

REGIONAL TRADE FOR DEVELOPMENT (RT4D)

TERMS OF REFERENCE FOR THE

Implementing Consultant – Promoting AANZFTA through Communications and Business Engagement

1. Summary

Title	Implementing Consultant – Promoting AANZFTA through Communications and Business Engagement
Start Date	November 2026
Completion Date	December 2027
Reports to:	RT4D Manager: Fenny Chandra, Program Delivery Lead
Interacts With	RT4D: • Program Performance and Quality (MEL, Communications and GEDSI) Lead: Sebastian Cortes Sanchez • Monitoring, Evaluation, and Learning (MEL) Manager: Lia Lairing • Gender Equality, Disability, and Social Inclusion (GEDSI) and Trade Manager: Yooke Damopolii • Operations Lead: Isradi Alireja • Facility Director: Adrian Gilbert • Indonesia Program Officer: Felisia Lethe Project Proponent: • Project Proponent: ASEAN Secretariat, External Economic Relations Division (EERD)
Requires Approval from:	RT4D Facility ASEAN Secretariat: <i>External Economic Relations Division (EERD)</i> FTA Subsidiary Body: <i>Economic Cooperation Sub-Committee (EC-SC)</i>
Timetable for Tender Process	Request for Proposals: 19/10/2026 Closing Date for Queries: 26/10/2026 Closing Date for Proposals: 11/11/2026
Submission Instructions	The provider should submit Technical and Financial submissions in alignment with the requirements outlined in the Request for Proposal (RFP). The Submissions or any questions should be sent to the following email: procurement@regionaltrade4dev.org by the deadline indicated above.
Scope of Work Summary: Tetra Tech International Development, as managing contractor of RT4D, is seeking a suitably qualified consulting firm/organisation (the “Consultant”) to provide and coordinate technical, event management, communications, and multimedia production services for the implementation of an ASEAN-Australia-New Zealand FTA (AANZFTA) Implementation Support Program (AISP)	

project, namely **“Promoting AANZFTA through Communications and Business Engagement”**.

This project promotes AANZFTA through Communications and Business Engagement under the AANZFTA Implementation Support Program (AISP) to strengthen awareness and utilisation of the AANZFTA among key economic actors. It delivers targeted communication materials and engagement activities that highlight the practical benefits of the AANZFTA Upgrade for businesses and policymakers. Through these efforts, the project builds a clearer understanding of the AANZFTA Upgrade and encourages more active participation in regional trade and economic cooperation.

2. Background

The project entails developing and executing a comprehensive Communications and Business Engagement Plan (ACBEP), aligned with the aims of the AISP and the Agreement Establishing the ASEAN-Australia-New Zealand Free Trade Area (AANZFTA) Upgrade. It will set out a structured sequence of initiatives to strengthen the understanding of government and business stakeholders' understanding of the value, relevance, and impact of the AANZFTA Upgrade and the AISP. The project's overarching purpose is to assist the EC-SC in planning and delivering its communications and business engagement activities in the Financial Year 2026-27 and 2027-28. It aims to boost awareness of the benefits of AANZFTA and the AISP and to strengthen relationships among relevant private- and public-sector stakeholders.

2.1 Project Objectives

The project focuses on the following objectives:

- Raise awareness among key stakeholders across the AANZFTA region of the economic opportunities arising from AANZFTA implementation and AISP projects.
- Complement and build on the outcomes of previous AISP Communication and Business Engagement projects.
- Provide AANZFTA Parties with dynamic, engaging materials that strengthen their engagement with business actors from diverse backgrounds, including disadvantaged groups.

GEDSI, MEL, safeguarding, communications and sustainability will be mainstreamed across all activities.

2.2 Intended Beneficiaries

The project is designed to raise awareness of the AANZFTA Upgrade benefits, which include:

- Support AANZFTA Officials by increasing their capacity and access to materials in socialising the benefits of the Upgraded AANZFTA among businesses, particularly micro, small, and medium enterprises (MSMEs) and businesses led by women and people with disabilities.
- Raise awareness of the AANZFTA among businesses through targeted communication, outreach, and engagement activities for stakeholders across the region, including those who represent economically or socially marginalised groups.
- Officials and focal points within the AANZFTA EC-SC, together with relevant government agencies across all Parties, will facilitate this process by ensuring the effective delivery and localisation of information materials. Senior Economic Officials and Economic Ministers will be engaged to sustain policy coherence and ensure that project outcomes directly support inclusive and broad-based private-sector participation in regional trade opportunities under AANZFTA.

