

Thailand Board of Investment, New York Office

Terms of Reference

Consultant Project No. 2/2558

1. Project Name:

Investment Promotion Activities in Eastern U.S. and Canada focusing on Automation, Machinery and parts, Electronic and Software Industries

2. Objectives:

- 2.1 To identify trends and business development opportunities of U.S. and Canada automation, machinery and parts, electronic and software industries.
- 2.2 To simultaneously promote Thailand as an attractive investment location.
- 2.3 To encourage U.S. and Canadian automation, machinery and parts, electronic and software industries firms to actively evaluate Thailand as a location for expansion.
- 2.4 To collaborate with complementary organizations to reinforce the marketing messages of Thailand Board of Investment, New York Office.

3. Scope of Work

- 3.1 Conducting industrial analysis of U.S. and Canada
 - Automation industry
 - Machinery industry
 - Electronic and software industry
- 3.2 Identifying at least 25 qualified companies, considering expansion to Thailand of U.S. and Canada automation, machinery and parts, electronic and software industries.
- 3.3 Organizing at least 25 one-to-one meetings with executives of qualified companies, considering expansion to Thailand, for representatives of Thailand Board of Investment over a series of multiple lead-generation & meetings programs.
- 3.4 Organizing one-to-one meetings with location advisors.
- 3.5 Organizing a speaking engagement for a senior Thailand Board of Investment representative at a conference or trade event or organizing an investment seminar.
- 3.6 Conducting a minimum of 50 follow-up activities with the existing Thailand Board of Investment's leads.
- 3.7 Identifying, recruiting and helping organize 5 journalists from the U.S. or Canada to participate in a tour to Thailand.

4. **Total budget:** 60,000 USD

5. **Period of Contract:** November, 2014 until September 30, 2015.

6. Area of responsibility:

The United States Of America (Alabama, Arkansas, Connecticut, Delaware, District of Columbia, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Nebraska, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Vermont, Virginia, West Virginia, Wisconsin) and Canada.
