
Call for Tender

Production of ASEF Multimedia Material

LOOKING FOR	Multimedia Agency to conceive ASEF Multimedia Material
DEPARTMENT	Public Affairs
DEADLINE OF SUBMISSIONS	15 September 2014
CONTACT PERSON	Maria Elena DE MATTEO (mariaelena.dematteo@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 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

ASEF Multimedia Material Production – Call for Tender

ASEF is looking for multimedia agencies for the conceptualization, production and editing of new multimedia material (videos and photos) capturing the highlights of four events taking place in Milan, Italy between 7th-17th October 2014. The multimedia material seeks to provide a clear understanding of ASEF's mission and to promote ASEF's current activities to different audiences including its stakeholders (including the ASEF Governors, Senior Ministers, ASEM Contact Points, partner organisations, event participants and alumni) as well as the wider public interested in Asia-Europe cooperation.

We are soliciting quotations from multimedia agencies based in ASEM member countries (see link below) and would like to invite those interested to tender.

<http://www.aseminfoboard.org/members.html>

Requirements

The company shall provide the following:

1. A brief background and portfolio samples of similar projects.
2. A brief description of a potential video concept for a new ASEF Corporate Video as a reflection of the above mentioned events taking place in Milan in a creative manner.

3. An itemised break-down of quotation (inclusive of VAT) for:
 - Concept
 - Creative direction and videography
 - Production
 - Editing
4. A tentative timeline starting on 15 September and ending on 15 December 2014. All deliverables must be submitted by 15 December 2014.

In order to prepare your proposals, please refer to the Attachment 1 “Production of ASEF Multimedia Material” for a thorough understanding of the scope of the work.

Submission and Contact

Interested parties should send in their application and quotation before **15 September 2014** to Ms Maria Elena DE MATTEO at mariaelena.dematteo@asef.org. Due to an expected high volume of submissions, only shortlisted companies will be notified.

Attachment:

1. Production of ASEF Multimedia Material