



ASEAN SECRETARIAT

Request for Proposal

**Japanese Production Company
Documentary of ASEAN-Japan Partnership in
Disaster Management and Cultural Exchange**

**PROPOSAL MUST BE RECEIVED BY
30 March 2016 at 12.00 PM (*Extended*)**

DELIVER/MAIL PROPOSAL TO:

ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Prepared By:
Date:

Culture and Information Division
February, 2016

1 EXECUTIVE SUMMARY

The project aims at producing documentaries in two areas, namely disaster management and cultural exchange. These documentaries will feature ASEAN and Japan's joint initiatives and activities in disaster management and cultural exchanges and showcase how the hearts and souls of both ASEAN and Japanese communities are bound and closely interconnected through cooperation in the two areas.

The documentaries are expected to facilitate promoting public awareness and deepening understanding on ASEAN-Japan partnership.

Duration of the proposed documentaries will be about 20–25 minutes. They will portray Japan-ASEAN culture exchange programmes and concrete efforts in the area of disaster management. The documentaries will include images, interviews, and brief texts as required.

All the 10 AMS and Japan will participate in the production of the documentaries, i.e. collecting archive photos, capturing footages at local level, and broadcasting the documentaries through respective TV channels within the countries.

In order to produce the Japanese segment of the documentaries, a Production Company from Japan or AMS shall be selected. The Production Company shall adhere to the requirements specified in the Terms of References (TOR) for Documentary in Disaster Management and Cultural Exchange and Production Guidelines to produce the said documentaries.

2 BACKGROUND AND CURRENT STATUS

This project is part of the activities to support ASEAN-Japan partnership and aims at producing two 20-25 minutes documentaries in disaster management and cultural exchange. The documentaries will portray Japan-ASEAN culture exchange programmes and concrete efforts in the area of disaster management. The documentaries will include images, interviews, and brief texts as required.

The final documentaries will be screened at the ASEAN Foreign Ministers' Meeting in Lao PDR in July 2016 and later circulated to AMS for broadcast in their respective countries.

3 SCOPE OF WORK

The Production Company is expected to cover the following scope of work and required activities:

1. The Production Company shall follow the production outline, instructions and decisions of the Project Steering Committee (PSC), as well as decisions of Production and Review Meetings.
2. The Production Company shall utilize the allocated budget to source archived materials, including footages, images, newspaper clippings, audio sound bites, etc. for operation and production of the said documentaries.
3. Assignment Specifications: - core tasks, responsibilities and deliverables
 - a. Concept setting, drafting plan and deciding the content
 - Concept setting, drafting plan and implementation
 - Production and technical payment
 - b. Operation and production arrangements
 - Operation
 - Production
 - Format
 - Casting
 - Participants and casting staff management
 - Interpretation
 - c. Management of the allocated budget and reporting
 - Management of the allocated budget
 - Reporting of budget utilisation
 - d. Other
 - Outsourcing
 - Contract Duration

For details, the TOR for the Production Company to carry out the project is attached as **Annex A**.

3.1 PROJECT OVERVIEW

The project aims at producing documentaries in two areas, namely disaster management and cultural exchange. These documentaries will feature ASEAN and Japan's joint initiatives and activities in disaster management and cultural exchanges and showcase how the hearts and souls of both ASEAN and Japanese communities are bound and closely interconnected through cooperation in the two areas. The documentaries are expected to facilitate promoting public awareness and deepening understanding on ASEAN-Japan partnership.

Duration of the proposed documentaries will be about 20–25 minutes. They will portray Japan-ASEAN culture exchange programmes and concrete efforts in the area of disaster management.

The documentaries will include images, interviews, and brief texts as required. The final documentaries will be screened at the ASEAN Foreign Ministers' Meeting in Lao PDR (2016) and later circulated to AMS for broadcast in their respective countries. These documentaries will be used for educational purpose at any events, broadcasted in AMS, uploaded to the ASEAN and Japan websites, YouTube and distributed on DVDs.

