakeholders and the general public, and ultimately encourage greater buy-in from decision-makers.

On-site hybrid events will be held in person in Jakarta and/or Manila or other location with online participation/livestreaming in order to reach out to various participants from the ASEAN region, Japan and beyond. Utilising social media tools for holding events and disseminating relevant information will also be a key element to engage younger generations.

A series of events commemorating key milestones hosted by JMT and the Mission of Japan to ASEAN are scheduled throughout 2026-2029. Support from external expertise in communications is vital to making the events and related social media campaigns successful, promoting greater cooperation between ASEAN and Japan

6 SCOPE OF WORK

The TOR for a communications consulting firm or agency to carry out the project is attached as Annex A.

6.2 PROJECT OVERVIEW

The engagement of a consulting firm in planning and implementing the celebration of key milestones of ASEAN-Japan Friendship and Cooperation (2026-2029) aims to strategically deepen understanding of Japan's support to ASEAN amongst a wider range of stakeholders and the general public, and ultimately to generate greater buy-in from decision-makers.

6.3 PROJECT REQUIREMENTS

1. Consulting firm shall be a reputable public relations (PR) or communications company with profound understanding about Japan and ASEAN region. The firm must be a registered company classified as PR, communications, or management consulting firm or agency to conduct business and provide a copy of business incorporation/legal registration certificate.;
2. PR or communications consulting experience. Experience in working with organisations or private companies in Japan will be an added value; Please provide evidence.;
3. Experience in working with the ASEAN Secretariat or international organisations; Please provide evidence.;
4. Three (3) references from previous clients that have engaged the firm in PR or communications-related services. Please provide evidence.;
5. Operational capacity within Southeast Asia, with experience in coordinating hybrid events involving multiple ASEAN Member States (AMS). Please provide evidence.;
6. A detailed proposal that demonstrates the company or agency's qualifications and capacity to provide the requested services including:
 - a) Conceptual Design: Including visual images for the three anniversary events, social media campaigns, and a 15-second reel for a commemorative video.
 - b) Quality Control: A mechanism for quality control within the firm to ensure timely delivery of goods and services.
 - c) Methodology and Timeline: Detailed description of services, proposed methodology, and timeline for performing the assignment.
7. Provision of CVs to demonstrate qualifications of key personnel:

If an individual is assigned to multiple key personnel roles, clearly specify all covered positions in your proposal. The individual must meet the minimum qualifications required for each role he/she fulfils.

 - a. Project Manager/Team Leader
 - i. Be the project leader and main focal point for JMT, hence, must have experience to oversee and manage a project with multiple works, involve in every works listed under Outputs section and ensure quality control of all work and deliverables.
 - ii. University degree (Master Preferable) in a relevant discipline (i.e. Public Relations, Communications, Business and Finance) and relevant professional communications experience.
 - iii. Have competent English language proficiency (internationally recognized certificate i.e., IELTS 7.0 or equivalent, or a degree certificate from English speaking countries' university).

- b. Video Production Lead
 - i. Expertise in multi-version video production, including experience with compelling human-story narratives.
 - ii. Successful track record of high-quality work by providing at least two portfolios of compelling human-story video projects.
- c. Digital/Web Specialist
 - i. Experience in developing and managing website including event microsite.
 - ii. Be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of microsite development/ management projects.
- d. Logistics/Events Manager
 - i. Experience in organising events of international organisations or major corporations. Experience in organising an online/offline or onsite hybrid event will be an added value.
 - ii. Be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of past events.
- e. Marketing/Social Media Specialist
 - i. Demonstrated experience in implementing multi-platform advertising and social media campaigns across the ASEAN region.
 - ii. Be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of multi-platform advertising and social media campaigns.
- f. Promotional Items Production Lead
 - i. Experience in the field of graphic/ content design
 - ii. Be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of product design projects.
- g. Japanese-English Translator
 - i. Native Japanese speaker with experience in translation and competent English proficiency (internationally recognized certificate i.e., IELTS 6.0 or equivalent)
 - ii. Experience in translation between English and Japanese for international organisations or major corporations is an asset.

