

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, funded by the Korean government, is to support Korean ICT promising companies with high growth potential. The goal of this program is to foster 50 ICT future unicorn companies in Korea by 2025. KICC Singapore, in cooperation with NIPA, aims to support selected companies for the entry into the ASEAN market and building a foundation for global unicorn development.

Role & Responsibility: Plan and operate local programs related to the products and services of participating companies

- 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 2021” program.

- Participating Companies: 3 companies (1 pax per 1 company)

- Quantitative Target: Holding local partner meetings at least 8 times per company, and local IR events two times or more.

- Coordination of program for 3 participating companies for 12 weeks from Sep to Nov 2021 virtually*.

** Specific date of program and operation method (online or offline) will be confirmed depending on the condition of COVID-19.*

3. Scope of Services

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

- a) Program planning for 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
 - (Accelerating) 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), Matching local mentor related to each company business, and Local business consulting
 - (Investment) Local IR event plan (more than 2 times), and investor linkage
 - (Networking) Matching business partner related to each company business such as local channel, distributor, reseller, buyer, etc. (more than 8 times per company), discovering local business and collaborative operation model, etc.

** According to the situation of COVID-19, it is necessary to plan and operate online-based program such as training, mentoring, IR, and partnering.*

- b) Execution plan for the proposed program
- Scheduling of proposed activities
 - Executed personnel (project Manager, Partner list etc.)
 - Venue for IR, training, and partnering, etc.
 - Designated as a local mentor related to each company business
 - Prepare adequate resources and documents to support participating companies
- c) Providing weekly reports
- Up to date and clear reports and analysis on processes and results
 - Post event report to include quantitative and qualitative information
- d) Other suggestion
- 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.

4. Proposal Requirements (minimum requirements)

a) 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

b) 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

c) 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

d) Pricing

Total Budget: Max SGD 300,000

Provide cost of services in details including any possible costs and taxes

- Professional labor costs.
- All necessary costs when coordinating the program.
- Any promotional materials.
- Travel expenses for coordinating of in-country auditions.
- **All prevailing taxes**

5. Payments

Payment %	Payment Requirements
60 %	First payment of 60% within 15 days upon a contract signed
40 %	Paid upon the quantitative evaluation of the target and the qualitative evaluation of the performance of the task

** In case the program is conducted remotely (online) due to an unavoidable situation such as COVID19, the amount of coordination cost will not be paid. The coordination cost refers to Airline, accommodation, Office environment such as office space, and office supply, transportation, remuneration and any miscellaneous cost. However, in this case, additional programs can be planned and proposed within the relevant budget, and can be executed under KICC approval.*

Note: Supplier (agency) may counter proposed 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.

6. Evaluation Criteria

Evaluation of submitted proposals performed under the following criteria:

a. Contents & Feasibility

- Understanding of the project objectives/ scope/ completeness or proposal
- Project schedule
- Proposed methodology

b. Intelligibility & Execution

- Understand local market & trend, market Analysis, marketing Strategies etc.
- Operation networks (partners)
- Personnel input

c. Experience & Expertise

- ICT Marketing, matching Experience of relevant B2B solution
- 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

d. Pricing

- Adequacy of Pricing, Fee structure, cost estimation

Evaluation criteria and weight for each:

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

7. Submittal

Prospective vendors may submit electronically by email. Timeline for submission of proposal is **by 16th July (Friday), 5pm.**

Proposals may be sent electronically to

1. Ms Lee Yvonne, Marketing Manager (yvonne.lee@kicc.sg)

8. Selection and Notification

Notification will be sent to the selected vendor in writing via email or phone call by end of July.