

Details of allocated budget and costs for consultant

1. Project Name: Assistance in attracting investment from Austria into Thailand Fiscal Year 2014
Project Owner: Thailand Board of Investment (BOI) Frankfurt Office, Office of the Board of Investment.
2. Allocated Budget: 957,000 THB
3. Date of Reference Price Determination: 21 January 2014
Amount: 22,000 EUR or 95,700 THB (estimated exchange rate of 43.50 THB / 1 EUR)
4. Personnel Costs: 20,000 EUR or 870,000 THB
 - 4.1 Type of Consultant: Specialized Personnel (Attracting Foreign Direct Investment)
 - 4.2 Consultant Qualification:
 - 4.2.1 Must have at least a Bachelor degree and at least 10 years of experience working in business field.
 - 4.2.2 Must have extensive background about the industries in Austria.
 - 4.2.3 Must have some networks and business relationships with both public and private sector.
 - 4.2.4 Must have experience in investment promotion of at least 5 years.
 - 4.3 Number of Consultant: 1 Consultant and 1 Assistant
5. Material Costs: none
6. Costs for overseas trips (if any): none
7. Other Costs: none
8. Person(s) responsible for cost allocation / project realization / terms of reference (TOR):
 - 8.1 Mr. Chanin Khaochan, Consul (Investment Promotion), Thailand Board of Investment (BOI) Frankfurt Office, Office of the Board of Investment.
9. Source of Reference Price:
 - 9.1 Consultant:

Calculation based on the remuneration guideline according to the letter of the Finance Ministry No. KorKhor 0903/Wor. 99 dated 20 November 2003 as follows:

Remuneration Group:	Finance Group
Degree:	Bachelor Degree
Experience:	10 years
Basic Salary:	35,000 THB
Project Duration:	8 Month
Mark Up Factor:	2.145

The costs for consultant will be 35,000 THB x 2.145 x 8 Month = 600,600 THB or 13,806.89 EUR.
 - 9.2 Assistant

Calculation based on the lowest salary of "General Coordinator" (1,770 EUR) set by the Comptroller General's Department, Finance Ministry.

Assistant will be remunerated at the rate of 50% of the lowest salary of "General Coordinator".

Basic Salary:	885 EUR
Project Duration:	8 Month

The costs for assistant will be 885 EUR x 8 Month = 7,080 EUR.
 - 9.3 The total project costs will be 20,886.89 EUR, and are rounded down to a lump sum of 20,000 EUR.



PROJECT

Investment Promotion Assistance in attracting **Investment from Austria** into Thailand
by Thailand Board of Investment Frankfurt Office (Fiscal Year 2014)

1. Objective

This project aims at attracting more investment inflows from Austria 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. If the minimum number of 40 participants cannot be achieved, it will be considered as a roundtable meeting.
- 2.2 **Sector-specific Investment Seminar** means an investment seminar on investment opportunities in a specific industry in Thailand with a minimum number of 10 participants. If the minimum number of 10 participants cannot be achieved, it will be considered as a roundtable meeting.
- 2.3 **Roundtable Meeting** means an investment seminar on general investment opportunities in Thailand or on investment opportunities in a specific industry in Thailand with a minimum number of 6 participants.
- 2.4 **"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).

3. Scope of Work

The scope of work of the Consultant includes the following:

- 3.1 Organize **10 one-to-one meetings** with executives responsible for business development section of high potential companies to invest in Thailand (door knocking):
 - 3.1.1 **5 one-to-one meetings** with high potential companies the BOI has never met before (new meetings).
 - 3.1.2 **5 one-to-one meetings** with high potential companies the BOI has met already to follow up the company's interest and investment plan in Thailand or with existing Austrian investors in Thailand (aftercare). These companies can be companies as defined under 3.1.1.

One-to-one meetings can be done exceptionally by the Consultant personally under the following conditions:

- The agenda of the BOI does not allow participation of BOI delegation.
- Companies need assistance immediately.
- Before the meetings take place, the Consultant shall inform and ask for permission from the Department.
- The Consultant shall send the meeting report to the Department within one week. If not, company meetings done by the Consultant personally will not be accepted and not counted as one-to-one meetings.

3.2 **Organize 3 Roundtable Meetings** in three different cities in Austria with participation of BOI delegations.

