

**Request for Proposal**

**Production of APO Annual Report  
2017 Corporate Film**

Offers are invited from reputed and experienced Agency/Company/Firm for working as a Service Provider with the Asian Productivity Organization (APO) for Production of APO Annual Report 2017 Corporate Film.

**Issued on:** 6 October 2017  
**Last Date for Submission:** 23 October 2017

SCHEDULE OF EVENTS		
S. No	Particulars	Details
1	Document reference number	APO/IPR/AV/10-17
2	Date of issue of RFP	6 October 2017
3	Last Date & Time for submission of proposal	23 October 2017, 5:00 PM JST
4	Email address for submission of proposal	<b>To:</b> <a href="mailto:sparth@apo-tokyo.org">sparth@apo-tokyo.org</a> <b>CC:</b> <a href="mailto:YFujimoto@apo-tokyo.org">YFujimoto@apo-tokyo.org</a>
5	Subject Line for submission of proposal	Proposal for Production of APO Annual Report 2017 Corporate Film / <b>company name</b>
6	Proposal Presentation at APO Office	Between 1-7 November 2017
6	APO Website	<a href="http://www.apo-tokyo.org/">http://www.apo-tokyo.org/</a>

## 1 General Information

### 1.1 Purpose

This Request for Proposals (RFP) is issued by the Asian Productivity Organization (APO) for selection of an agency to conceptualize and develop the APO Annual Report 2017 in audio-visual corporate film format of 5-6 minute duration.

### 1.2 Background

Established in 1961, APO is an intergovernmental organization with the mission of contributing to the socioeconomic development of the Asia-Pacific region through productivity promotion. The current membership comprises 20 economies: Bangladesh, Cambodia, Republic of China, Fiji, Hong Kong, India, Indonesia, Islamic Republic of Iran, Japan, Republic of Korea, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Singapore, Sri Lanka, Thailand, and Vietnam.

The APO supports its member countries through capacity-building efforts such as training courses, workshops, seminars, and other activities to enhance productivity. In serving its members, the APO performs five key roles: Think Tank, Catalyst, Regional Adviser, Institution Builder, and Clearinghouse for Productivity Information.

- 1. As a think tank**, the APO conducts research on emerging needs of members for their follow-up and for determining appropriate assistance to them.
- 2. As a catalyst**, the APO promotes bilateral and multilateral alliances among members and between them and others outside the APO region for collaboration in productivity-related activities for mutual benefit.
- 3. As a regional adviser**, the APO surveys the economic and development policies and performance of each member country and assists in formulating strategies for achieving enhanced productivity and competitiveness.

4. **As an institution builder**, the APO strengthens the capability of the national productivity organizations (NPOs) and other institutions to provide productivity promotion, training, and consultancy services to the public and private sectors.
5. **As a clearinghouse for productivity information**, the APO facilitates the dissemination and exchange of information on productivity among its members.

### **1.3. Types of Activities**

While the APO activities target a diverse group of productivity stakeholders, its objective is to provide practical training through a combination of: 1) lectures by experts; 2) field visits to factories, farms, and facilities for observation of actual applications; and 3) country reports by participants for the sharing of experiences. The APO projects are intended to be as immediately useful and applicable to participants as possible, and the participants are expected to create multiplier effects by disseminating their newly acquired knowledge and understanding to others in their home countries. The various approaches and methodology that APO uses for achieving its objective are listed as below:

**1.3.1 Technical Expert Services:** Consultation services to member countries by assigning experts to cater to the specific needs of NPOs. Experts conduct training, consultancy, or national programs.

**1.3.2 Development of Demonstration Companies/Organizations:** A program to establish model projects to improve productivity in factories, companies, and organizations and then disseminate best practices to others.

**1.3.3 Bilateral Cooperation between NPOs:** Provides opportunities for productivity professionals, high-level officials, or policymakers from NPOs or related organizations in one member country to visit one or more other NPOs, organizations, or enterprises for mutual learning and collaboration.

**1.3.4 Institutional Strengthening of NPOs:** Consists of two mutually dependent components – the Development of NPOs (DON) Strategy to determine the needs of member countries; and DON Implementation to translate the results of DON Strategy into training programs that meets their needs.

**1.3.5 Training courses:** Impart information and practical skills based on an established body of knowledge following a structured curriculum to improve competency and performance.

**1.3.6 Research:** In-depth study requiring the collection and analysis of data to address specific productivity-related issues.