2.3 Project Outcomes

The project is expected to contribute to the following outcomes:

- Increased understanding among businesses, particularly MSMEs, of the benefits and practical application of the upgraded AANZFTA;
- Improved quality and relevance of AANZFTA-related communications products for both government and private-sector audiences;

- Stronger engagement between AANZFTA Subsidiary Bodies, government stakeholders, and the private sector on the implementation of the upgraded agreement;
- Better visibility of AISP-supported success stories and factsheets, and their contribution to AANZFTA implementation;
- More effective communication of AISP progress and outcomes to ministerial and broader stakeholder audiences.

2.4 Complementarity with Other Efforts

The project complements and builds on completed and ongoing AISP communications and business engagement initiatives. These include:

The project reinforces ongoing AISP initiatives led by the AANZFTA EC-SC to expand awareness of AANZFTA's value. These include:

- The “Communications Package to Socialise the Benefits of the AANZFTA Upgrade,” which successfully produced the Key Outcomes Brief, individual outcomes briefs and operational guide forming the final MSME Handbook, including adaptations for Cambodia, Lao PDR, and Viet Nam (CLV) audiences, and a high-level Dissemination Strategy.
- The “Four Business Engagement Roundtables” provided a forum for relevant stakeholders across business and regulatory bodies to meet and share their concerns.
- Activities under the ongoing project ‘AISP Annual Communications and Business Engagement Plan’, which include case studies, business explainers and business engagement factsheets.

The project also complements ongoing ASEAN efforts to advance sustainable, inclusive, and rules-based regional economic integration. It aligns with ASEAN priorities on MSME development, digital trade, customs modernisation, and supply chain resilience, ensuring that AANZFTA-focused communication and outreach activities reinforce rather than duplicate existing regional work. It also supports broader ASEAN frameworks such as the ASEAN Strategic Action Plan for SME Development (SAPSMED) 2025 and the ASEAN Digital Economy Framework Agreement (DEFA), strengthening the region's agenda on digitalisation, sustainability, and inclusive participation in trade.

The Project also complements broader AANZFTA efforts and aligns with existing ASEAN communication channels—including the AANZFTA website, the ASEAN Access Platform, and the ASEAN Tariff Finder—by designing outputs that can integrate with and amplify these established mechanisms.

3. Scope of Services

The RT4D Facility is seeking a consulting firm/organisation (hereinafter “the Consultant”) to support the delivery of project activities between November 2026 and December 2027.

The Consultant will provide integrated technical advisory, stakeholder engagement, event management, communications and multimedia production coordination services. As the lead implementation partner, the Consultant will be responsible for the overall coordination, management, quality assurance and delivery of all project activities, outputs and deliverables under these Terms of Reference.

The Consultant will be responsible for:

- Stakeholder consultations, facilitation and engagement activities;

- Design and delivery of Business Roundtables;
- Event planning, participant management and logistical coordination;
- Development of AANZFTA Upgrade Business Explainers, adaptation of existing AANZFTA information materials such as MSME Handbook, Case Studies, ASEAN Economic Ministers – Closer Economic Relations (AEM-CER) Communications Package, AANZFTA Upgrade Video;
- Photography, videography and activity documentation;
- Communications planning and support for project visibility and knowledge management;
- Monitoring, evaluation, learning and reporting requirements; and
- Coordination and quality assurance of project multimedia products.

3.1 Project Activities

- Activity 1: Stakeholder Consultations
- Activity 2: Roundtable Discussion: Private Sectors and Government Bodies' Conversation
- Activity 3: Explainers for ASEAN Business
- Activity 4: Adaptation of existing AANZFTA information materials produced by relevant previous projects, such as the MSME Handbook
- Activity 5: Four Case Studies demonstrating AISP success
- Activity 6: ASEAN Economic Ministers – Closer Economic Relations (AEM-CER) Communications Package