In organizing these roundtable meetings, the Consultant shall assume the following responsibilities:

- 3.2.1 Preparing the roundtable meeting programs and invitation letters with inputs from the BOI.
- 3.2.2 Coordinating with industrial sector or associations or relevant organizations which are co-organizers regarding necessary arrangements (such as invitation mailing, venue, and etc.) to ensure efficient organization of this seminar.
- 3.2.3 Sending the invitations from the Consultant's database in postal and email format.
- 3.2.4 Providing the BOI with the database of participants of each roundtable meeting and a final report of each roundtable meeting:
The database of participants must include the following data:
 - Full name and contact data of participants
 - Company name and
 - Short description of company's business (i.e. name of products/services)

3.3 **Organize 1 general investment seminar:**

In organizing this general investment seminar, the Consultant shall assume the following assistance:

- 3.3.1 Preparing the programs and invitation letters with inputs from the BOI.
- 3.3.2 Identifying and approaching guest speakers for this seminar.
- 3.3.3 Coordinating with industrial sector or associations or relevant organizations which are co-organizers regarding necessary arrangements (such as invitation mailing, venue, and etc.) to ensure efficient organization of this seminar.
- 3.3.4 Recruiting participants by: i.e. sending the invitation, PR work, following-up with invited companies.
- 3.3.5 Conducting follow-up with potential investors who are interested in investing in Thailand and inform the BOI accordingly.
- 3.3.6 Providing the BOI with the database of participants of the general investment seminar and a final report of the general investment seminar:
The database of participants must include the following data:
 - Full name and contact data of participants
 - Company name and
 - Short description of company's business (i.e. name of products/services)

3.4 **Arrange 2 investment promotion activities** together with multipliers in Austria. The form of these investment promotion activities shall be according to priority:

- Insert the BOI as speaker at seminars or events of third parties (i.e. multipliers); or
- Organize sector-specific investment seminars; or
- Organize roundtable meetings

In organizing these investment promotion activities, the Consultant shall assume the following responsibilities:

- 3.4.1 Preparing the programs and invitation letters with inputs from the BOI.

- 3.4.2 The Consultant and the BOI jointly identifying and approaching guest speakers for these investment promotion activities.
- 3.4.3 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 these investment promotion activities.
- 3.4.4 Sending the invitations from the Consultant's database in e-mail or fax format.
- 3.4.5 Inviting relevant press/media to attend seminar/activities.
- 3.4.6 Providing the BOI with the database of participants of each investment promotion activity and a final report of each investment promotion activity:
The database of participants must include the following data:
 - Full name and contact data of participants
 - Company name and
 - Short description of company's business (i.e. name of products/services)
- 3.5 Organize **meetings with 3 multipliers** as agreed by the BOI, and which will be useful for the BOI's investment promotion activities in Austria.
- 3.6 **Research of new Austrian companies and follow-up on the interest of Austrian companies in a total number of 20 Austrian companies** in target industries with potential for investment in Thailand.
- 3.7 Cooperate **1 arrangement** of investment promotion mission to Thailand (if any).
- 3.8 Providing consultancy services as requested to the BOI during the period of contract.
- 3.9 Report submission after each activity or event.
- 3.10 Report submission for payment.
- 3.11 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: 1 February 2014 – 15 December 2014

5. Work Schedule

Tasks according to the scope of work	Period
1. Organize 10 one-to-one meetings with executives responsible for business development section of high potential companies to invest in Thailand (door knocking): <ul style="list-style-type: none"> 1.1 5 one-to-one meetings with high potential companies the BOI has never met before (new meetings). 1.2 5 one-to-one meetings with high potential companies the BOI has met already to follow up the company's interest and investment plan in Thailand or with existing Austrian investors in Thailand (aftercare). These companies can be companies as defined under 1.1. 	1 February 2014 – 15 December 2014

2. Organize 3 Roundtable Meetings in three different cities in Austria with participation of BOI delegations.	1 February 2014 – 15 December 2014
3. Organize 1 general investment seminar	1 February 2014 – 15 December 2014
4. Arrange 2 investment promotion activities together with multipliers in Austria. The form of these investment promotion activities shall be according to priority: <ul style="list-style-type: none"> ▪ Insert the BOI as speaker at seminars or events of third parties (i.e. multipliers); or ▪ Organize sector-specific investment seminars; or ▪ Organize roundtable meetings 	1 February 2014 – 15 December 2014
5. Organizing meetings with 3 multipliers as agreed by the BOI, and which will be useful for the BOI's investment promotion activities in Austria.	1 February 2014 – 15 December 2014
6. Research of new Austrian companies and follow-up on the interest of Austrian companies in a total number of 20 Austrian companies in target industries with potential for investment in Thailand.	1 February 2014 – 15 December 2014
7. Cooperating 1 arrangement of investment promotion mission to Thailand (if any).	1 February 2014 – 15 December 2014
8. Providing consultancy services as requested to the Department during the period of contract.	1 February 2013 – 15 December 2014
9. Report submission within 1 week after each activity or event	Within 1 week after each activity
10. Report submission for payment.	Due to payment term
11. 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

- 5.1 There are some backgrounds about the target industries in Austria.
- 5.2 There are some experiences in consulting in Austria.
- 5.3 There are some networks and business relationships with both public and private sector.
- 5.4 The project manager shall have experience in investment promotion of at least 5 years.

7. Consultant Cost: **20,000 EUR** (Lump sum amount, inclusive of value-added tax)

