

컨설팅 용역비에 대한 승인예산과 세부사항

1. 프로젝트명 : 2014년 효과적 투자유치활동 지원을 위한 컨설팅 용역 건

프로젝트 발주처 : 태국투자청 서울사무소

2. 용역비 4,000,000바트

3. 표준가격 지정일(참고 가격) 바트화로 4,573,822 바트

원화 가격 157,718,000원, 환율 기준 1원 =0.029 바트임

4. 인건비 2,972,984바트로 표준가격의 65%

컨설팅비 비율(인건비 중심)

4.1 컨설턴트 지원 자격 요건

- 목표 투자산업에 대한 이해와 지식이 풍부한 전문가로 11년 이상의 경험을 보유한 전문 컨설턴트 또는 외국인 전문가
- 학사 이상의 인력으로 5년 이상의 경험을 보유하고 전문 컨설턴트 업무를 지원하는 일반 컨설턴트
- 학사 이상의 일반 지원 인력

4.2 컨설턴트 역량

목표 투자산업에 대한 이해와 지식이 풍부한 전문가 그룹

4.3 컨설턴트 수 : 15-18명

전문 컨설턴트 3명

일반 컨설턴트 7명

지원 인력 8명

(세부 사항은 첨부자료 참고)

5. 물품비 : 없음

6. 투자유치와 네트워킹구축 활동 및 세미나 개최와 관련된 출장 경비 1,143,455바트 또는 표준가격의 25%
7. 기타 비용
 - 보고서 준비 비용 및 인쇄비 457,382바트 또는 표준 가격의 25%
8. TOR과 컨설팅 용역 책임자
쁘라송 뎃요틴(Prasong Deityothin) 태국투자청 서울사무소장
9. 표준가격 출처 (참고 가격)
 - 2013년 7월 31일 한국에서의 투자유치활동을 지원하기 위해 네모파트너스가 제출한 프로젝트 제안서 (네모파트너스 www.nemopartners.com)

쁘라송 뎃요틴 (Prasong Deityothin)

태국투자청 서울사무소장

Term of Reference

Technical Assistance on Attracting Korean Investment to Thailand

1. Principle & Objectives

The Republic of Korea has been an active foreign investor in many countries. However, up to present the amount of Korean investment to Thailand has been relatively low comparing to other countries. This is partly due to the fact that Office of the Board of Investment (hereinafter called "BOI ") and Thailand Board of Investment, Seoul Office (hereinafter "BOI Seoul") has limited knowledge and information of Korean industries and investors, and limited resource persons to conduct investment promotion activities.

Therefore, it is necessary for BOI and BOI Seoul to have a professional consultant to provide valuable suggestions, information, and assistance in carrying out investment promotion activities in Korea.

2. Scope of Works

The consultant will be required to conduct the following activities:

- Assist BOI in planning and carrying out investment promotion activities to attract Korean investors in the target industries to Thailand. The target industries include (1) electronics & electrical (2) machinery & equipments (3) metal parts & metal products (4) automotive parts (5) renewable energy (6) chemical products & petrochemicals (7) agro-based (8) food processing (9) other industries that may have potential for investment in Thailand. The investment promotion activities may include seminars, individual meetings, participating in exhibitions or conference, business match-making between Thai and Korean investors, etc.
- Assist BOI in organizing at least 2 investment promotion seminars.
- Assist BOI in organizing individual meetings or "door knocking activities" with at least 23 target companies.
- Identify and provide information about the target and potential investors in (1) electronics & electrical (2) automotive parts (3) machinery & equipments (4) other industries that have potential for investment in Thailand. The information should include the up-to-date company profile which will at least consist of the information on company headquarter and plants in Korea and overseas, product lists, turnover, contact persons, company mailing address, telephone, fax number and email address.
- Assist BOI in producing communication media which is suitable for Korean investors and distribute them to potential investors, and related organizations as suggested by BOI.
- Advise and facilitate BOI officials in establishing networks with related Korean government or industry organizations which engage in investment promotion.

- Assist BOI at least twice in organizing network activities with the important organizations located in other provinces besides Seoul in order not only to build close relationships but also to study and survey Korean economic and industrial status. Each activity should include at least 3 organizations. It is also possible to include potential and important companies.
- Prepare presentations and speeches as suggested by BOI.
- Provide a qualified personnel to BOI Seoul to perform the services and assistance. In performing the services, the assigned personnel will work in full-time working hours at BOI Seoul Office during the whole period of the agreement.

3. Target Outputs

- Accomplishment of activities that are described in the scope of works in item 2.
- Progress reports on investment promotion activities.
- Complete reports on investment promotion activities.
- Information on potential investors in both hard copies and soft files.
- Reports on updated information on main industrial sectors.

4. Period of Consulting

November 2013 – September 2014

*หมายเหตุ – ชุดใหม่จะเพิ่มเติมว่าบริษัทที่ปรึกษาจะต้องจัดหาเจ้าหน้าที่บริษัทมาปฏิบัติงานที่ สปช.

REMUNERATION AND METHOD OF PAYMENT

B.1 Lump Sum Amount

The costs of the Services to be paid to the Consultant under this Agreement is 4,000,000 THB (All tax included).

B.2 Payment Schedule

B.2.1 The costs for the Services under item B.1 shall be paid to the Consultant according to the payment schedule as follows:

B.2.1.1 First payment, 25% of the total contract cost, or 1,000,000THB within 30 days when at least the following activities have been completed and approved by BOI Seoul.

(a) Preparing for BOI Seoul the detailed project implementation plan.

(b) Advising and facilitating BOI officials in establishing networks with related Korean government or industry organizations which engage in investment promotion. Arranging door knocking with at least 6 target companies.

(c) Submitting the first progress report which includes the details of the accomplishment of the activities as specified in (a) and (b) hereabove

B.2.1.2 Second payment, 50% of the total contract cost, or 2,000,000 THB within 30 days when at least the following activities have been completed and approved by BOI Seoul.

(a) Assisting BOI Seoul in organizing at least 1 seminar in target industries, arranging door knockings with at least 11 target companies ; preparing presentation and speeches as suggested by BOI Seoul, producing and distributing communication media which is suitable for Korean investors, identifying and providing information about target and potential investors in target industries

(b) Submitting the second progress report which includes the details of the accomplishment of the activities as specified in (a) hereabove

B.2.1.3 Third payment, 25% of the total contract cost, or 1,000,000THB within 30 days when at least the following activities have been completed and approved by BOI Seoul.

(a) Assisting BOI Seoul in organizing at least 1 seminar in target industries, arranging door knockings with at least 6 target companies ; preparing presentation and speeches as suggested by BOI Seoul, producing and distributing communication media which is suitable for Korean investors, identifying and providing information about target and potential investors in target industries

(b) Submitting the final report which includes the details of the accomplishment.

BOI Seoul may withhold the installments above if the Consultant fails to maintain the work schedule.

B.3 Method of Payments

Payments will be performed in Korean Won.

B.4 Retention and Guarantees

From each lump sum installment specified in B.2.1.1 and B.2.1.2 above, BOI Seoul shall retain the amount equal to 10 percent of each payment to be accumulated and paid to the Consultant on the same day as the payment of the last installment under B.2.1.3

*หมายเหตุ— ชุดใหม่จะแตกต่างจากชุดเก่าใน ส่วน % การชำระเงิน ซึ่งจะคำนวณตามปริมาณงานที่ทำจริงในแต่ละงวด

APPENDIX C
“Your Proposal”

APPENDIX D
“Company Registration Document”