

PROJECT

Investment Promotion Assistance in attracting **Investment from the Netherlands, Belgium and Luxembourg** into Thailand
by Thailand Board of Investment (BOI) Frankfurt Office (Fiscal Year 2018)

Thailand Board of Investment (BOI) Frankfurt Office, hereinafter called "the Department"

1. Objective

This project aims at attracting more investment inflows from the Netherlands, Belgium, and Luxembourg 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 **General Roundtable Meeting** means a roundtable meeting or an investment seminar on general investment opportunities with a minimum number of 10 participants.
- 2.3 **Sector-specific Roundtable Meeting** means a roundtable meeting or an investment seminar 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 as 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 an investment is planned for which Thailand could be a potential location, even though the moment of its realization is not determined yet).
- 2.5 The sectors targeted by the Department are: Automotive, Food and agricultural processing, Innovative industry, Machinery and tools, Chemical, Electronics and Software, Alternative energy, Logistics, Medical services & wellness, Research & Development, Bio-technology and Service (TISO/IHQ/ITC).

3. Scope of Work

The scope of work of the Consultant includes the following:

- 3.1 Organize **25 one-to-one meetings** with executives responsible for business development section of high potential companies to invest in Thailand (door knocking) as follows:
 - 3.1.1 **Minimum 15 one-to-one meetings** with high potential companies the BOI has never met before (new meetings). At least 80% (11) of the meetings should be with companies in the target sectors as defined in 2.5.

- 3.1.2 Maximum 10 **one-to-one meetings** with high potential companies the BOI has met already to follow up the company's interest/investment plan in Thailand or with existing Benelux investors in Thailand (aftercare). These meetings can be meetings 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 Department does not allow participation of Department 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 The Consultant will **organize in total 5 investment promotion activities** in the Netherlands, Belgium or Luxembourg.

At least 2 investment promotion activities must be in Belgium or Luxembourg.

- 3.2.1 The Consultant will organize **1 general investment seminar** with a minimum number of 40 participants

- 3.2.2 The Consultant will organize **2 general roundtable meetings** with a minimum number of 10 participants

- 3.2.2 The Consultant will organize **2 sector-specific roundtable meetings** with a minimum number of 6 participants

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

- Preparing the programs and invitation letters with inputs from the Department.
- The Consultant and the Department jointly identifying and approaching guest speakers for these investment promotion activities.
- 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.
- Sending the invitations from the Consultant's database in e-mail or fax format.
- Inviting relevant press/media to attend seminar/activities.
- Providing the Department 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 or sector of company's business

If for the investment seminar, the number of participants is less than 40, the Consultant is required to substitute this with an extra roundtable meeting for every 10 participants less (e.g. 32 participants = 1 roundtable meeting extra, 28 participants = 2 roundtable meetings extra).

In case that the venue for investment promotion activities is not supplied by a third party, costs for the venue and other related costs will be provided by the Department upon prior discussion.

- 3.3 Follow-up on the 50 companies that have been visited in the 2 previous programs (2016-2017). The Consultant will take direct contact with each of the companies to get an update of the current situation about their investment project for Thailand and assist the Department with further steps which should support their investment decision if required. The Consultant shall provide a list with the companies that have been visited in the last 2 years.
- 3.4 Research of 60 new companies having potential to invest in Thailand. A template for the database of these 60 companies (the template from the contract 2014) will be provided by the Department.

Note: "New companies" mean companies the Department never met before since the beginning of the cooperation with the Consultant (Colors Inc).
- 3.5 Assist the Department with support on SUBCON Thailand by promoting the SUBCON to Benelux companies that have an interest in Thailand as source country and sending the SUBCON Thailand application to relevant contacts. Target is to get Benelux companies to attend the SUBCON Thailand in 2018.
- 3.6 Provide an industry study on a relevant sector for Thailand. In the study the Consultant will do research on the sector and companies in the Benelux and the potential for possible investments.
- 3.7 Assist the Department 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.
- 3.8 In case that the Department 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.
- 3.9 Assist the Department through proof reading press releases and distribute them to their media network in the Netherlands, Belgium and Luxembourg (if any).
- 3.10 Provide where possible and within limits consultancy services as requested by the Department.
- 3.11 Report submission after each activity or event within one week.
- 3.12 Report submission for payment.
- 3.13 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: 13 November 2017 – 14 September 2018

