## Call for Tender

**Concept, Design, Content and Production of the 2016 Annual Report**

<table>
<thead>
<tr>
<th>LOOKING FOR</th>
<th>Design Agency for the Concept, Design, Content and Production of 2016 Annual Report</th>
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<tbody>
<tr>
<td>DEPARTMENT</td>
<td>Public Affairs</td>
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<td>DEADLINE OF SUBMISSIONS</td>
<td>14 October 2016</td>
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<tr>
<td>CONTACT PERSON</td>
<td>Angelina CHEW (E: <a href="mailto:angelina.chew@asef.org">angelina.chew@asef.org</a>)</td>
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### 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 an intergovernmental not-for-profit organisation located in Singapore. Established in 1997, it is the only permanent 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 wide audiences through its networks, online media, publications, exhibitions and lectures. ([www.asef.org](http://www.asef.org))

### Tender for Proposal

ASEF would like to produce an Annual Report for 2016 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 and financials in 2016. The Annual Report is a tool that reinforces the understanding of ASEF’s mission and themes through the achievements accomplished over the year. The Annual Report is a comprehensive and visually appealing channel of reporting on ASEF and to create greater awareness about ASEF, its projects and activities. We are soliciting quotations from design agencies to produce our 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 Annual Report (reflect ASEF’s corporate identity in the concept and design: [www.brand.asef.org](http://www.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 report (60-70 pages; 1,000 copies)
     ii. Printed 2016 Highlights/Executive Summary (4 pages; 2,000 copies)
     iii. Downloadable PDF version
- Propose a suitable production schedule of the Annual Report that concludes on 15 April 2017. All deliverables must be submitted by 30 April 2017.

### 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.