



## CALL FOR TENDER

Looking for:	Design Agency for Corporate Annual Report
Department:	Public Affairs
Deadline for applications:	6 December 2011

### ABOUT ASEF

The Asia-Europe Foundation (ASEF) promotes greater mutual understanding between Asia and Europe through intellectual, cultural and people-to-people exchanges. Through ASEF, civil society concerns are included as a vital component of deliberations of the Asia-Europe Meeting (ASEM). ASEF was established in February 1997 by the participating governments of ASEM and has since implemented over 500 projects, engaging over 15,000 direct participants as well as reaching out to a much wider audience in Asia and Europe. ([www.asef.org](http://www.asef.org))

### ASEF Annual Report – Tender for Proposal

ASEF is a non-profit organisation and we produce an Annual Report to provide our audience (stakeholders, partner governments, participants, alumni and partner organisations) with an overview of the activities carried out throughout the year. It reinforces understanding of its mission, departments, and themes that each department works with for different projects, along with the output for each project. It is intended as a comprehensive, crisp and visually appealing means of reporting to our existing network. It also facilitates greater awareness of our organisation.

We are soliciting quotations from vendors for our 2011 Annual Report and we would like to invite your company to tender.

### Overview of Requirements for the proposal

The successful firm shall fulfill the following requirements:

- Provide an itemised break-down of quotation for:
  - 1) A “microsite” with static contents, hyperlinks and multimedia content (videos, photos)
    - about 50-60 pages
    - compatible with electronic readers (including the iPad)
  - 2) Copywriting
  - 3) Print run of 1,000 copies
  - 3) Downloadable PDF version
- Provide a brief description of proposed design concept for the ASEF Annual Report 2011
- Reflect ASEF’s corporate identity or tagline in the concept and design
- Propose a suitable production schedule of the Annual Report that concludes on 15 Apr 2012
- Provide a brief background of the company and samples of past work in a similar project

### Submission and Contact

Interested parties should send in their proposals and queries to Ms Kristine Lucero at [kristine.lucero@asef.org](mailto:kristine.lucero@asef.org) before the stipulated deadline