CALL FOR TENDER

<table>
<thead>
<tr>
<th>Looking for:</th>
<th>Design Agency for Corporate Annual Report</th>
</tr>
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<tbody>
<tr>
<td>Department:</td>
<td>Public Affairs</td>
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<tr>
<td>Deadline for applications:</td>
<td>21 Dec 2012</td>
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ABOUT ASEF

The Asia-Europe Foundation (ASEF) promotes greater mutual understanding between Asia and Europe through intellectual, cultural and people-to-people exchanges. Through ASEF, civil society concerns are included as a vital component of deliberations of the Asia-Europe Meeting (ASEM), which currently comprises of 49 member states plus the European Commission and the ASEAN Secretariat (www.aseminfoboard.org). ASEF was established in February 1997 by the participating governments of ASEM and has since engaged over 17,000 direct participants through more than 600 projects in the realms of governance and human rights, economy and society, sustainable development and environment, public health, arts and culture and academic co-operation and education. www.asef.org

In 2012, ASEF is commemorating its 15th Anniversary and invites everyone to take part in celebrating ‘Connected Histories, Shared Future’.

ASEF Annual Report – Tender for Proposal

ASEF is an inter-governmental organisation. We produce an Annual Report to provide our audience (stakeholders, partner governments, partner organisations participants and alumni) with an overview of the activities ASEF carried out throughout the year. It reinforces understanding of its mission and themes that each ASEF department works with for different projects, along with the output for each project. It is intended as a comprehensive, crisp and visually appealing means of reporting to our existing network. It also facilitates greater awareness of our organisation.

We are soliciting quotations from vendors for our 2012 Annual Report and we would like to invite your company to tender. This year marks the 15th anniversary of ASEF. Now it is a time to look back and cherish the successful outcomes of that cooperation between countries and regions, at the same time to celebrate the spirit of sharing and setting common goals for a future together. We would like to tap your company’s creativity and dedication to commemorate ASEF’s 15 year anniversary.
Overview of Requirements for the proposal

The successful firm shall fulfil 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 2012
- Reflect ASEF’s corporate identity and ASEF15’s visual identity in the concept and design
- Provide an itemised break-down of quotation for:
  1. Copywriting
  2. Photo shooting for ASEF staff.
  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 15 Apr 2013

Submission and Contact

Interested parties should send in their proposals and queries before 21 Dec 2012 to Ms Mian Fan at mian.fan@asef.org.