To whom it may concern,

The ASEM SMEs Eco-Innovation Center (ASEIC) was established in 2011, with the principal mandate of promoting Asia-Europe cooperation to create and enhance eco-innovation of small and medium sized enterprises (SMEs) in both regions.

ASEIC encourages ASEM member countries to accelerate the SME green innovation and green management practices, and disseminating the effectiveness of such measures worldwide.

This year, ASEIC is launching a pilot project called ‘Eco-innovative Consulting Services for SMEs'.

Selected expert groups will provide consulting service to participating SMEs, fully financed by ASEIC, within an environmentally beneficial and economically viable framework to raise awareness of the fact that considering environment in their businesses is not costly but rather cost-effective in the long term.

The consulting services will provide SMEs with the implementation of a holistic and multifaceted approach to furthering eco-innovation, from sharing core environmental regulations, innovative techniques and practices.

Thus, ASEIC plans to recruit consulting firms/organizations and SMEs of ASEM member countries to implement and participate on the project.

Please refer to the Project Information Document or visit our website www.aseic.org for further information.

Yours sincerely,

General Manager / Lee, Tae Sung

**Project Information Document**

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| Project Name | Eco-innovation Consulting Services for SMEs |
| Country | ASEM member countries |
| Description | The project aims to improve SMEs' green competitiveness by providing 'Eco-innovationConsulting' services. Projects will include programmes such as production process assessment and guidance, sharing core environmental regulations and cost saving innovative techniques and practices.  |
| Impact | The impact of the project aims to bring about eco-innovation in SMEs corporate strategy, while strengthening their ‘green competitiveness'.  |
| Outcome | The outcome of the project will be(a) Increased awareness of SMEs in the region of Eco-innovation as sustainable opportunity in their business. (b) Enhanced ‘green competitiveness' of selected SMEs by providing assessment and guidance of expert consultants  |
| Output and Time Frame | Consulting Reports must include(a) Overview and assessment of current situation in the Region (b) Consulting results of selected SMEs (b) Recommendations and suggestions for next steps to deepen effectiveness of eco-innovation consulting \* The output of the project will be presented and discussed at key ASEM meetings, conferences or other external conferences.  |
| Fund Source/Amount | ASEIC Budget | Total 600,000USD (total 30 SMEs) |
| Procurement |
| Consulting Service | ① ASEIC will recruit multinational, local consulting firms/organizations specialized in energy, environment, green growth, and sustainable development with good local network of SMEs of selected geographical location. The Quality and Cost Based selection method will be used for the selection. The consulting firms will be invited to submit the project proposal by 19 July 2011. ② ASEIC also expects participation of up to 30 SMEs of ASEM member countries to join the consulting service. The consulting expenses will be fully covered by ASEIC budget. SMEs are invited to submit expression of participation by 20 July 2011 for participation.  |
| Remarks | \* Regionally well-balanced in number of SME participants are preferable \* 1~3 projects can be selected within the budget frame |
| Contact  | Eco-Innovation Consulting Project Manager ASEM SMEs Eco-Innovation Center (www.aseic.org)Office, Rm 904 SBDC, 917-6 Mokdong, Yangchungu, Seoul, ROKPhone: +82-2-6678-4402~3Fax: +82-2-6678-4422E-mail address: info@aseic.org |

**Form 1. Intention of Participation**

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| Intention of Participation (for SMEs only) |
| Name of the Project |  |
| Recommended Consulting Firm |  |
| Firm name |  |
| Country of Registration |  | Year of Registration |  |
| Registration № |  |
| Type of Industry |  |
| Business Status |  |
| Product |  |
| Sales Volume |  |
| № of full-time employees |  |
| Address Details |
| Country |  |
| Street Address (Postal Code) |  |
| Contact Personnel (Name/Tel/Fax/e-mail) |  |
| Attachment : ① Purpose of Participation ② Corporate's information (in detail) |
| We are submitting our expression of participation for [project name] in accordance with your Project Information Document dated [Insert Date]. We hereby declare that all the information and statements made in this documentation are true and accept that any misinterpretation contained in it may lead to our disqualification.Authorized Signature : Name and Title of Signatory : Name of Firm : Address :  Day - Month - Year  |
| Attachment | Purpose of Participation |

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| **(1) Company Profile**  |
| **(2) Purpose of Participation** |
| **(3) Expected Outcome** |

**Form 2. Consulting Proposal**

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| Consulting Proposal |
| Name of the Project |  |
| Firm/Organization name |  |
| Country of Registration |  | Year of Registration |  |
| Registration № |  |
| Type of Organization | □ Consulting firm □ Global institute□ Independent consultant  |
| № of full-time professional staff |  |
| Sector of Expertise |  |
| Address Details |
| Country |  |
| Street Address (Postal Code) |  |
| Contact Personnel (Name/Tel/Fax/e-mail) |  |
| Attachment : ① Consulting firm's information and experience, ② Consulting Proposal, ③ Resumes/CV's |
| We are submitting our Consulting Proposal for [project name] in accordance with your Project Information Document dated [Insert Date]. We hereby declare that all the information and statements made in this proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.Name and Title of Signatory : Name of Firm : Address :   Day - Month - Year |

**Form 3. Registration form for Consulting firm**

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| **Registration form for Consulting Firm** |
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| Firm/Organization name |  |
| Country of Registration |  | Year of Registration |  |
| Registration № |  |
| Type of Organization | □ Consulting firm □ Global institute |
| № of full-time professional staff |  |
| Sector of Expertise |  |
| Address Details |
| Country |  | City |  |
| Street Address (Postal Code) |  |
| Contact (Tel/Fax/e-mail) |  |
| Contact Personnel (Name/Tel/Fax/email) |  |
| Projects completed (Recent 5 years)  |
| Project name | Country | Year | Amount(USD) | Remarks |
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| You may also attach : ① website/homepage, ② references, ③ certification of registration , ④ commendations/awards, ⑤ resumes/CV's of your key experts ⑥ international certification |
| We hereby declare that all the information and statements made in this registration form are true and accept that any misinterpretation contained in it may lead to our disqualification.Name and Title of Signatory : Name of Firm : Address :  Day - Month - Year  |

**Form 4. Registration form for Consultant**

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| **Registration form for Consultant** |
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| Firm/Organization name  |  |
| Name | (Mr/Ms)  |
| Country of Registration |  | Year of Registration |  |
| Registration № |  |
| Sector of Expertise |  |
| Address Details |
| Country |  | City |  |
| Street Address (Postal Code) |  |
| Contact (Tel/Fax/e-mail) |  |
| Projects completed (Recent 5 years) |
| Project name | Country | Year | Amount(USD) | Remarks  |
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| You may also attach : ① website/homepage, ② references, ③ certification of registration, ④ commendations/awards, ⑤ resumes/CV's ⑥ international certification |
| We hereby declare that all the information and statements made in this registration form are true and accept that any misinterpretation contained in it may lead to my disqualification.Signature : Address :  Day - Month - Year  |