Call for Tender

Visual Identity and Design of ASEF Photo Exhibition *On the Go*

LOOKING FOR	Design Agency for design and development of *On the Go* Photo Exhibition
DEADLINE OF SUBMISSIONS	Friday, 20 March 2015
CONTACT PERSON	Ms Plamena SLAVCHEVA (plamena.slavcheva@asef.org)
DEPARTMENT	Public Affairs

About 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, economy, education, governance, public health and sustainable development. ASEF is a not-for-profit intergovernmental organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM).

Together with about 700 partner organisations ASEF has run more than 650 projects, mainly conferences, seminars and workshops. Over 17,000 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.

For more information, please visit www.asef.org

Tender for Proposal

ASEF is looking for a design agency to handle the design and development of a visual identity for the planned photo competition and exhibition *On the Go*, its related online platform, publicity and merchandising applications, exhibition design and curation, and photo book. The exhibition scope will encompass initially a photo competition, and an official launch of photo exhibition in Luxembourg on the sidelines the 12th ASEM Foreign Ministers' Meeting (FMM12).

We are soliciting quotations from vendors based in ASEM member countries (aseminfoboard.org/members) and would like to invite those interested to tender.

Requirements

The company shall provide the following:

- Proposal of work
- Brief background of the company and samples of past work in similar projects
- Detailed quotation with payment terms, based on the requirements stipulated in the attached brief
- Timeline proposal for completion by 20 May 2015 for Phase I and 5 October 2015 for Phase II
- Terms and conditions for acceptance

Submission and Contact

Interested parties should send in their application and quotation before **Friday, 20 March 2015** to **Ms Plamena SLAVCHEVA** (plamena.slavcheva@asef.org). Due to an expected high volume of submissions, only shortlisted companies will be notified.