7 RFP REQUIREMENTS PROCESS

7.2 PROPOSAL SUBMISSION INSTRUCTION

- a. All proposals must be submitted in English.
- b. **Vendors should not include any financial and 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 **Monday, 9 March 2026** by following options:

4.2.1 HARDCOPY (preferably)

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
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 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– Specifications and Price Breakdown (refer to separate excel file).

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 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:

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 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) **Financial Proposal:**

Financial Proposal which shall consist of among others the bid amount; payments schedule; etc; duly filled Appendix 3– Specifications and Price Breakdown (refer to separate excel file).

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**

31 May 2026

4.3.2. **Implementation/Delivery Schedule**

As stated in Annex A – Term of Reference, Services are expected to be performed from **March 2026 and should be completed by December 2029**

4.3.3 **Pre-Bid Meeting**

Date : Wednesday, 25 February 2026

Time : 10am – Jakarta time.

Google Link : <https://meet.google.com/fpi-vuwz-cou>

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	Consulting firm must have registered company classified as either Public Relations (PR) or communications or management consulting firm/ agency to conduct business.	Vendor to provide copy of business incorporation/legal registration certificate
2	Technical experience	Consulting firm must have PR or communications consulting experience. Experience in working with organisations or private companies in Japan will be an added value.	Vendor to comply and provide evidence
3	Working experience with ASEAN Secretariat	Experience in working with ASEAN Secretariat or any international organisations.	Vendor to comply and provide evidence
4	References	Three (3) references from previous clients that have engaged the firm in PR or communications-related services. Please refer to Appendix 1a.	Vendor to comply and provide evidence
5	Technical proposal	Provision of a detailed proposal that demonstrates the company or agency's qualifications and capacity to provide the requested services including: a. Conceptual Design including visual images for the three anniversary events, social media campaigns, and a 15-second reel for a commemorative video (see Appendix 3. in a separate excel file for detail) b. Mechanism for quality control within the firm for timely delivery of goods and services. c. Detailed description of services, proposed methodology and timeline for performing the assignment.	Vendor to comply
6	CVs for key personnel	Consulting firm must appoint/indicate these seven key personnel and provide CVs to demonstrate their qualifications. If an individual is assigned to multiple key personnel roles, clearly specify all covered positions in your proposal. The individual must meet the minimum qualifications required for each role they fulfill.: a. Project Manager/Team Leader i. Experience to oversee and manage a project with multiple works, involve in every works listed under Outputs section and ensure quality control of all work and deliverables. ii. University degree (Master Preferable) in a relevant discipline (i.e. Public Relations, Communications, Business	Vendor to comply and provide evidence

		and Finance) and relevant professional communications experience. iii. Excellent English language proficiency (internationally recognized certificate i.e., IELTS 7.0 or equivalent, or a degree certificate from English speaking countries' university). b. Video Production Lead i. Expertise in multi-language video production, including experience with compelling human-story narratives. ii. Successful track record of high-quality work by providing at least two portfolios of compelling human-story video projects. c. Digital/Web Specialist i. Experience in developing and managing website including event microsite. ii. Successful track record of high-quality work by providing at least two portfolios of microsite development/ management projects. d. Logistics/Events Manager i. Experience in organising events of international organisations or major corporations. Experience in organising an online/offline or onsite hybrid event will be an added value. ii. Successful track record of high-quality work by providing at least two portfolios of past events. e. Marketing/Social Media Specialist i. Demonstrated experience in implementing multi-platform advertising and social media campaigns across the ASEAN region. ii. Successful track record of high-quality work by providing at least two portfolios of multi-platform advertising and social media campaigns f. Promotional Items Production Lead i. Experience in the field of graphic design and product design. ii. Shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of product design projects. g. Japanese-English Translator	
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		i. Shall be a native Japanese speaker with experience in translation and competent English proficiency (internationally recognized certificate i.e., IELTS 6.0 or equivalent). ii. Experience in translation between English and Japanese. Experience for international organizations or major corporations is an asset.	
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APPENDIX 4

Checklist for the Completeness of Documents Submitted To be submitted in the Technical Proposal

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 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	
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 (hardcopy)	
10	One copy of technical proposal duplicate (hardcopy)	
11.	Latest audited financial statement	

III. Financial Proposal

No.	Description	Checklist
1	Offering is formulated in English	
2	Bid amount with price breakdown for each item	
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) (refer to Appendix 3 in a separate excel file)	

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**