



Invitation to Tender: EU-ASEAN Business Council Marketing and Public Relations Campaign 2020

Period: May or June 2020 – May 2021

Introduction

The EU-ASEAN Business Council (EU-ABC) is the sole voice of European Businesses in Southeast Asia, representing European business interests across various industries and sectors throughout the ASEAN region. Our membership consists of some of the largest European MNCs and the nine European Chambers of Commerce in Southeast Asia. Further information about the EU-ABC can be found at www.eu-asean.eu

We are writing to invite suitably qualified communications individuals and/or agencies to provide tenders to oversee and develop a comprehensive public relations campaign(s) surrounding some key events of the EU-ASEAN Business Council's calendar of activities, as well as providing ad hoc PR services. This includes supporting the promotion of these activities and ensuring adequate media management and coverage, for a period of 12 months between June 2020 to May 2021 (or potentially May 2020 to April 2021).

This document constitutes an Invitation to Tender (ITT) for the contract(s). Subsequent sections describe the background of the various key events, the work to be done under the tender, evaluation criteria, and the terms and conditions under which tendering will take place. All completed submissions should be sent in soft copy to info@eu-asean.eu latest by **12 Noon, 8th April 2020**.

Suggested deliverables (not exhaustive)

Core Items to be included in main bid price:

- Creation and distribution of press releases/articles surrounding Key Events and Advocacy Issues (see below) with guaranteed postings, in key local media & international media (focus on local language media read by politicians and policy makers is expected)
- Scheduling of exclusive media interviews with board members, and key experts among the members, particularly, but not limited to, key local media
- Strategic advice on increasing awareness of the EU-ABC to key decision makers in ASEAN and Europe, and to European business leaders

Optional Add-Ons to be Priced for Ad Hoc Usage:

- Managing and organisation of press conference surrounding flagship events (ie. Business Summit/Sentiment Survey launch)
- Social media roll out and executive plan around the various events. Considering the COVID-19 and the likely cancellation or conversion of events to virtual events, advice and assistance on use of social media to increase media coverage of virtual events

Key Events & Advocacy Issues: 2020

1. **Annual General Meeting & Gala Dinner – 3 June 2020, Singapore**

The EU-ASEAN Business Council's 7th Annual General Meeting for all board members and member representatives will take place on the 3rd of June this year. The formal meeting will be held from 4-6pm, after which there will be a networking reception prior to the gala dinner which starts at 7pm.

This year's Guest-of-Honour is Minister Chan Chun Sing, Singapore's Minister for Trade & Industry. The event will be held at the Four Seasons Hotel, Singapore, with an expected attendance of around 150 persons from the EU-ASEAN Business Council membership, ASEAN and EU Diplomatic Corps and other supporting organisations.

There will be an exclusive VIP Reception and VIP dinner table will be open to board members, officials and sponsors. PR Firm to focus on social media engagement before the event and increase brand awareness of EU-ASEAN Business Council surrounding the Gala Dinner, including announcements on new Board members and the release of advocacy papers. (see point 4 below).

2. **ASEAN-EU Business Summit 2020 – August, Hanoi**

The 2020 ASEAN-EU Business Summit will be the 8th edition of this flagship event. It is slated to be held in Hanoi, Vietnam in August, alongside the ASEAN Economic Ministerial meetings. This year's Summit follows on from a highly successful run in Bangkok, 2019 during Thailand's ASEAN Chairmanship. The Summit has traditionally attracted an audience of between 300 and 400 people, drawn from the European and ASEAN business communities, senior officials, Ministers and academia.

The programme line-up includes keynote speeches from high-ranking government officials, prominent business leaders and high-profile thought leaders. Last year's media campaign promoted the summit and secured media interviews with business leaders on the various panels. This year's summit is scheduled to be held in Hanoi, Vietnam on the third week of August (tentatively 27th August). Key themes for 2020 are likely to be around sustainable healthcare provision in ASEAN; Digital Economy; Prevalence of Non-Tariff Barriers to Trade.

3. **EU-ASEAN Business Sentiment Survey – End August, Vietnam/Singapore**

The EU-ASEAN Business Sentiment Survey is the EU-ABC's annual flagship publication which surveys the outlook of European businesses in the region. Currently running the 6th edition of the survey, the report is used as a concrete platform for dialogue and recommendations between both private and public sectors in the ASEAN region, with the aim of moving the ASEAN Economic Community Blueprint forward.

This annual report is presented to Ministers and government officials during various high-level dialogues and meetings attended throughout the year. The EU-ASEAN Business Council also distributes copies to prominent business and industry leaders in the Membership, alongside journalists that facilitate wide media coverage all across Southeast Asia and the APAC region.

This publication has been repeatedly quoted by ASEAN Ministers during regional conferences and Ministerial meetings. PR firm should help secure media interviews for EU-ASEAN Business Council Chairman, Executive Director and EU Ambassador, and draft press release for dissemination in ASEAN markets.

Previous editions of the Survey can be found on our website at www.eu-asean.eu/publications

4. **Advocacy Papers:**

The EU-ASEAN Business Council publishes key papers every year alongside the various ASEAN Ministerial meetings in collaboration with our Advocacy Group Members, based on the issues and challenges they have in their industry or sector within the region. Previous publications can be found at [here](#).

