

**Procurement of Consultancy Services to Thailand Board of Investment New York Office  
(Project 2/2558)**

1. **Project Name:** Investment Promotion Activities in Eastern U.S. and Canada focusing on Automation, Machinery and Parts, Electronic and Software Industries  
**/Employer:** Thailand Board of Investment New York office
2. **Total allocated budget:** 60,000 USD or 1,950,000 THB  
(Estimated exchange rate of 32.50 THB / 1 USD)
3. **Reference fee dated:** 10 November 2014
4. **Remuneration:** 15,000 USD

**Eligibility for consultancy service provider**

**4.1 Consultants:**

- A consultant in management level (Project manager) wage 10,000 USD/person/project or 325,000 THB
- An assistant wage 5,000 USD/person/project or 162,500 THB

**4.2 Qualifications:**

- Project manager must have at least a master degree and at least 11 years of experience working in related field.
- Assistant must have at least a bachelor degree and at least 5 years of experience working in related field.
- Expertise and knowledge in attracting investment and analyzing market intelligence on industry trends, investment trends and specific businesses across U.S. and Canadian regions in Automation, Machinery and Parts, Electronic and Software Industries.
- Must have at least 5 years' experience in investment promotion.
- Must have networks and business relationships with both public and private sector.

**4.3 Project team staffing (only key persons):** 2 (1 Project manager and 1 assistant)

5. **Equipment Expenses:** None
6. **Travelling Expenses:** None
7. **Miscellaneous Expenditure:**

- Generate 3 industrial reports cost 3,000 USD or 97,500 THB
- Set up an investment seminar costs 5,000 USD or 162,500 THB
- Organize 25 meetings with target investor cost 25,000 USD or 812,500 THB
- Follow up with 50 existing target companies cost 5,000 USD or 162,500 THB
- Identifying, recruiting and helping organize 5 journalists and/or site selectors from the United States to participate in a tour of Thailand cost 10,000 USD or 325,000 THB

The total estimated expense is 63,000 USD or 2,047,500 THB (4+5+6+7)

**8. Person in charge:**

- 8.1 Ms. Korbsiri Iamsuri Director of Thailand Board of Investment New York office
- 8.2 Mr. Polapat Naphavaranonth Deputy Director of Thailand Board of Investment New York office

**9. Project references:**

- Calculation based on the bureau of the budget guideline dated April 2014 and Eastern U.S. and Canada investment promotion projects number 1/2557, 2/2557 and 3/2557.