

**Procurement of Consultancy Services to Thailand Board of Investment New York Office
(Project 4/2558)**

1. **Project Name:** Marketing program to support investment promotion activities in Eastern USA
/Employer: Thailand Board of Investment New York office
2. **Total allocated budget:** 66,000 USD or 2,145,000 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 (10,000 USD x 32.5 THB)
- An assistant wage 5,000 USD/person/project or 162,500 THB (5,000 USD x 32.5 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 geographic locations and industrial sectors
- Relevant experience in consultancy services similar to the deliverables.
- Strong experience in media relations.
- Ability to organize meetings with location advisors and media.

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:**
 - USD 10,000 for drafting and distributing at least 2 press release on PR Newswire or 325,000 THB
 - USD 2,000 for placing at least 2 stories in top-tier or industry trade press through press release distribution, proactive pitching and media interviews or 62,500 THB
 - USD 10,000 for arranging at least 4 media interviews with target industry media or 325,000 THB
 - USD 6,000 for developing at least 4 company case studies for the BOI North America website or 195,000 THB
 - USD 11,000 for drafting at least 11 blogs to be posted on BOI North America website or 357,500 THB
 - USD 5,500 for increasing investor LinkedIn, Facebook and Twitter engagement and providing social media content, advice and counsel or 178,750 THB
 - USD 4,000 for developing content and distributing 4 e-newsletters every quarter for location advisors or 130,000 THB

- USD 12,000 for arranging at least 8 one-on-one meetings with location advisors or 390,000 THB
The total estimated expense is 75,500 USD or 2,453,750 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 4/2557.