For 2020, the EU-ASEAN Business Council has already published a Sustainable Healthcare Financing paper with other papers on Data Classification in ASEAN, ASEAN Competitiveness & Trade Facilitation, Sustainable Finance, Infrastructure Finance and Insurance due to be published soon. In the pipeline are the following:

Mid May	Publication of Healthcare Paper on Self-Care and Rx to OTC Switching Publication of Automotive Paper on Emissions and Fuel Standards
Mid June	Publication of Healthcare : Early Childhood Nutrition Paper Publication of ICT/Digital: E-Commerce Paper Publication of Sustainability: Human Capital Development in ASEAN
Mid July	Publication of Anti-Illicit Trade & Role of Taxation Paper
Mid Aug	Publication of Road Safety Paper
Mid Oct	Publication of Understanding Digital Literacy Paper
Early Nov	Publication of Sustainability: Waste Reduction Paper

The successful tenderer would need to prepare a press release for dissemination and media content surrounding the launch of the abovementioned papers. We would expect the key focus of the successful tenderer to be on the promotion and dissemination of the advocacy papers and the Business Sentiment Survey.

5. **Mission Trips**

The EU-ABC undertake a series of Mission Trips to various ASEAN Member States throughout the year. These trips involve the EU-ABC taking a delegation of businesses to meet Heads of Government and Ministers across several departments (normally at least Finance, Trade/Commerce, Customs, Central Bank, Agriculture, Transport, Digital Economy etc) for discussions around a range of doing business and investment issues in the countries. Using these mission trips to help raise the profile of the EU-ABC and its advocacy work, particularly in local media outlets, is sought. In 2020 we have already undertaken a mission trip to Thailand where we met the Prime Minister, Minister of Finance, Central Bank Governor, Minister of Transport, Vice Minister of Agriculture, Ministry of Energy, Board of Investment, Minister of Higher Education, Research and Science, and the Director General of Customs.

Proposed Mission Trips for the remainder of 2020 include: Myanmar (June 2020); Philippines (July 2020); Malaysia (September 2020); Indonesia (November 2020) and Brussels (to meet the European Commission – December 2020).

6. **Outlook for 2021 & Networking Night – December 2020, Singapore (TBC)**

To celebrate the end of another year in the EU-ASEAN Business Council, members and partners, together with the EU Ambassador to ASEAN and Singapore, are invited to a networking night with forward-look session or briefing by a special guest speaker or panel, in preparation for the year ahead and the next chairmanship of ASEAN.

2019's edition of "Outlook for 2020" had Dr Andrew Staples, Chief Economist and Editorial Director of The Economist speak on geopolitical risk in areas of trade, technology & growth, followed by a cocktail networking reception after. The event was held in ParkRoyal on Pickering



Format of Responses Required

The tender proposals should include:

1. An outline of the approach to manage the brand of the EU-ASEAN Business Council surrounding its key events and publications.
2. Delivery items of the marketing and public relations campaign(s);
3. Details of the specific team proposed that will lead, manage and deliver the campaign with details of their prior experience and training.
4. Detailed budget and costings of the campaign(s);
5. A timeline for media management of the key events.
6. Contact details of two referees.

Tender timetable

Date	Timeline
8 April 2020	Deadline for submission of tender
27 April 2020	Notification of successful candidate
1 June 2020	Start of contract (please note that it is possible that we will seek for the contract to commence on 1 st May)

All enquiries and submissions should be sent to info@eu-asean.eu.

Guide price

All tenderers should not exceed S\$36,000 in their bids, inclusive of GST as a basic fee for the core items mentioned above. As mentioned, the submission for tender should include a detailed budget covering all management, operations and associated costs. Prices can be expressed either in terms of a total price, price per item or monthly retainers, or combinations thereof. Any potential add ons should be priced separately as a menu of items for the EU-ABC to consider and call upon on an ad hoc basis.

Evaluation criteria

Each tender submission will be evaluated by the Executive Board of the EU-ASEAN Business Council, based on the following criteria:

1. The understanding of the support requirements demonstrated in the tender submission
2. Strong network of contacts for media, particularly, but not limited to ASEAN region
3. Skills, experience and proven track record of the tenderer and proposed team for the project
4. Realistic and suitable budget outline

Terms and conditions

1. The EU-ASEAN Business Council reserves the right to terminate the contract at any time should the Contractor fail to deliver and/or comply with the objectives, quality standards and timelines as outlined within the brief, and acceptable efforts are not made to redress this, with EU-ASEAN Business Council reserving the right to inform the contractor of poor or delayed delivery of the campaign.
2. The contractor agrees that the EU-ASEAN Business Council has the right to terminate the contract by giving one month's notice in writing. Equally, the contractor would have the same right.
3. The EU-ASEAN Business Council will seek value for money in the tenders for this project and will judge value not solely on price but on the quality and scope of the proposals being considered.
4. The EU-ASEAN Business Council reserves the right not to award a contract if it is judged that no viable or appropriate tender has been received.

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