

Details of allocated budget and costs for consultant

1. Project Name: Assistance in attracting investment from the Netherlands, Belgium and Luxembourg into Thailand Fiscal Year 2014
Project Owner: Thailand Board of Investment (BOI) Frankfurt Office, Office of the Board of Investment
2. Allocated Budget: 1,750,000 THB
3. Date of Reference Price Determination: 23 October 2013
Amount: 39,767 EUR or 1,729,864 THB (estimated exchange rate of 43.50 THB / 1 EUR)
4. Personnel Costs: 39,767 EUR or 1,729,864 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 20 years of experience working in business field.
 - 4.2.2 Must have extensive background about the industries in the Netherlands, Belgium and Luxembourg.
 - 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:	20 years
Basic Salary:	62,700 THB
Project Duration:	10 Month
Mark Up Factor:	2.145

The costs for consultant will be 62,700 THB x 2.145 x 10 Month = 1,344,915 THB or 30,917.58 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:	10 Month

The costs for assistant will be 885 EUR x 10 Month = 8,850 EUR or 384,975 THB.
 - 9.3 The total project costs will be **39,767.58 EUR**.

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 2014)

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. 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 “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 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).

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 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.

3.2 The Consultant **will help organize 1 investment seminar in Belgium**. Besides that the Consultant **shall organize 4 investment promotion activities** in the Netherlands, Belgium or Luxembourg.

These investment promotion activities can be in the form of roundtable meetings or sector-specific investment seminars. At least 2 investment promotion activities must be in Belgium or Luxembourg.

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

- 3.2.1 Preparing the programs and invitation letters with inputs from the BOI.
- 3.2.2 The Consultant and the BOI jointly identifying and approaching guest speakers for these investment promotion activities.
- 3.2.3 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.
- 3.2.4 Sending the invitations from the Consultant's database in e-mail or fax format.
- 3.2.5 Inviting relevant press/media to attend seminar/activities.
- 3.2.6 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)

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 meetings 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 BOI upon prior discussion.

3.3 Follow-up on the interest of the **45 companies that have been visited in the two previous programs** (25 from 2012 + 20 from 2013) as far as they have not yet invested in Thailand and to assist with further steps which should support their investment decision.

3.4 Research of new **60 companies**, belong to target industries: automotive, metal working, machinery, environment & energy, ICT, aerospace, logistic & transportation, biotechnology.

3.5 Promote **Inward Business Missions** from the Benelux to Thailand and provide support to these missions. The Consultant will contact and pursue interest from at least 4 organizations/partners in the Benelux to organize an Inward Business Mission to Thailand.

The Consultant is requested to report the result of the persuasion with the following information to the BOI:

- Profile of organizations/partners that have been contacted and pursued by the Consultant;
- Name of key decision makers of organizations/partners and
- Details of decision process concerning organizing a business mission to Thailand.

3.6 Assist the BOI when they, or the Embassies, organize investment seminars or roundtable meetings by inviting companies, multipliers and other contacts in its network and advising on the program, possible guest speakers and sending the invitations to its contacts by postal or e-mail format.

3.7 In case that the BOI 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.

3.8 Assist the BOI through proof reading press releases and distribute them to their media network in the Netherlands, Belgium and Luxembourg (if any).

3.9 Provide where possible and within limits consultancy services as requested by the BOI.

3.10 Report submission after each activity or event within one week.

3.11 Report submission for payment.

3.12 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 December 2013 – 5 September 2014

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> <ul style="list-style-type: none"> ▪ Minimum 15 one-to-one meetings with high potential companies the BOI has never met before (new meetings). ▪ 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. 	1 December 2013 – 5 September 2014
<p>2. The Consultant will help organize 1 investment seminar in Belgium. Besides that the Consultant shall organize 4 investment promotion activities in the Netherlands, Belgium or Luxembourg.</p> <p>These investment promotion activities can be in the form of roundtable meetings or sector-specific investment seminars. At least 2 investment promotion activities must be in Belgium or Luxembourg.</p>	1 December 2013 – 5 September 2014
<p>3. Follow-up on the interest of the 45 companies that have been visited in the two previous programs (25 from 2012 + 20 from 2013) as far as they have not yet invested in Thailand and to assist with further steps which should support their investment decision.</p>	1 December 2013 – 5 September 2014
<p>4. Research of new 60 companies, belong to target industries: automotive, metal working, machinery, environment & energy, ICT, aerospace, logistic & transportation, biotechnology.</p>	1 December 2013 – 5 September 2014
<p>5. Promote Inward Business Missions from the Benelux to Thailand and provide support to these missions. The Consultant will contact and pursue interest from at least 4 organizations/partners in the Benelux to organize an Inward Business Mission to Thailand.</p>	1 December 2013 – 5 September 2014
<p>6. Assist the BOI when they, or the Embassies, organize investment seminars or roundtable meetings by inviting companies, multipliers and other contacts in its network and advising on the program, possible guest speakers and sending the invitations to its contacts by postal or e-mail format.</p>	1 December 2013 – 5 September 2014
<p>8. In case that the BOI 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.</p>	1 December 2013 – 5 September 2014

9. Assist the BOI through proof reading press releases and distribute them to their media network in the Netherlands, Belgium and Luxembourg (if any).	1 December 2013 – 5 September 2014
10. Provide where possible and within limits consultancy services as requested by the BOI	1 December 2013 – 5 September 2014
11. Report submission after each activity or event	within one week after each activity
12. Report submission for payment	Due to payment term
13. 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

- 6.1 Shall have at least a bachelor degree and at least 20 years of experience working in business field.
- 6.2 Shall have extensive background about the industries in the Netherlands, Belgium and Luxembourg.
- 6.3 Shall have some networks and business relationships with both public and private sector.
- 6.4 Shall have experience in investment promotion of at least 5 years.

7. Contract Cost: **36.000,- Euro** (thirty six 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 BOI the company profiles of potential investors, with whom one-to-one meetings are arranged.
- Consultant shall submit minutes of the meetings to the BOI no later than one week after each meeting.

2. Documentation

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

3. Press

- Consultant shall recommend the BOI the relevant media in the Netherlands, Belgium and Luxembourg, and shall assist the BOI in arranging the interviews for the executives of the BOI. The interview may probably be done in Thailand or in the Netherlands, Belgium and Luxembourg.

- Consultant shall assist the BOI 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 BOI.

