

## PROJECT

Investment Promotion Assistance in attracting investments  
from **Austria, Switzerland and Eastern Europe** into Thailand  
by Thailand Board of Investment (BOI) Frankfurt Office (Fiscal Year 2016)

### 1. Objective

This project aims at attracting more investment inflows from **Austria, Switzerland and Eastern Europe** (Hungary, Poland and Czech Republic) into Thailand.

### 2. Definition

- 2.1 **General Investment Seminar** means an investment seminar on general investment opportunities in Thailand with a minimum number of 40 participants.
- 2.2 **Roundtable Meeting** means a roundtable meeting on general investment opportunities in Thailand or on investment opportunities in a specific industry in Thailand with a minimum number of 6 participants.
- 2.3 **“Potential projects/investors”** are characterized by the fact that they are already relatively concrete (i.e. at least one step further than only information gathering, for instance if a business plan is being established, if legal consultation is being sought concerning the form of the investment, if a partner is being searched, or if the investment is planned, even though the moment of its realization is not determined yet).
- 2.4 Activities agreed under “3. Scope of Work” shall be activities in target industries as follows:
  - Automotive and auto parts
  - Machinery, equipment and tools (including machine & production automation, logistics equipment, construction equipment and equipment for renewable energy and environment)
  - Chemicals and petrochemicals especially eco-friendly chemicals
  - Medical devices & equipment and assistive devices & equipment for elderly and seniors
  - Aircraft parts and equipment used in aircrafts
  - Renewable energy and environment
  - Tram and light rail transit system and related equipment
  - Life science and biotechnology
  - Nano technology
  - Embedded software & software for automation control
  - Service Industry (i.e. trade and investment support office, regional operating headquarters, distribution centers)

### 3. Scope of Work

#### 3.1 Austria and Switzerland

The scope of work of the Consultant includes the following:

**3.1.1 Arrange minimum 15 one-to-one meetings** with executives responsible for business development section of potential companies to invest in Thailand:

**15 one-to-one meetings** (door knocking), divided in:

- **7 one-to-one meetings** with potential companies the BOI has met already to follow up the company's interest and investment plan in Thailand or with existing Austrian/Swiss investors in Thailand (aftercare). These meetings can be meetings with new companies the BOI has never met before (new meetings).
- **8 one-to-one meetings** with potential companies the BOI has never met before (new meetings).

**3.1.2 Organize 2 general investment seminars** with participation of BOI delegations.

In organizing this seminar, the Consultant shall assume the following responsibilities:

- 3.1.3.1 Preparing the program and an invitation letter with inputs from the BOI.
- 3.1.3.2 The Consultant and BOI jointly identifying and approaching guest speakers for this seminar.
- 3.1.3.3 Coordinating with industrial sector or associations or relevant organizations which are event co-organizers regarding necessary arrangements (such as invitation mailing, venue, and etc.) to ensure efficient organization of the seminar.
- 3.1.3.4 Sending the invitation from the Consultant's database in postal and/or email format.
- 3.1.3.5 Providing the BOI with the database of seminar participants and seminar report.
- 3.1.3.6 Conducting follow-up with potential investors who are interested in investing in Thailand and inform the BOI accordingly.
- 3.1.3.7 The minimum number of participants of the general investment seminar shall be 40 participants.

**3.1.3 Research of 15 Austrian companies and 15 Swiss companies with potential for investment in Thailand**

**3.1.4 Prepare information** about country and industries with country core competencies (country profile).

## 3.2 Eastern Europe:

The project in Eastern Europe includes the following countries: Hungary, Poland and Czech Republic.

**3.2.1 Czech Republic/Hungary:** The scope of work of the Consultant includes the following:

- 3.2.1.1 **Research of 20 Czech companies and 20 Hungarian companies** with potential for investment in Thailand.
- 3.2.1.2 **Prepare information** about country and industries with country core competencies (country profile).
- 3.2.1.3 **Arrange 1 investment promotion mission** to Czech Republic/Hungary:  
The investment promotion mission shall include the following activities:
  - **Arrange 1 roundtable meeting**
  - **Arrange 2 company meetings**
  - **Arrange meetings with 2 multipliers** as agreed by the BOI, and which will be useful for the BOI's investment promotion activities in Hungary.
  - **Arrange 1 factory visit**
  - Escort at the whole program by native speaking consultant

