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# Call for Tender

Design for ASEF Promotional Materials

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<b>LOOKING FOR</b>	Design agency to conceive ASEF promotional materials
<b>DEPARTMENT</b>	Public Affairs
<b>DEADLINE OF SUBMISSIONS</b>	<b>30 June 2014</b>
<b>CONTACT PERSON</b>	Ms Sali SASAKI, Communications Executive (sali.sasaki@asef.org)

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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, 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](http://www.asef.org)

## ASEF Collateral Materials – Call for Tender

ASEF is looking to produce new promotional materials to promote its current activities to different audiences including its stakeholders (including the ASEF Governors, Senior Officials, ASEM Contact Points, partner organisations, event participants and alumni) as well as the wider public interested in Asia-Europe cooperation. The materials will seek to provide a clear understanding of ASEF's mission and themes as part of an overall outreach strategy that triggers new interest among individuals and organisations in ASEM member countries.

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

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

## Requirements

The company shall provide the following:

- A brief background and portfolio samples of similar projects.
- A brief description of a potential design concept for the ASEF collateral materials that would reflect ASEF's corporate identity in a creative manner.
- An itemised break-down of quotation for:
  1. Concept
  2. Creative direction and graphic design
  3. Output (e.g. pre-press templates, mock-ups)

- A tentative timeline starting on 1 July 2014 and ending on 15 August 2014. All deliverables must be submitted by 15 August 2014.

### **Submission and Contact**

Interested parties should send in their application and quotation before **30 June 2014** to Ms Sali SASAKI, Communications Executive, Public Affairs, at [sali.sasaki@asef.org](mailto:sali.sasaki@asef.org). Due to an expected high volume of submissions, only shortlisted companies will be notified.