

## Procurement of Consultancy Services to Thailand Board of Investment New York Office

1. **Project Name:** Marketing program to support investment promotion activities in Eastern USA  
**/Employer:** Thailand Board of Investment New York Office
2. **Total allocated budget:** 2,112,000 THB
3. **Reference fee dated:** October 24, 2013  
**Reference fee:** 72,038.48 USD or 2,305,231.50 THB  
(Estimated exchange rate of 32.00 THB / 1 USD)
4. **Remuneration:** 72,038.48 USD

### Eligibility for consultancy service provider

4.1 **Consultants:** professionals that specialized in lead generation and market research on target sectors to encourage foreign investment into Thailand

### 4.2 Qualifications:

- 4.2.1 Expertise and knowledge in attracting investment and analyzing market intelligence on industry trends, investment trends and specific businesses across geographic locations and industrial sectors
- 4.2.2 Relevant experience in consultancy services similar to the deliverables.
- 4.2.3 Strong experience in media relations.
- 4.2.4 Ability to organize meetings with location advisors.

### 4.3 Project team staffing (only key persons): 2 persons

5. **Equipment Expenses:** None
6. **Travelling Expenses:** None
7. **Miscellaneous Expenditure:** None
8. **Person in Charge:**

8.1 Mrs. Supisara Chompam

Director of Thailand Board of Investment New York office

8.2 Mr. Polapat Naphavaranonth

Deputy Director of Thailand Board of Investment New York office

### 9. Project References:

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

- 9.1 A consultant expertise in finance, at least bachelor degree and have more than 20 years of experience. The basic salary is 62,700 THB multiply by project duration 11 months multiply by 2.145 mark up factor. The costs for consultant will be 1,479,406.50 THB or 46,231.45 USD.
- 9.2 An assistant expertise in finance and media relation, at least bachelor degree and have more than 10 years of experience. The basic salary is 35,000 THB multiply by project duration 11 months multiply by 2.145 mark up factor. The costs for consultant will be 825,825.50 THB or 25,807.03 USD.
- 9.3 The total project costs will be 72,038.48 USD.