**3.2.2 Poland:** The scope of work of the Consultant includes the following:

- 3.2.2.1 **Research of 30 Polish companies** with potential for investment in Thailand.
- 3.2.2.2 **Prepare information** about country and industries with country core competencies (country profile).
- 3.2.2.3 **Arrange 1 investment promotion mission** to Poland:  
The investment promotion mission shall include the following activities:
  - **Arrange 1 roundtable meeting**
  - **Arrange 2 company meetings**
  - **Arrange meetings with 2 multipliers** as agreed by the BOI, and which will be useful for the BOI's investment promotion activities in Poland
  - **Arrange 1 factory visit**
  - Escort at the whole mission by native speaking consultant

## 3.3 Other Arrangements

- 3.3.1 Assist the BOI when they, or the Embassies, organise investment seminars or roundtable meetings by inviting companies, multipliers and other contacts in its network and advising on the programme, possible guest speakers and sending the invitations to its contacts by postal or e-mail format.

- 3.3.2 In case that the BOI will arrange any investment promotion mission or press tour to Thailand, the Consultant will help arrange this by identifying potential participants and by sending invitation to them as well as by sending information to cooperation partners (multipliers) to make the information more widely available.
- 3.3.3 Provide where possible and within limits consultancy services as requested by the BOI.
- 3.3.4 Report submission after each activity or event within one week.
- 3.3.5 Report submission for payment.
- 3.3.6 Summary of all activities implemented under this project and their outcome as well as recommendations for future actions (Final Report).

Changes in scope, prioritization and focus are discussed and agreed upon jointly if the need shall arise.

#### **4. Period of Contract:** November 2015 – September 2016

#### **5. Work Schedule** according to the scope of work as described and defined under Point 3:

<b>Content of Consulting Contract</b>	<b>Period</b>
<b>Austria/Switzerland</b>	
1. Arrange 15 one-to-one meetings	November 2015- September 2016
2. Organize 2 general investment seminar	November 2015- September 2016
3. Research of 30 companies	November 2015- September 2016
4. Prepare information about country and industries with country core competencies (country profile)	November 2015- September 2016
<b>Czech/Hungary</b>	
1. Research of 20 Czech companies and 20 Hungarian companies with potential for investment in Thailand	November 2015- September 2016
2. Prepare information about country and industries with country core competencies (country profile)	November 2015- September 2016
3. Arrange 1 investment Promotion Mission to Hungary including the following activities: <ul style="list-style-type: none"> <li>▪ Arrange 1 roundtable meeting</li> <li>▪ Arrange 2 company meetings</li> <li>▪ Arrange 2 multiplier meetings</li> <li>▪ Arrange 1 Factory Visit</li> <li>▪ Escort at the whole program by native speaking consultant</li> </ul>	November 2015- September 2016
<b>Poland</b>	
1. Research of 30 Polish companies	November 2015- September 2016
2. Prepare information about country and industries with country core competencies (country profile)	November 2015- September 2016
3. Arrange 1 investment Promotion Mission to Poland including the following activities: <ul style="list-style-type: none"> <li>▪ Arrange 1 roundtable meeting</li> </ul>	November 2015- September 2016

<ul style="list-style-type: none"> <li>▪ Arrange 2 company meetings</li> <li>▪ Arrange 2 multiplier meetings</li> <li>▪ Arrange 1 factory visit</li> <li>▪ Escort at the whole mission by native speaking consultant</li> </ul>	
<b>Other Arrangements:</b>	
1. Assist the BOI when they, or the Embassies, organize investment seminars or roundtable meetings by inviting companies, multipliers and other contacts in its network and advising on the programme, possible guest speakers and sending the invitations to its contacts by postal or e-mail format.	November 2015- September 2016
2. In case that the BOI will arrange any investment promotion mission or press tour to Thailand, the Consultant will help arrange this by identifying potential participants and by sending invitation to them as well as by sending information to cooperation partners (multipliers) to make the information more widely available.	November 2015- September 2016
3. Provide where possible and within limits consultancy services as requested by the BOI.	November 2015- September 2016
4. Report submission after each activity or event within one week.	within one week after each activity
5. Report submission for payment.	Due to payment term
6. Summary of all activities implemented under this project and their outcome as well as recommendations for future actions (Final Report).	Within 2 weeks after the end of the contract period

## 6. Consultant Qualification

- 6.1 There is some background about the industries.
- 6.2 There are some experiences in consulting in Germany and Eastern Europe.
- 6.3 There are some networks and business relationships with both public and private sector.
- 6.4 The project manager shall have experience in investment promotion of at least 5 years.

## 7. Contract Cost: **38,000 EURO** (Lump sum amount, inclusive of value-added tax)

