

Term of Reference

Technical Assistance on Attracting Korean Foreign Direct Investment to Thailand

1. Principle & Objectives

The Republic of Korea has been an active foreign direct investment in many countries. However, up to present the amount of Korean investment to Thailand has been relatively low comparing to other countries. This is partly due to the fact that Office of the Board of Investment (hereinafter called "BOI") and Thailand Board of Investment, Seoul Office (hereinafter "BOI Seoul") has limited capacity and information of Korean industries, investors and resource persons to conduct investment promotion activities.

Therefore, it is necessary for BOI and BOI Seoul to have a professional consultant to provide valuable suggestions, information and assistance in carrying out investment promotion activities in Korea.

2. Scope of Works

The consultant will be required to conduct the following activities:

- 2.1 Assist BOI Seoul in planning and carrying out investment promotion activities to attract Korean investors in the target industries to Thailand. The target industries include (1) agro-based and food processing (2) metal products & metal parts (3) specialty chemical & petrochemicals (4) machinery & equipment (5) automotive & auto parts (6) electrical & electronics (7) Software (8) renewable energy (9) product design (10) R&D and other potential industry with high possibility to invest in Thailand. The investment promotion activities may consist of seminars, individual meetings between Thai and Korean investors, etc.
- 2.2 Identify and provide information on the investment opportunity and potential investors in (1) agro-based and food processing (2) automotive & auto parts (3) machinery & equipment and other industries that have potential for investment in Thailand. The information should include the up-to-date company profile which will at least consist of company headquarters and plant in Korea and overseas, turnover, product lists, past investment strategy, future investment strategy, key implications and actions for Thailand, contact persons, company mailing address, telephone, fax number and email address.
- 2.3 Assist BOI Seoul in organizing 2 investment promotion seminars.
- 2.4 Assist BOI Seoul in organizing individual meetings or door knocking activities with at least 15 target companies.

- 2.5 Assist BOI Seoul to develop presentation and communication media which is suitable for Korean investors and distribute to potential investors and related organizations as suggested by BOI.
- 2.6 Advise and facilitate BOI officials in establishing networks with related Korean government or industry organizations which engage in investment promotion with at least 5 organizations.
- 2.7 Dispatch a qualified personnel to BOI Seoul to perform the services and assistance. In performing the services, the assigned personnel will work in full-time working hours at BOI Seoul Office during the whole period of the agreement.

3. Target Outputs

- 3.1 Accomplishment of activities that are described in the scope of works in item 2.
- 3.2 Progress reports and final report on investment promotion activities.
- 3.3 Complete 3 studies on investment opportunity including list of potential investors in both hard copies and soft files.
- 3.4 Produce effective presentation materials and publication material which are suitable for Korean investors.

4. Period of Consulting

October 2015 – September 2016

REMUNERATION AND METHOD OF PAYMENT

B.1 Lump Sum Amount

The costs of the Services to be paid to the Consultant under this Agreement is 4,500,000 BAHT (All tax included).

B.2 Payment Schedule

B.2.1 The costs for the Services under item B.1 shall be paid to the Consultant according to the payment schedule as follows:

B.2.1.1 First payment, 25% of the total contract cost, or 1,125,000 BAHT within 30 days when at least the following activities have been completed and approved by BOI Seoul.

- (a) Preparing for BOI Seoul the detailed project implementation plan.
- (b) Advising and facilitating BOI officials in establishing networks with related Korean government or industry organizations which engage in investment promotion.
- (c) Assist BOI in organizing networking activities with the related organizations located in Korea. Networking activity should include at least 3 organizations. It is also possible to include potential and important companies.
- (d) Submitting the first progress report which includes the details of the accomplishment of the activities as specified in (a) and (b) hereabove.

B.2.1.2 Second payment, 50% of the total contract cost, or 2,250,000 BAHT within 30 days when at least the following activities have been completed and approved by BOI Seoul.

- (a) Assisting BOI Seoul in organizing at least 1 seminar in target industries, arranging door knockings with at least 8 target companies ; preparing presentation and speeches as suggested by BOI Seoul, producing and distributing communication media which is suitable for Korean investors, identifying and providing information about target and potential investors in target
- (b) Submitting the second progress report which includes the details of the accomplishment of the activities as specified in (a) hereabove

B.2.1.3 Third payment, 25% of the total contract cost, or 1,125,000 BAHT within 30 days when at least the following activities have been completed and approved by BOI Seoul.

- (a) Assisting BOI Seoul in organizing at least 1 seminar in target industries, arranging door knockings with at least 7 target companies ; preparing presentation and speeches as suggested by BOI Seoul, producing and distributing communication media which is suitable-for Korean investors, identifying and providing information about target and potential investors in target industries
- (b) Submitting the sectoral report and final activity report which include the details of the accomplishment.
- (c) Assist BOI in organizing networking activities with the related organizations located in Korea. Networking activity should include at least 2 organizations. It is also possible to include potential and important companies.

BOI Seoul may withhold the installments above if the Consultant fails to maintain the work schedule.

B.3 Method of Payments

Payments will be performed in Korean Won.

B.4 Retention and Guarantees

From each lump sum installment specified in B.2.1.1 and B.2.1.2 above, BOI Seoul shall retain the amount equal to 10 percent of each payment to be accumulated and paid to the Consultant on the same day as the payment of the last installment under B.2.1.3

APPENDIX C
“Your Proposal”

APPENDIX D
“Company Registration Document”