

Call for Tender

Development of visual design elements for 4 Asia-Europe Foundation (ASEF) Education Projects :

1. [21st ASEF Summer University \(ASEFSU21\)](#)
2. [6th ASEF Rectors' Conference & Students' Forum \(ARC6\)](#)
3. [8th Model ASEM](#)
4. [14th ASEF Classroom Network Conference \(ASEF ClassNet14\)](#)

LOOKING FOR	Visual designer
DEADLINE OF SUBMISSIONS	15 January 2017
CONTACT PERSON	Mr Peter MACKENNEY (E: peter.mackenny@asef.org)
DEPARTMENT	ASEF Education Department

About the Asia-Europe Foundation (ASEF)

The **Asia-Europe Foundation (ASEF)** promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, education, sustainable development, governance, economy and public health. ASEF is an intergovernmental not-for-profit organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM).

Together with about 750 partner organisations ASEF has run more than 700 projects, mainly conferences, seminars and workshops. Over 20,000 Asians and Europeans have actively participated in its activities and it has reached much wider audiences through its networks, web-portals, publications, exhibitions and lectures. www.ASEF.org

Tender for Proposal

ASEF is looking for a service provider to develop the visual design elements for 4 ASEF education projects in line with [ASEF's brand guidelines](#). The 4 projects are: 1) 21st ASEF Summer University (ASEFSU21); 2) 6th ASEF Rectors' Conference & Students' Forum (ARC6); 3) 8th Model ASEM; 4) 14th ASEF Classroom Network Conference (ASEF ClassNet14);. The visual design elements aim to enhance the understanding of the specific project topic and format among the general audience, increase the visibility and provide a relevant graphic identity for each separate project.

There are separate calls for tender for the photography and videography elements, which will document the projects' results on site and wider their impact, as well as promote further the project outcomes among various stakeholders in Asia and Europe.

Through this Open Call for Tender, ASEF is soliciting quotations from service providers based in [ASEM partner countries](#)

Requirements

To indicate interest, the service provider shall prepare the following items:

1. Brief background of the company and samples of past work in similar projects
2. Proposals for visual design elements for each of the 4 ASEF projects listed:
3. Detailed quotation listing all project and respective design items as outlined in the project brief, with payment terms, based on the requirements stipulated
4. Timeline proposal for completion by 15 January 2017
5. Terms and conditions for acceptance
6. Asia-Europe collaborations are encouraged

Please refer to the Project Brief for further breakdown of visual design elements, as well as project backgrounds.

Submission and Contact

Mr Peter MACKENNEY
Project Executive, ASEF Education Department
E: peter.mackenny@asef.org