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**Request for Proposals (RFP)**  
  
**“ICT Growth in Singapore”**

1. **Background**Korea IT Cooperation Center in Singapore (KICC), which opened on July 11, 2014, serves as a NIPA’s strategic hub for boosting vigorous business opportunities between Korea and ASEAN countries in the ICT industry. The National IT Industry Promotion Agency of Korea (NIPA) is a non-profit government agency affiliated to the Ministry of Science and ICT in which is responsible for providing support to IT enterprises and professionals.
2. **Introduction**The ICT GROWTH program, funded by the Korean government, is to support promising Korean ICT companies with high growth potential. The goal of this program is to foster 50 future unicorn ICT companies in Korea by 2025. KICC Singapore, in cooperation with NIPA, aims to support high-growth companies’ entry into the ASEAN market and building a foundation for global unicorn development.

Objective: Support for entry into new southern markets such as Singapore, Indonesia, and Thailand to establish a foundation for growth of global unicorns for promising ICT startups. We hope to improve local business capabilities by linking them with startup ecosystems in major cities such as Singapore, Indonesia and Thailand.

Role & Responsibility: Plan and operate local programs related to the products and services of participating companies. To support the entry into the ASEAN market through analyzing the demand environment in the local market, discovering key partners, and establishing a collaborative system, structuring local operations, and matching potential investors.

Thus, KICC is soliciting proposals from qualified consulting/marketing agencies or local organizations to support in “ICT GROWTH in Singapore 2023” program.

Participating Companies: 5 companies (1 pax per 1 company)

* Quantitative Target: Holding local partner meetings at least 5 times per company, and local IR events 2 times or more.
* One-to-one mentoring to participating companies for entry into SG market.
* Coordination of program for 12 weeks from Sep to Dec 2023.

1. **Scope of Services**A full range of online and offline activation is required, including but not limited to the following:
   1. Program planning for 5 participating companies to enter the ASEAN market
      * Provide a detailed proposal on how to enter the ASEAN market in the most efficient and effective way, including timeline.
      * Suggest methodology to make local business for participating companies
        + In-depth training programs in connection with local partners such as innovators, organization, etc. (including government regulations & policies, local business operation processes, and localization support program),
        + Local mentor related to each company business, and local business consulting
        + Local IR event plan (more than 2 times), and investor linkage
        + Matching business partner related to each company business such as local channel, distributor, reseller, buyer, etc. (more than 5 times per company), discovering local business and collaborative operation model, etc.
   2. Execution plan for the proposed program
      * Scheduling of proposed activities (Localization consulting, local matching and networking, training on local market entry, etc.)
        + Include a 1-week mentoring session in Korea and a minimum of 2 weeks of intensive market immersion activities in Singapore
      * Executed personnel (Project Manager, Partners, etc.)
      * Venue for office desking, IR, training and partnering, etc.
      * Provision and support for local transportation/flight/accommodation/daily allowance, etc.
      * Designation of local mentors related to each company business
      * Prepare adequate resources and documents to support participating companies
   3. Reporting
      * Post-event report to include quantitative and qualitative indicators
   4. Offline event
      * Suggest, plan and execute one offline event to close the program (exhibition, demo day, etc.)
   5. Post-program follow-up
      * Establish a continuous local business support system after the program ends
   6. Other suggestions
      * In addition to the scope of the tasks previously presented, additional or extra proposals or ideas can be made for programs to provide participants with advanced business development to enter the ASEAN market.
      * In case of inevitable circumstances such as COVID-19, if the program operation method or contents are changed and additional program planning is needed, the agency can propose additional programs following the request of KICC.
2. **Proposal Requirements (minimum requirements)**
   1. Company profile
      * Name of the company, contact person and contact information: provide address, office and mobile number, email address and web address
      * Statement of ownership and list the majority and minority owners
      * List of subcontractors if applicable. Provide company name, contact person details and intended percentage of work to be performed by any subcontractor
   2. Qualifications
      * Provide a brief description of your company; including its founding and history, number of employees, service areas, and awards or other forms of recognition
      * Provide a description of your work process
   3. Experience and ability to perform this work
      * Provide examples of relevant work
      * Provide minimum of 2 client references
      * Provide the list of personnel who would be assigned to the project along with their credentials and experience
   4. Pricing  
      Total budget: SGD 430,000  
      Provide cost of services in details including any possible costs and taxes
      * Professional labor costs
      * All necessary costs when coordinating the program**[[1]](#footnote-1)**
      * Any promotional materials
      * Allowances for startups to cover in-country expenses
      * **All prevailing taxes**

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| **Payment (%)** | **Payment Requirements** |
| 70 % | First payment of 70% within 15 days upon a contract signed |
| 30 % | Paid upon the quantitative evaluation of the target and the qualitative  evaluation of the performance of the task |
| *Note: Supplier (agency) may counter propose alternative payment requirements according to KICC’s approval. KICC also require suppliers to provide surety that the project will be undertaken and completed after partial payment are given in the form of company’s Letter of Guarantee and company’s cheque of equivalent amount.* | |

1. **Payments**
2. **Evaluation Criteria**Evaluation of submitted proposals performed under the following criteria:
   1. **Contents & Feasibility**
      * Understanding of the project objectives/ scope/ completeness or proposal
      * Project schedule
      * Proposed methodology
   2. **Intelligibility & Execution**
      * Understand local market & trend, market Analysis, marketing Strategies etc.
      * Operation networks (partners)
      * Personnel input
   3. **Experience & Expertise** 
      * ICT Marketing, matching experience of relevant B2B solutions
      * Reputation of the firm, based on references
      * Professional competence of manpower
      * Relevant experience and qualifications of the event project team personnel assigned to the project
   4. **Pricing**
      * Adequacy of pricing, fee structure and cost estimation

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| Contents & Feasibility | Intelligibility & Execution | Experience & Expertise | Pricing |
| 30% | 30% | 30% | 10% |

Evaluation criteria weightage for each:

1. **Submission**Prospective vendors may submit their proposals via email. Deadline for submission of proposal is 1st September 2023 (Friday), 5pm.

Proposals may be sent electronically to

1. Alicia Han, Program Manager ([ahan@nipa.kr](mailto:ahan@nipa.kr))
2. IL Kyu Nam, ([ignam@nipa.kr](mailto:ignam@nipa.kr))
3. **Selection and Notification**Notification will be sent to the selected vendor in writing via email or phone call by beginning of September.

1. *The coordination cost refers to Airline, accommodation, Office environment such as office space, and office supply, transportation, remuneration and any miscellaneous cost. Additional programs can be planned and proposed within the relevant budget and can be executed under KICC approval due to unforeseen circumstances such as COVID.* [↑](#footnote-ref-1)