



## ASEF OUTLOOK REPORT 2016/2017 PROJECT

### BACKGROUND INFORMATION

#### A. OBJECTIVES OF THE OUTLOOK REPORT 2016/2017

The objectives of the ASEF Outlook Report 2016/2017 are:

- Analyse issues related to the topic of “Connectivity between Asia and Europe” and their impact on Asia-Europe relations
- Develop recommendations on the future direction of ASEM and Asia-Europe relations, based on the aforementioned analysis
- Channel the outcomes of the Report to key stakeholders in the ASEM process

While Volume I of the ASEF Outlook Report 2016/2017 will feature quantitative indicators of the state of inter-connectivity of Asia and Europe, other more qualitative factors will be presented in Volume II by analysing the level of Asia-Europe connectivity on selected components in the fields of transportation, logistics, energy, tourism, education, culture, media, ICT, etc.

#### B. TARGET GROUPS

- ASEM Ministries of Foreign Affairs, Economy, Finance, Environment, Education, Culture, Labour and Employment, Transport, and relevant government agencies
- Regional/inter-regional relations experts from the fields covered in the Outlook Report
- Academics, think tanks, research institutes specialised in connectivity, globalisation, international co-operation
- ASEM Embassies and Consulates-General

### PART 1: COVER DESIGN

**Requirement: Vendor to propose 3 different cover designs**

1. Trimmed Size (Portrait for Volume 1 & 2): 160mm by 230mm
2. Finishing: Offset printing; perfect bind; 1-side matt lamination on cover; 4-colour printing throughout 2 Volumes); FSC certified papers for cover (about 250 to 300 gsm) and inside (100 gsm); and quantity is 1,000 copies.
3. Designer should follow closely the ASEF Brand Manual on the use of corporate primary colours and secondary colours (link: <http://brand.asef.org/visual-identity>).

#### A) VOLUME 1 (estimated 130 extent)

##### (i) Front Cover

1. Main Title: ASEF Outlook Report 2016/2017
2. Secondary Title: Facts and Perspectives
3. Sub Title: Facts at Glance
4. 3 logos from supporters/sponsors

**(ii) Back Cover**

1. Repetition of titles of Volume 1
2. A blurb of about 160–200 words

**B) VOLUME 2 (estimated 200 extent)**

**(i) Front Cover**

1. Main Title: ASEF Outlook Report 2016/2017
2. Secondary Title: Facts and Perspectives
3. Sub Title: Connectivity between Asia and Europe
4. 3 logos from supporters/sponsors

**(ii) Back Cover**

1. Repetition of titles of Volume 2
2. A blurb of about 160–200 words

**C) SLIP CASE**

**(i) Front**

- 1) ASEF logo, main and secondary Titles, 2 titles for Volume 1 and 2.
- 2) Three logos
- 3) Should include representation from Volume 1 and 2

**(ii) Back**

- 1) Short write-up of ASEM and ASEF
- 2) Acknowledgement line

**PART 2: PAGE LAYOUT**

**Requirement: Vendor to propose 3 versions of page layout designs**

1. Trimmed Size (Portrait for Volume 1 & 2): 160mm by 230mm
2. Volume 1: estimated 130 extent (60 graphs/charts/tables and 10 infographics; ASEF to supply finished artworks in vector formats/PDF)
3. Volume 2: estimated 200 extent comprising 12 chapters.
4. Elements of a page: Every page must have folio number, running chapter and book title
5. Designer should follow closely the ASEF Brand Manual on the use of corporate primary colours and secondary colours (link: <http://brand.asef.org/visual-identity>)