CALL FOR TENDER

<table>
<thead>
<tr>
<th>Looking for:</th>
<th>Design Agency for Corporate Annual Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department:</td>
<td>Public Affairs</td>
</tr>
<tr>
<td>Deadline for applications:</td>
<td>05 January 2014</td>
</tr>
</tbody>
</table>

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, education, sustainable development, economy, governance 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 700 partner organisations ASEF has run more than 600 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. www.asef.org

ASEF Annual Report 2013 - Tender for Proposal

ASEF would like to produce an Annual Report 2013 to provide its stakeholders (including the ASEF Governors, Senior Ministers, ASEM Contact Points, partner organisations, participants and alumni) with an overview of its activities in 2013. The Annual Report is a tool that reinforces the understanding of ASEF’s mission and themes through the work of its departments over the year. It will be a comprehensive and visually appealing channel of reporting to ASEF’s existing networks. It also helps in generating greater awareness about ASEF and its various projects and activities.

We are soliciting quotations from vendors for our 2013 Annual Report and we would like to invite your company to tender.

Requirements

The successful firm shall fulfill the following requirements:

- Provide a brief background of the company and samples of past work in similar projects
- Provide a brief description of proposed design concept for the ASEF Annual Report 2013
- Reflect ASEF’s corporate identity in the concept and design
- Provide an itemised break-down of quotation for:
  1. Copywriting
  2. Photo shooting for 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; 1000 copies)
     ii. Printed short summary sheet (1000 copies)
     iii. Online site e-book, which is readable from smartphone and tablets
     iv. Downloadable printable PDF version
- Propose a suitable production schedule of the Annual Report that concludes on 10 April 2014. All deliverables must be submitted before the end of April 2014.

Submission and Contact

Interested parties should send in their proposals, quotation and queries before 05 January 2014 to Ms Maria Elena De Matteo at mariaelena.dematteo@asef.org