**1.3.7 Conferences:** Share or disseminate new knowledge, best practices, and research findings in a field, subject, or topic.

**1.3.8 Forums:** Share views and knowledge on current and emerging productivity-related issues, their implications, and potential solutions.

**1.3.9 Observational Study Missions:** Provide opportunities to learn based on direct observations of applications of best practices, innovations, and advanced technologies. Workshops: Discuss, share knowledge on, and explore emerging topics related to productivity

tools, technique, methodologies, and issues for making relevant recommendations and/or developing action plans to energize the productivity community.

**1.3.10 eAPO:** The APO Digital Learning Programs that offers courses carried through mobile, web-based and videoconferencing platforms.

**1.4. Focus Sector & Core Objective:** Smart is the key word to promote the use of technology for improving productivity across the four focus sectors:

**1.4.1 Smart Industry:** The interplay of digital technologies like the cloud and mobility with a growing footprint of the Internet of things (IoT) is paving the way for Industry 4.0. The APO is focused at helping member countries embrace the new paradigm and adapt it to meet productivity goals.

**1.4.2 Smart Agriculture:** Big data intelligence, crop monitoring technologies, warehousing modernization, packaging innovations, etc. can help raise efficiencies and trim wastage of agriproduce and enable countries to meet their “zero hunger” SDG objectives. The APO is focused on application of digital technologies and efficient processes to help raise agricultural productivity in the region.

**1.4.3 Smart Public Sector:** The digital era is driving public sector organizations to redefine their processes and deliver technology-enabled governance. The APO is committed to help governments in member economies adopt digital technologies for improving efficiency and productivity in the public sector.

**1.4.3 Smart Services:** It constitutes a significant part of GDP for some of the largest member economies and hence productivity in the services sector is critical for APO. With adaptive and artificial intelligence-led process automation threatening existing business models, the APO is driving productivity enhancement in service sector through multiple capacity-building initiatives.

## **2 Project Information**

### **2.1. Objective**

**2.1.1** Communicate APO 2017 activities and journey in an interesting narrative format for better comprehension and impact.

**2.1.2** Strengthen the APO brand by showcasing APO activities, changes and new initiatives.

### **2.2. Definitions and Acronyms**

**2.2.1 APO:** Asian Productivity Organization

**2.2.2 Service Provider:** Any Agency, Company, Firm willing to provide its expertise and services as defined in the scope of work of this RFP document.

**2.2.3 Shall, Will, Must:** Denotes a mandatory requirement.

**2.2.4 Should, Can, May:** Denotes a preference, not mandatory requirement.

### **2.3. Scope of Work**

This Request for Proposal seeks submission of proposals from Agency/Company/Firm to provide the following services:

**2.3.1** Develop overall concept of the Annual Report 2017 Corporate Film.

**2.3.2** Develop script and screenplay of the Annual Report 2017 Corporate Film.

**2.3.3** Package production of film complete with required graphics, special effects, video editing, voice-over, sound recording and editing, stills and video shooting, and any other activity required to develop the film.

**2.3.4** The service provider will also be responsible for editing to add the APO header montage and signature tune.

**2.3.5** The production also includes provision of English language voice-over artist and background music.

**2.3.6** The overall duration of the film should be between 5-6 minutes.

### **2.4. Theme**

**2.4.1** With technology driving unprecedented change in business models across economies and industry, agriculture, public sector and services, the APO member countries need to prepare themselves to meet productivity challenges of the future. The APO during 2017 worked towards better aligning itself to future trends and needs of member economies so that it can develop programs to help its members future-ready, in terms of people, processes and technology interventions.

**2.4.2** The APO Annual Report 2017 Corporate Film shall narrate this journey of transformation.

**2.4.3** More details shall be shared with the service provider through a planned discovery process, including interviews with the Secretary-General and other key officials at the APO Secretariat.

### **2.5. Available Material & Information**

**2.5.1** Photos of APO projects from different countries.

**2.5.2** Some APO project videos, including the eAPO promotion video.

**2.5.3** Details of new initiatives taken up in 2017 and related materials like product logo, etc.

**2.5.4** Number of projects, experts, etc.

### **2.6. Project Completion Date**

**2.5.1** The service provider shall complete the project and handover the final film latest by 28 February 2018 in MP4 Format; Bit rate: 25 Mbps; and full HD 1920-1080 resolution.

