

## **Thailand Board of Investment, New York Office**

### **Terms of Reference**

#### **Consultant Project No. 3/2558**

##### **1. Project Name:**

Investment Promotion Activities in Eastern U.S. and Canada focusing on Biotechnology, Medical Devices, Alternative Energy, Food Processing, Eco-friendly Chemical and Polymers and High Value Added Service Industries

##### **2. Objectives:**

- 2.1 To identify trends and business development opportunities of U.S. and Canada biotechnology, medical devices, alternative energy, food processing, eco-friendly chemical and polymers and high value added service industries.
- 2.2 To simultaneously promote Thailand as an attractive investment location.
- 2.3 To encourage U.S. and Canadian biotechnology, medical devices, alternative energy, food processing, eco-friendly chemical and polymers and high value added service 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
  - Biotechnology industry
  - Medical devices industry
  - Alternative energy industry
  - food processing industry
  - Eco-friendly chemical and polymers industry
  - High value added service industry.
- 3.2 Identifying at least 35 qualified companies, considering expansion to Thailand of U.S. and Canada biotechnology, medical devices, alternative energy, food processing, eco-friendly chemical and polymers and high value added service industries.
- 3.3 Organizing at least 35 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 75 follow-up activities with the existing Thailand Board of Investment's leads.

**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.

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