5. Work Schedule

Content of Consulting Contract	Period
<p>1. Organize 25 one-to-one meetings with executives responsible for business development section of high potential companies to invest in Thailand (door knocking) as follows:</p> <p>1.1 Minimum 15 one-to-one meetings with high potential companies the BOI has never met before (new meetings). At least 80% (11) of the meetings should be with companies in the target sectors as defined in 2.5.</p> <p>1.2 Maximum 10 one-to-one meetings with high potential companies the BOI has met already to follow up the company's interest/investment plan in Thailand or with existing Benelux investors in Thailand (aftercare). These meetings can be meetings as defined under 1.1</p>	13 November 2017-14 September 2018
<p>2. The Consultant will organize in total 5 investment promotion activities in the Netherlands, Belgium or Luxembourg. At least 2 investment promotion activities must be in Belgium or Luxembourg.</p> <p>2.1 The Consultant will organize 1 general investment seminar with a minimum number of 40 participants</p> <p>2.2 The Consultant will organize 2 general roundtable meetings with a minimum number of 10 participants</p> <p>2.3 The Consultant will organize 2 sector-specific roundtable meetings with a minimum number of 6 participants</p>	13 November 2017-14 September 2018
<p>3. Follow-up on the 50 companies that have been visited in the 2 previous programs (2015-2016). The Consultant will take direct contact with each of the companies to get an update of the current situation about their investment project for Thailand and assist the Department with further steps which should support their investment decision if required. The Consultant shall provide a list with the companies that have been visited in the last 2 years.</p>	13 November 2017-14 September 2018
<p>4. Research of 60 new companies having potential to invest in Thailand. A template for the database of these 60 companies (the template from the contract 2014) will be provided by the Department.</p>	13 November 2017-14 September 2018
<p>5. Assist the Department with support on SUBCON by promoting the SUBCON to Benelux companies that have an interest in Thailand as source country and sending the SUBCON application to relevant contacts. Target is to get Benelux companies to attend the SUBCON in 2018.</p>	13 November 2017-14 September 2018

6. Provide an industry study on a relevant sector for Thailand. In the study the Consultant will do research on the sector and companies in the Benelux and the potential for possible investments.	13 November 2017-14 September 2018
7. Assist the Department 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.	13 November 2017-14 September 2018
8. In case that the Department 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.	13 November 2017-14 September 2018
9. Assist the Department through proof reading press releases and distribute them to their media network in the Netherlands, Belgium and Luxembourg (if any).	13 November 2017-14 September 2018
10. Provide where possible and within limits consultancy services as requested by the Department.	13 November 2017-14 September 2018
11. Report submission after each activity or event	13 November 2017-14 September 2018
12. Report submission for payment	Within one week after each activity
13. Summary of all activities implemented under this project and their outcome as well as recommendations for future actions (Final Report)	Due to payment term

6. **Contract Cost: 39,000 - Euro** (thirty nine thousand Euro) lump-sum amount inclusive of value-added tax

Remarks:

1. Individual Meeting

- Consultant shall submit, at least one week before each meeting, to the Department the company profiles of potential investors, with whom one-to-one meetings are arranged.
- Consultant shall submit minutes of the meetings to the Department no later than 7 working days after each meeting.

2. Documentation

- Consultant shall assist through proof reading and reviewing with the preparation of articles in English or Dutch of the Department to be published in the magazines, newspapers or any other media in the Netherlands, Belgium and Luxembourg.
- Consultant shall provide the Department an overview of the contacts made with companies (one-to-one meetings) and lists of companies (follow-up and research activities) using the excel format provided by the Department

3. Press

- Consultant shall recommend the Department the relevant media in the Netherlands, Belgium and Luxembourg, and shall assist the Department in arranging interviews for the executives of the Department. The interview may probably be done in Thailand or in the Netherlands, Belgium and Luxembourg.
- Consultant shall assist the department with the translation of documents from English into Dutch. This should be within reason regarding the number of translations required and the size of the documents (max. 1 page).
- The Consultant shall submit news clipping (if any) to the Department.

4. Expenses

- Should cost for venue or meeting rooms or food and beverage arise or other relevant cost, the Consultant has to inform the Department and ask for permission beforehand.

