
Call for Tender

Concept, Design, Content and Production of the ASEF Annual Report 2015

LOOKING FOR	Design Agency for the Concept, Design, Content and Production of ASEF Annual Report 2015
DEPARTMENT	Public Affairs
DEADLINE OF SUBMISSIONS	7 October 2015
CONTACT PERSON	Angelina CHEW (E: angelina.chew@asef.org)

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 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 would like to produce an Annual Report for 2015 to provide its stakeholders (including the ASEF Governors, ASEM Senior Officials, ASEM Contact Points, partner organisations, participants and alumni) with an overview of its activities in 2015. The Annual Report is a tool that reinforces the understanding of ASEF's mission and themes through the achievements accomplished over the year. The ASEF Annual Report is a comprehensive and visually appealing channel of reporting to ASEF's existing networks. It is also crucial for generating greater awareness about ASEF and its various projects and activities. We are soliciting quotations from design agencies to produce our 2015 Annual Report.

Overview of Requirements

- Brief background of the company and samples of past work in similar projects
- Concept proposal for the design of the ASEF Annual Report 2015 (reflect ASEF's corporate identity in the concept and design: brand.asef.org)
- Itemized break-down of quotation for:
 1. Copywriting
 2. Photo-shooting of ASEF staff (group photo plus individual profile shots of all staff members)
 3. Graphic Design
 4. Printing
 5. Output
 - i. Printed full version book (50-60 pages; 1,000 copies)
 - ii. Printed short report summary (max. 4 pages; 1,000 copies)
 - iii. Annual report online page, which is readable from smartphones and tablets
 - iv. Downloadable printable PDF version
- Propose a suitable production schedule of the Annual Report that concludes on 15 March 2016. All deliverables must be submitted by 31 March 2016.

Submission and Contact

Interested parties should send in their proposals and queries to **Ms Angelina CHEW** at angelina.chew@asef.org on or before the stipulated deadline.