## **3 Instructions for Preparation of Proposal**

It is important for the participating Agency/Company/Firm to comply with the following instructions during preparation of their proposals:

- 3.1** The Agency/Company/Firm shall carefully go through the Background Information and the details about the APO structure, its focus areas and the activities, all instructions, guidelines, scope of work, and the note of the RFP. Failure to furnish all the necessary information as required by the RFP Document or submission of a proposal not substantially responsive to all the requirements of the RFP shall be liable for rejection.
- 3.2** The proposal and all associated correspondence shall be written in English.
- 3.3** The proposal shall include the following information, and strictly follow the sequence as listed below:
- 3.3.1** Covering letter (as per **Annexure 1**).
  - 3.3.2** Basic organization details (as per **Annexure 2**).
  - 3.3.3** Profile of the Agency/Company/Firm (**max one A4 size page**).
  - 3.3.4** Relevant experience of executing similar projects (as per **Annexure 4**).
  - 3.3.5** Supporting document pertaining to the projects as listed in Annexure 4.
  - 3.3.6** Samples of work.
  - 3.3.7** Profile of the team that will work on the project.
  - 3.3.8** Name designation, email id and mobile phone number of the SPOC (single point of contact) who will be responsible for coordination and delivery of the project (as per **Annexure 3**).
  - 3.3.9** Proposed execution timeline for Scope of Work as in Section 2.3, and according to the Theme as explained in Section 2.4. The proposed timeline shall also include the iteration phase, where APO input is required.
  - 3.3.10** Commercial Proposal in USD. The Service Provider shall quote tax inclusive price and the APO will consider the total cost of all fixed items and manhour-based cost for variable components, if any (like video shooting) for evaluation purpose of this RFP.
  - 3.3.11** The proposal shall be sent only through email attachment as a password-enabled PDF duly signed by the authorized person latest by 23 October 2017 to [YFujimoto@apo-tokyo.org](mailto:YFujimoto@apo-tokyo.org) with CC to [sparth@apo-tokyo.org](mailto:sparth@apo-tokyo.org).
- 3.4** All pages of the Proposal must be numbered in the format Page x of y, where x is the specific page and y is the total number of Proposal pages.
- 3.5** The subject line of the email must be: **Proposal for Production of APO Annual Report 2017 Corporate Film /company name.**

## **4 Terms & Conditions**

- 4.1** The concept and film shall be original creations to highlight the success story and journey of change of the APO in 2017 and the Service Provider will transfer all rights of the film to the APO.
- 4.2** The final product will become the sole property of the APO and the Service Provider will not use it for any other purpose or transfer in full or partially any part or source of the work to any other person, organization or institution or country, or any other body that can use it.

- 4.3 The Service Provider will transfer all rights of the final product, video and still material shot for the film, the use of background music and any other related component developed for the film to the APO.
- 4.4 The Service Provider shall not misuse the APO and related logos in any way which may deceive the public to believe unsolicited, unauthorized or unverified content.
- 4.5 The Service Provider will be bound by the Non-Disclosure Clause and will not disclose or communicate, in any manner, either during or after the contract period, information about the APO, its operations, or any other information, that relate to the operations of the APO which would be deemed confidential or other forms of proprietary information of the APO.
- 4.6 The APO reserves the right to change the Schedule of Events or revise any part of the RFP by issuing an addendum to the RFP at any time.
- 4.7 All materials submitted in response to this RFP will become the property of the APO. Selection or rejection of a proposal does not affect this right.
- 4.8 Only information which is in the nature of legitimate trade secrets or non-published financial data may be deemed proprietary or confidential. Any proposal marked as confidential or proprietary in its entirety may be rejected without further consideration or recourse.
- 4.9 The APO will not be liable for any errors in proposals and reserves the right to make corrections or amendments due to minor errors identified in proposals. The APO, at its option, will have the right to request clarification or additional information from the proposers.
- 4.10 The selected Service Provider will be expected to enter into a contract prepared by the legal team of the APO. The Service Provider shall not submit its own standard contract terms and conditions as part of the response to this RFP.
- 4.11 The RFP is intended to seek proposals from Design Agency/Company/Firm and submission of proposal by Design Agency/Company/Firm shall not be considered as grant of project to the Agency/Company/Firm by the APO.
- 4.12 The RFP process is meant to help the APO identify most suited Agency/Company/Firm for the project, based on their experience of executing similar projects and the proposed cost.
- 4.13 The Agency/Company/Firm will be invited to present their proposal before the evaluation team and the one offering best quality, cost and value proposition will be awarded the project.
- 4.14 The Service Provider may be requested for update or changes in the final product at any point of time later after the closure of the project and the cost for the same will be negotiated and finalized on a need basis and the willingness of the Service Provider to execute it.
- 4.15 The APO will not bear any cost related to research, planning, designing or any other such activity related to preparation of the proposal in response to the RFP by the Agency/Company/Firm or that of sending it to the APO.