The documentaries are expected to:

- a. Raise the awareness and sense of belonging of ASEAN-Japan Partnership
- b. Raise the understanding and appreciation of Japan's contribution to ASEAN community-building efforts, and
- c. Elevate Japan-ASEAN partnership to a higher plane based on appreciation and understanding on the significance of the relationship.

The funding for this project is co-shared between the Government of Japan through the Japan-ASEAN Integration Fund.

3.2 PROJECT REQUIREMENTS

Criteria:

- a. Applicant shall be an Organiser/association/company from Japan or AMS.
- b. Applicant shall have registered legal body in Japan or AMS such as headquarters subsidiaries or branches. Neither business partners nor liaison offices are considered legislated legal bodies in Japan or AMS.
- c. Applicant shall have experiences in recent five years, of implementing/producing projects with the Ministry of Internal Affairs and Communications (MIC) of Japan or attending meeting by the MIC of Japan, in the field of TV programme production. Applicant shall submit list of projects including information of year and brief description of the projects.
- d. Applicant shall have operational capability and human resource for producing the documentaries including Japanese communication ability.
- e. Applicant shall have experience in shooting TV programme production in Japan.

Timeline:

	Activity	Deadline
1.	Appointment of Japan Production Company	March 2016
2.	Production	April 2016
3.	Submission of materials to Malaysia and compiling of materials	Early May 2016
4.	Stand by for the possibility to re-edit the documentary if requested by Malaysia	June - July 2016
5.	Submission of Completion and Financial Report	September – October 2016

4 RFP REQUIREMENTS PROCESS

4.1 RFP RELATED QUESTIONS / CLARIFICATIONS / SUBMISSION

All questions related to this RFP should be directed to:

Procurement Unit

Administration, Protocol and Conference Services Division
ASEAN Secretariat

Contact Person:

Mutty Nareswari - mutty.nareswari@asean.org

Melati Rina - melati.rina@asean.org

Applicants must ensure that both **Technical & Financial Proposal are delivered in two sets (original and a copy)** and received at the following address before the tender closing date on **Wednesday, 30 March 2016, at 12.00 PM:**

Chairman of Sub-Committee on Tender

Administration, Protocol and Conference Services Division

The ASEAN Secretariat

Jl. Sisingamangaraja 70A

Jakarta 12110

Indonesia

4.2 RFP TERMS & CONDITIONS

4.2.1 Bid Expiration Date

15 April 2016

4.2.2 Implementation/Delivery Schedule

The period of the contract will be from contract date to end of 2016.

5 RESPONSE FORMAT (PROPOSAL FORMAT)

5.1 PROPOSAL CONTENT / FORMAT

The Tender Documents shall include:

1. Background of the Production Company (English version) including the latest financial statement and various reports about the applicant;
2. Past experience related to the assigned tasks. This shall include the list of projects with the MIC of Japan in the fields of TV programme production. The related documents about each listed project will be submitted to provide detailed information (English version);
3. Concrete plan to implementation; and

5.1.1 Vendor's Responsibility

1. The Production Company shall submit 2 (two) sets of project completion report and financial report with original receipts of all related expenditure to the ASEAN Secretariat within 60 days after the completion of the project.
2. Should there be any unexpended balance, the Production Company shall refund the balance to JAIF within 90 days after the completion of the project.

5.2 FINANCIAL PROPOSAL

The Financial Proposal should contain:

- a. Detailed Budget estimate;
- b. Production fee, including rental fee and use of technical equipment;
- c. Budget for creative tasks, e.g. MC, stand-upper, reporter, interviewer, interviewed personalities, scriptwriter, editors etc., if any;
- d. Budget for travel including accommodation to Japan, if needed.

6 COMPLIANCE

In conformance to the ASEAN Secretariat's Financial Rules and Procedures (AFRP), the vendor shall submit Tender Bids in **two** sealed envelopes as follows:

1) First Envelope:

Technical Proposal which shall consist of the technical specifications as per this RFP point 5.1 and TOR, and printed hardcopies of the duly filled Appendix A of the Company General Information and Appendix B - and Customer Reference.

