

Details of allocated budget and costs for consultant

1. Project Name: Assistance in attracting investment from Switzerland into Thailand, Fiscal Year 2014
Project Owner: Thailand Board of Investment (BOI) Frankfurt Office, Office of the Board of Investment
2. Allocated Budget: 500,000 THB
3. Date of Reference Price Determination:25 November 2013.....
Amount: 10,000 EUR or 435,864 THB (estimated exchange rate of 43.50 THB / 1 EUR)
4. Personnel Costs: 5,117.59 EUR or 222,615.17 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 Switzerland.
 - 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
5. Material Costs: None
6. Costs for overseas trips (if any): None
7. Other Costs: 4,882.41
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. GorKor 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:	10 Month
Mark Up Factor:	2.145

The costs for consultant will be $35,000 \text{ THB} \times 2.145 \times 10 \text{ Month} = 750,750 \text{ THB}$ or 17,258.62 EUR.

According to the scope of work in TOR, it is estimated that only 30% of the project duration is needed so the consultant costs will be $17,258.62 \times 0.3 = \underline{5,117.59 \text{ EUR}}$.
 - 9.2 Other Costs:
 - 9.2.1 Costs for correspondence works (travelling costs to companies or organizations / telephone costs):

Number of planned trips to Switzerland:	4
Costs per trip:	1,000 EUR

The other costs will be $4 \times 1,000 \text{ EUR} = \underline{4,000 \text{ EUR}}$.
 - 9.2.2 Incidental Costs (lump sum): **882.41 EUR**
 - 9.3 The total project costs will be **10,000 EUR**.

PROJECT

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

1. Objective

This project aims at attracting more investment inflows from Germany into Thailand.

2. Definition

- 2.1 **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.
- 2.2 **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.
- 2.3 **“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 **Arrange 25 one-to-one meetings** with executives responsible for business development section of high potential companies to invest in Thailand.

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 **Arrange meetings with 3 important multipliers** as agreed by the BOI and which will be useful for the BOI's investment promotion activities in Germany.

- 3.3 **Organize 4 investment promotion activities:**

These investment promotion activities can be in the form of roundtable meetings or sector-specific investment seminars.

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

- 3.3.1 Preparing the programs and invitation letters with inputs from the BOI.
- 3.3.2 The Consultant and the BOI jointly identifying and approaching guest speakers for these investment promotion activities.
- 3.3.3 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.
- 3.3.4 Sending the invitations from the Consultant's database in e-mail or fax format.
- 3.3.5 Inviting relevant press/media to attend seminar/activities.
- 3.3.6 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)

3.4 **Organize 3 roundtable meetings** with participation of BOI delegations:

In organizing these roundtable meetings, 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 **Research of 30 new potential German companies.** The research report shall consist of company profiles, information about decision makers or contact persons responsible for business development and further important information which will be useful for the BOI.

- 3.6 **Follow-up on the interest of 70 German companies** (Selection from the consulting contracts 2011-2013). The result of the follow-up activity is to report by using the report template provided by the BOI.
- 3.7 **Arrange 2 press articles** for media publications in Germany without additional costs and under the following conditions:
- The media publications shall be printed publications only.
 - The Consultant shall develop a concept of the press insertion and prepare the content of these 2 press articles for the BOI's approval.
- 3.8 Assist the BOI 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.
- 3.9 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.
- 3.10 Provide where possible and within limits consultancy services as requested by the BOI.
- 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: 1 December 2013 – 5 September 2014

5. Work Schedule

Content of Consulting Contract	Period
1. Arrange 25 one-to-one meetings with executives responsible for business development section of high potential companies to invest in Thailand.	1 December 2013 – 5 September 2014
2. Arrange meetings with 3 important multipliers as agreed by the BOI, and which will be useful for the BOI's investment promotion activities in Germany.	1 December 2013 – 5 September 2014
3. Organize 4 investment promotion activities: These investment promotion activities can be in the form of roundtable meetings or sector-specific investment seminars.	1 December 2013 – 5 September 2014
4. Organize 3 roundtable meetings with participation of BOI delegations.	1 December 2013 – 5 September 2014
5. Research of 30 new potential German companies . The research report shall consist of company profiles, information about decision makers or contact persons responsible for business development and further important information which will be useful for the BOI.	1 December 2013 – 5 September 2014

6. Follow-up on the interest of 70 German companies (Selection from the consulting contracts 2011-2013). The result of the follow-up activity is to report by using the report template provided by the BOI.	1 December 2013 – 5 September 2014
7. Arrange 2 press articles for media publications in Germany without additional costs and under the following conditions: <ul style="list-style-type: none"> ∩ The media publications shall be printed publications only. ∩ The Consultant shall develop a concept of the press insertion and prepare the content of these 2 press articles for the BOI's approval. 	1 December 2013 – 5 September 2014
8. 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 programme, possible guest speakers and sending the invitations to its contacts by postal or e-mail format.	1 December 2013 – 5 September 2014
9. 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.	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.	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 There is some background about the industries.
- 6.2 There are some experiences in consulting in Germany
- 6.3 There are some networks and business relationships with both public and private sector.
- 6.4 The project manager shall have experience in investment promotion of at least 5 years.

7. **Contract Cost: 35,000.- Euro** (thirty five thousand Euro) lump-sum amount inclusive of value-added tax.