A.1 Activity 1 – Stakeholder Consultations

The stakeholders' consultations will function as a core mechanism to align upcoming programme activities with the needs of business stakeholders across the AANZFTA. The process is designed to strengthen engagement with a broader set of beneficiaries, with a clear emphasis on MSMEs, including women-owned enterprises, entrepreneurs with disabilities, and underrepresented groups, to ensure more equitable access to AANZFTA benefits. Consultations will include ASEAN Secretariat officials, AANZFTA government officials, business associations, MSME representatives, and people with disabilities. The consultations will focus on the following areas:

1. Assess business utilisation of the AANZFTA

A targeted review of how businesses – which may include sectors such as agri-food, manufacturing, digital services and logistics – currently access and use AANZFTA provisions. This may include examining utilisation of chapters such as Customs Procedures and Trade Facilitation, E-Commerce, and MSMEs, identifying general usage patterns, MSMEs-relevant touchpoints, and areas requiring clearer guidance or additional support. The aim is to establish a baseline understanding that can inform more effective outreach and capacity-building efforts.

2. Identify Common Challenges

The consultations will be used to identify the key challenges businesses face in accessing or applying the above-mentioned AANZFTA provisions. The focus will be on capturing challenges that commonly arise across sectors, which may include agri-food, manufacturing, digital services and logistics, while also noting any barriers that may affect certain groups, such as women-led businesses and enterprises involving persons with disabilities.

3. Socialise and Testing Existing Materials

Initial validation of the MSME Handbook and Business Explainers with intended users. The consultations will check whether the materials are clear, relevant, and accessible for diverse business profiles. Feedback will inform refinements to ensure the materials function effectively, such as the need to reflect the AANZFTA upgrade for the MSME Handbook as practical tools for broader dissemination.

4. Gather Input for Upcoming Activities

- For the Business Roundtable (Activity 2), stakeholder feedback and the outputs of previous Business Roundtables will help shape an agenda that reflects the priorities of a wide range of business actors, including those representing women and people with disabilities. The consultation will also be used to identify suitable topics for the roundtable.
- For the Business Explainers (Activity 3), consultations will inform topic selection, content depth, and communication formats to ensure materials are accessible, practical, and aligned with diverse business needs. Outputs of the previous Business Explainers will also be taken into consideration to inform the format, topic and content of the new Business Explainers.

The Consultant will support ASEC EERD and RT4D through the following activities:

- **Inception and consultation planning:** review relevant AANZFTA chapters, upgraded provisions, prior Business Roundtable outputs, existing MSME Handbook, and previous Business Explainers, develop an inception note and detailed consultation workplan, including methodology, timeline, stakeholder categories, roles, and quality-assurance arrangements, propose a stakeholder-engagement approach that prioritises MSMEs, women-owned/women-led enterprises, persons with disabilities, and other underrepresented business groups, develop an outreach and participant-selection strategy to ensure balanced representation across ASEAN Member States (AMS), Australia, and New Zealand.
- **Stakeholder mapping and engagement:** prepare a stakeholder map and contact database covering: (i) ASEAN Secretariat and AANZFTA government focal points; (ii) AMS, Australian, and New Zealand business associations and chambers of commerce; and (iii) MSME networks, women's business associations, disability-inclusive enterprises, NGOs, microfinance institutions, cooperatives, and rural business associations, identify potential organisations to support outreach to priority groups, including the ASEAN Women Entrepreneurs Network (AWEN), prepare invitation letters, briefing materials, consent/participation information, registration forms, and follow-up communications, coordinate participant outreach, confirmations, scheduling, and reminders for approximately 20–25 interviews and 3–4 FGDs (all virtual), monitor participation targets, including AMS coverage, stakeholder diversity, and the target for at least 40% women-owned or women-led enterprises.
- **Consultation tools and instruments:** develop a structured semi-structured interview guide for one-to-one interviews, tailored where necessary for government representatives, business associations, chambers of commerce, MSMEs, women-led enterprises, and inclusion-focused organisations, develop FGD discussion guides and facilitation plans, including separate or targeted sessions where appropriate for MSMEs, women-led businesses, sectoral associations, and disability-inclusive enterprises, prepare a short pre- and post-consultation questionnaire to assess awareness of AANZFTA, perceived relevance to business, barriers to use, expectations,

and changes in understanding following participation, develop templates for participant records, interview/FGD notes, attendance tracking, consent, and feedback capture.