2) Second Envelope:

Financial Proposal which shall consist of the following sets of documents:

- a) **FIRST SET**, which shall contain, among others, the bid amount which consist of details in 5.2 and payments schedule; and
- b) **SECOND SET**, which shall consist, among others, the company profile; business name registration issued by appropriate government agency; authority of signatory; valid business permit and other appropriate licenses; taxpayer identification number; latest audited financial statements, track record which includes testimonials from past and present clients on projects similar to the project at hand; capability to undertake the project;

All documents not submitted in English shall not be entertained and quoted price in the hardcopy submission shall be in US Dollar.

The ASEAN Secretariat may, after the closing date, request additional information or clarification of tenders in writing.

Appendix 1
Company General Information
To be included in the Technical Proposal

Company LEGAL Name:			
Division or Subsidiary (if applicable):			
Company Address:			
City:			
Province / State:			
Country:			
Postal Code:			
Telephone:			
Business Name Registration:			
Tax Registration Number:			
Valid Business Permit:			
Company Contact:		Telephone no.:	
Title / Position:		Fax no.:	
E-Mail:			
Indicate number of years involved in similar business			
Are you a subsidiary of a financial institution? *If Yes, Please indicate your Holding Company			

Appendix 1a
Customer Reference
To be included in the Technical Proposal

Customer Details	
Company Name	
Company Address	
Telephone Number	
Fax Number	
Contact Name	
Project Title	

Customer Details	
Company Name	
Company Address	
Telephone Number	
Fax Number	
Contact Name	
Project Title	

Customer Details	
Company Name	
Company Address	
Telephone Number	
Fax Number	
Contact Name	
Project Title	

APPENDIX 3
Technical Requirements
To be submitted in the Technical Proposal

No	Description	ASEC Requirements	Remarks
1	Curriculum Vitae	Background of the Production Company (English version) including the latest financial statement and various reports about the applicant	Production Company to provide
2	Qualifications and Sample of Projects	Past experience related to the assigned tasks. This shall include the list of projects with the MIC of Japan in the fields of TV programme production. The related documents about each listed project will be submitted to provide detailed information (English version)	Production Company to provide
3	Work Plan	Concrete plan of implementation	Production Company to provide

APPENDIX 3
Price Schedule
To be submitted in the Financial Proposal

No.	Description	Unit	Price
	The terms of payment will be discussed later with the selected Production Company		

APPENDIX 3

Checklist for the Completeness of Documents Submitted

The checklist must be used to ensure that you have provided all documentations for the tender. The checklist must be signed and included in both envelopes of your proposals.

I. General Requirements

No.	Description	Checklist
1	Proposals shall be prepared in English	
2	Proposals are submitted in two different envelopes	
3	The envelope must be sealed and labeled accordingly. i. Technical Proposal ii. Financial Proposal	
4	Title of the tender shall be reflected on each envelope	

II. Technical Proposal

No.	Description	Checklist
1	Technical Specifications of the service refer to the proposal (Appendix 3)	
2	All required information have been addressed accordingly	
3	Schedule of delivery	
4	Duly filled Appendix A of the Company General Information and Appendix B - and Customer Reference	
5	One original signed copy	
6	One copy of technical proposal duplicate	

III. Financial Proposal

No.	Description	Checklist
1	Offering is formulated in English	
2	Bid amount	
3	Payment schedule	
4	Company profile	
5	Copy Company Legal Documents, i.e. i. Business Name Registration ii. Valid Business Permit iii. Tax Identification Number iv. List of clients reference v. Customer testimonials on the similar project	
6	Latest audited financial statements	
7	Authority of signatory	
8	One original signed copy	
9	One copy of Financial Proposal Duplicate	

Appendix 4

Template for the Proposal Envelope
First Envelope – Technical Proposal

**Company Name &
Address**

Technical Proposal - Title of the Tender

**Chairman of Sub-Committee on Tender
Administration, Protocol and Conference Services Division
The ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia**

Second Envelope – Financial Proposal

**Company Name &
Address**

Financial Proposal - Title of the Tender

**Chairman of Sub-Committee on Tender
Administration, Protocol and Conference Services Division
The ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia**