

TERMS OF REFERENCE

No:	029/UCLG ASPAC/VIII/2023
Activity Name	Exhibition on the 9 th UCLG ASPAC Congress
Purpose	Request for Proposal (RFP) of Brand Promotion Merchandise Production
Posting date :	29 August 2023
Closing date :	08 September 2023
Project Code	50100
Budget Code/Line	6.1.4.2.

A. BACKGROUND / INTRODUCTION

The Asia and the Pacific region had been confronting multiple and converging crises dubbed as a poly crisis. The COVID-19 pandemic worsened economic, social, and environmental conditions, and brought greater poverty and social inequalities. In the face of this poly crisis, overall progress on the Sustainable Development Goals (SDGs) for the region had only reached 14.4 percent in 2022. At the current pace, the Asia-Pacific region will miss the target year of 2030 by several decades unless efforts towards the SDGs are accelerated.

Despite these challenges, the Asia and the Pacific remain an economically dynamic region driven by China's recovery and India's resilient growth. The region is expected to contribute around 70% of global growth, making Asia-Pacific a critical factor in the economic recovery of the world. A competitive workforce is an important driver of economic growth, and two-thirds of the Asia-Pacific total population is of working age and accounts for more than half of the global labour force. Leveraging Asia-Pacific's growth carries much potential in creating more opportunities and build a sustainable future for the people and the world.

Within this global and regional backdrop, the United Cities and Local Governments Asia Pacific (UCLG ASPAC), the Chinese People's Association for Friendship with Foreign Countries (CPAFFC), and the Yiwu Municipal People's Government are co-organising the 9th UCLG ASPAC Congress from 13 to 15 November 2023 in Crowne Plaza Yiwu Expo, with the theme "Advancing Balanced Economic Development for Asia and the Pacific."

B. OBJECTIVES

The purpose of this RFP is to inform potential vendors of a business opportunity and to solicit a proposal for supply of Brand Promotion Merchandise with the details available in Annexure I. As part of the UCLG ASPAC Congress 2023 activity, the Secretariat will produce a Brand Promotion Merchandise to increase branding visibility and engage the city members aligned with strategic brand promotion of UCLG ASPAC vision and mission. This production is to execute a creative campaign to generate the city members' engagement and drives brand awareness to current city members as well as prospect city members.

C. EXPECTED OUTPUTS AND OUTCOMES

Based upon the review and evaluation of proposals offered in response to this RFP, UCLG ASPAC Secretariat may at its sole discretion negotiate and enter into a contract with one or more successful vendors. As such there will be no volume commitment for the services to be delivered under this RFP by the shortlisted vendors.

To make this supply of Brand Promotion Merchandise successful, certain requirements and considerations are needed, there are some key aspects to focus on :

- Craft a clear visually captivating and creative product for the promotion campaign
- Create a Brand Promotion Merchandise Design with the unification of UCLG ASPAC Logo

- Oversee the Production and ensure high-quality material, numbers of production, and brand consistency.

D. Timeline

1. RFP Advertisement: 29 August 2023 – 8 September 2023
2. Pitching process and appointment: 9 September 2023 – 15 September 2023
3. Product Conceptualization and Design: 15 - 20 September 2023
4. Merchandise execution and Production: 21 September 2023 – 15 October 2023

E. Budget

The vendors should provide a detailed cost breakdown and expenses.

F. Submission Proposal

Interested vendors are requested to submit their proposals by 8 September 2023. The proposal should include an overview of the vendor's experience, a portfolio showcasing relevant products, and estimated timeline, a cost breakdown, and company legal document as follows;

- Notary Company ACT
- Tax Number
- Office License or Trade License




Inquiry and response should be sent through e-mail to : procurement@uclg-aspac.org with a copy to admin.assistant@uclg-aspac.org.




Submission of a complete proposal after due date and time will not be considered.

G. Evaluation Criteria

The vendors will be evaluated based on their creativity, expertise in supply of Brand Merchandise production, relevant industry experience, understanding the objective, timeline feasibility and budget alignment.

ANNEXURE-I - REQUIREMENT DETAILS

Produce in China							
Monetary							
No	Item	Specification	Min Order Quantity	Picture			
1	Limited Edition T-Shirt	100% long staple cotton. Yiwu Congress branding, UCLG ASPAC logo, tagline at behind, using box Ice silk, all cotton, long staple cotton (additional 5RMB for separate paper box)	300				
2	Hoodie	The loop bears the UCLG Asia Pacific logo	300				
3	Cap	Cotton,denim,breathable check,nylon If you need a separate paper box, calculate the cost according to the actual material. Pure cotton, cowboy, breathable check, nylon (additional 5RMB for separate paper box)	300				
Total			900				

Produce in Indonesia							
Free							
No	Item	Specification	Min Order Quantity	Picture			
1	Recycle Bag and Toy	Reference size: 40*25 Requires 3 views of specific materials UCLG ASPAC logo, slogan in the back. Disney supplier, nylon cloth, recycleable material, 40mm*40mm. Additional cost for separate box,	300				
2	UCLG ASPAC Magnetic Pin	25*25, thickened enamel (The back can be made of magnetic metal buckle) + external gift box	300				
3	Squishy Ball (Poop)	Slow rebound toy PU Foam poop squishy ball 60mm*85mm*70mm Customization fee included	300				
Total			900				

Vendor to ensure compliance to the above requirement. Any deviation will not be considered.