## **5 Conflict of Interest**

- 5.1 The Service Provider shall provide professional, objective and impartial service and hold the APO's interest paramount.

- 5.2 The Service Provider shall not deploy former employees who have served APO in last one year.
- 5.3 Non-disclosure of such an association by the Agencies/Companies/Firms will lead to termination of the contract and Blacklisting from participating in any future APO projects for a period of 3 years.

## **6 Right to Accept or Reject any Proposal**

- 6.1 Issuance of this RFP in no way constitutes a commitment by the APO to award a contract.
- 6.2 The APO reserves the right to annul the RFP or the vendor selection process, or to accept or reject any or all the proposals in whole or part at any time without assigning any reasons and without incurring any liability to the affected Agencies/Companies/Firms or any obligation to inform the affected Agencies/Companies/Firms of the grounds for such decision.
- 6.3 The APO reserves the right to change the scope of work, in case there is a need or depending upon the change in requirement before or during the implementation phase. However, in case the changes are made during the implementation phase, the APO will negotiate cost for the additional work separately with the Design Agencies/Companies/Firms.
- 6.4 The APO reserves the right to enter into a Contract without further discussion of the proposal submitted based on the initial offer received. The APO reserves the right to contract for all or a partial list of services offered in the proposal. The RFP and proposal of the selected proposer will become part of any contract initiated by the APO.

## **7 Termination of Contract**

- 7.1 The project work order shall be terminated at any time by the APO Secretary-General, if the services are not up to the satisfaction level and after giving an opportunity to the Service Provider of being heard and recording of the reasons for termination.

**Annexure 1**  
**Covering Letter Format (to be submitted on letterhead)**

To,  
IPR Department  
Asian Productivity Organization  
1-24-1 Hongo, Bunkyo-ku, Tokyo 113-0033

Sub: Proposal for Production of APO Annual Report 2017 Corporate Film

Dear Sir,

1. We, the undersigned, having carefully examined the referred Request for Proposal document for Proposal for Production of APO Annual Report 2017 Corporate Film, offer to provide the required services, in full conformity with the said RFP Document.
2. We have read all the provisions of RFP Document and confirm that these are acceptable to us.
3. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
4. We agree to abide by this proposal, consisting of this letter, the approach and methodology, the commercial proposal, and all other documents for submission of proposals as stipulated in the RFP Document and modifications resulting from Work Order negotiations, and it shall remain binding upon us and may be accepted by you at any time till a maximum of 60 days of the last date of submission of the proposal.
5. Until the formal final Work Order is prepared and executed between us, this proposal, together with your written notification for award of the project, shall constitute a binding Work Order between us.
6. We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation or misinterpretation contained in it shall lead to our disqualification.
7. We understand you are not bound to accept any proposal you receive, not to give reason for rejection of any proposal and that you will not defray any expenses incurred by us in preparing and submission of this proposal.

Yours sincerely,

<Signature>

<Name>

<Designation>

Date: xx October 2017

## Annexure 2

### Basic Organization Details

Details of the Organization	
Name of Agency/Company/Firm	
Date of Incorporation / Establishment	
Date of Commencement of Business	
Address of the Registered Office	
Address of the Correspondence	
Area of expertise with respect to this project	
Signing Authority	
1	Name
2	Designation
3	Mobile Number
4	E-mail

## Annexure 3

Single Point of Contact (SPOC)	
1	Name
2	Designation
3	Mobile Number
4	E-mail
Team Leader: Project Development	
1	Name
2	Designation
3	Mobile Number
4	E-mail

## Annexure 4

### Relevant Experience of Executing Similar Projects

Details of Projects						
S. No	Name of the Company for which the project was executed	Details of Project	Start of Project	End of Project	Value of Project*	Reference of Supporting Document enclosed

\* Not mandatory