

Request for Proposals (RFP)

“2025 K-Global @ Singapore”

1. Background

The Korea IT Cooperation Centre in Singapore (KICC), which opened on 11 July 2014, serves as NIPA's strategic hub to promote dynamic business opportunities between Korea and ASEAN countries in the ICT industry. The Korea National IT Industry Promotion Agency(NIPA) is a non-profit government agency under the Ministry of Science and ICT responsible for supporting IT companies and professionals.

2. Programme Overview

KICC Singapore is seeking proposals for the organisation and implementation of 2025 K-Global @ Singapore, an event aimed at promoting South Korean ICT companies in Singapore. The features of the programme are as follows:

a. Objectives

The 2025 K-Global @ Singapore initiative aims to enhance the global competitiveness of South Korean ICT companies by providing a strategic platform for increased international exposure, networking and targeted business development opportunities. Through carefully curated exhibition spaces, seminar engagements and direct pitching sessions with Home Team agencies, the programme will facilitate meaningful connections that can potentially lead to sales, investments and proof-of-concept (POC) collaborations for participating Korean companies.

b. Participants

Approximately 15 participating companies will be selected through a competitive process.

c. Programme Budget

The maximum estimated budget for the programme is **SGD 200,000**. The budget should cover **all expenses related to the operation of the ATXSG exhibition and HTX Seminar**, including but not limited to

- Venue rental fees
- Each company's participation fees for the exhibition
- Booth design, installation and construction costs
- 1:1 business matching expenses
- Mentoring services
- Catering(3 lunches and 1 dinner during the exhibition, 1 networking lunch during the seminar)
- Other operational costs

This comprehensive budget allocation ensures that all aspects of the event, from exhibition logistics to delegate support, are adequately funded to deliver a successful programme. Alternative arrangements may be planned and proposed within the relevant budget and may be implemented with KICC approval due to unforeseen business circumstances.

d. Duration

From date of contract to 30 June(Monday) 2025

3. Scope of work

A full range of online and offline activation activities will be required, including but not limited to the following:

a. ATXSG Exhibition

- Organise exhibition space for 15 South Korean ICT companies
- Design and set up customised booth designs(subject to KICC approval)
- Facilitate at least 5 meaningful 1:1 meetings with local partners for each participating company
- Provide 3 lunches and 1 dinner for 15 companies during the exhibition

b. HTX Joint Seminar(Part 1 – HTX Tech Sharing + Pitching, Part 2 – 1:1 Meeting)

- Organise and host a seminar for approximately 50 audiences
- Arrange pitching sessions for the South Korean companies invited to the seminar
- Arrange 1:1 meetings with participating companies and audience
- Provide pre-event orientation and pitching practice for participants
- Provide 1 networking lunch(buffet) during the seminar

c. Event Management

- Manage all logistical aspects including venue hire, delegate registration and booth set-up
- Manage overall event operations and coordination

d. Other suggestions

- In addition to the scope of the tasks previously presented, additional or extra suggestions or ideas for the programme may be made
- In case of unavoidable circumstances such as COVID-19, if the programme operation method or content is changed and additional programme planning is required, the Agency may propose additional programmes at the request of KICC

4. Deliverables

- a. Proposals should include suggestions for a programme brand name that is consistent with the purpose and identity of the event.
- b. Detailed event plan and schedule
- c. Post-event report including attendance, meeting results(both quantitative & qualitative) and feedback

5. Proposal requirements (minimum requirements)

a. Company Profile

- Company name, contact person and contact information: include address, office and mobile phone numbers, email address and website address
- Statement of ownership and list of majority and minority shareholders

- List of subcontractors if any. Provide company name, contact person details and intended percentage of work to be performed by each subcontractor
- b. Qualifications**
- Provide a brief description of your company, including its formation and history, number of employees, areas of service, and awards or other forms of recognition
 - Provide a description of your work process
- c. Experience and Ability to Perform the Work**
- Provide examples of relevant work and at least two client references
 - Provide a list of personnel who would be assigned to the project along with their qualifications and experience (Korean language capability among assigned staff is preferred)
- d. Execution Plan**
- Exhibition and seminar management plan
 - Business meeting and networking facilitation strategy
- e. Detailed Budget Breakdown**
- Provide a detailed cost of services including all possible expenses and taxes. The proposal should include itemised services, times and numbers, unit prices and total price in a reasonable accounting format. Assumptions used in cost projections, such as the hourly rate per staff member/partner in the programme, should be included.

6. Payments

Payment (%)	Payment terms
70 %	First payment of 70% within 15 days of signing the contract
30 %	Paid upon the quantitative evaluation of the target and the qualitative evaluation of task performance

Note: The supplier (agency) may propose alternative payment terms subject to KICC's approval. KICC will also require the supplier to provide a guarantee that the project will be carried out and completed after partial payment in the form of a letter of guarantee from the company and a cheque from the company for the same amount.

7. Evaluation criteria

Proposals will be evaluated on the basis of the following criteria :

a. Understanding & Feasibility

- Understanding of the project objectives/ scope/ completeness of the proposal
- Ability to meet the project timeline

b. Experience & Expertise

- Relevant experience and track record
- Reputation of the company, based on references
- Relevant experience and qualifications of the event project team members assigned to the project

c. Execution & Resources

- Quality and creativity of the proposed execution plan
- Network of partners
- Use of human resources

d. Cost Effectiveness

- Reasonableness of pricing, fee structure and cost estimate

Evaluation Criteria Weighting for each:

Understanding & Feasibility	Experience & Expertise	Execution & Resources	Cost Effectiveness
30%	30%	30%	10%

8. Submission Details

Interested suppliers can submit their proposals by email. The deadline for submission of proposals is **11 March 2025 (Tuesday) at 11:00 am(SGT)**.

Proposals may be submitted electronically to

1. KICC Singapore (kicc.singapore@nipa.kr)
2. Alicia Han, Deputy Programme Director (ahan@nipa.kr)
3. Changyeol Yum, Head of the Singapore Centre (yumcy@nipa.kr)

9. Selection and notification

The selected provider will be notified in writing by email or telephone **by March**.