- **Assessment of AANZFTA utilisation:** assess how firms—including MSMEs—currently understand, access, and use AANZFTA provisions, examine business experiences with relevant chapters and provisions, including Customs Procedures and Trade Facilitation, E-Commerce, and MSME-related provisions, identify business usage patterns, sectoral differences, MSME-relevant touchpoints, and areas where guidance, simplified tools, or further capacity building may be needed, establish a practical baseline of awareness and utilisation to support future outreach and capacity-building activities.
- **Identification of business challenges and opportunities:** document common practical barriers faced by businesses in accessing or applying AANZFTA provisions, identify sector-specific issues across relevant sectors, such as agri-food, manufacturing, digital services, and logistics, capture barriers that disproportionately affect women-led businesses, enterprises involving persons with disabilities, and other underrepresented groups, collect feedback on practical challenges relating to non-tariff barriers, sustainability commitments, e-commerce provisions, customs and trade facilitation processes, and other upgraded agreement provisions, identify opportunities created by the upgraded AANZFTA that businesses consider most relevant or actionable.
- **Testing of existing communication materials:** gather feedback on whether existing MSME Handbook adequately reflect upgraded AANZFTA provisions, recommend refinements to content, language, structure, accessibility features, and dissemination approaches.
- **Consultation delivery and facilitation:** conduct approximately 20–25 virtual one-to-one interviews, each of approximately 60 minutes, facilitate 3–4 virtual or hybrid FGDs, each involving approximately 8–12 participants, using structured questions and inclusive moderation techniques, ensure that discussions provide meaningful opportunities for participation by MSMEs, women-led businesses, persons with disabilities, and other underrepresented groups, manage virtual consultation logistics, including meeting links, participant briefing, attendance records, technical support, and documentation, prepare interview and FGD summaries, capturing key points, areas of consensus, divergent views, examples, and recommendations.
- **Input to Activity 2: Business Roundtable:** translate consultation findings and previous Business Roundtables outputs into recommended themes and priority discussion areas for the Business Roundtables, recommend potential agenda topics that reflect the interests of a broad range of business actors, including MSMEs, women-led enterprises, and persons with disabilities, advise on the most appropriate Roundtable format, participant mix and discussion design based on consultation findings.
- **Input to Activity 3: Business Explainers:** recommend priority topics for new or updated Business Explainers based on identified knowledge gaps, practical barriers, and stakeholder preferences, advise on suitable formats, such as factsheets, sector-specific briefs, infographics, and video explainers, recommend the appropriate level of technical detail, language, accessibility features, and dissemination channels for different business audiences, ensure recommendations build on, rather than duplicate, existing Business Explainers.
- **Reporting and presentation of findings:** prepare a draft Stakeholder Consultations Report for review by the ASEAN Secretariat and RT4D, revise and finalise the report in response to consolidated comments, prepare a concise presentation and/or briefing note summarising key findings, recommendations, and proposed next steps, provide all consultation tools,

anonymised datasets or response summaries, participant lists/attendance records, interview and FGD notes, and communication materials to the ASEAN Secretariat and RT4D.

Output:

3.1.1: One Stakeholder Consultations Report will be developed to capture key insights and provide recommendations addressing the following areas: (i) identify how firms—including MSMEs—understand and use upgraded provisions, (ii) identify sector-specific needs, barriers, and priority issues, (iii) document the specific touchpoints where MSMEs interact with AANZFTA processes and highlight areas requiring clearer guidance, simplified tools, or additional capacity-building, (iv) collect concrete feedback from businesses and government agencies about practical obstacles (e.g., handling non-tariff barriers, operationalising sustainability commitments, applying new e-commerce provisions) and opportunities created by the upgraded agreement. The Report will also translate stakeholder insights into a focused agenda by identifying which issues require collective discussion, i.e., the design of the Roundtable agenda and the preferred format of the Explainers (factsheets, sector-specific briefs, infographics, video explainers).

Relevant project outcomes: 1, 2 and 3

A.2 Activity 2 – Roundtable Discussions: Private Sectors and Government Bodies' Conversation

The two Business Roundtables will support the socialisation of AANZFTA Upgrade benefits and encourage public-private sector dialogue to strengthen its effective and inclusive implementation. The roundtables will convene public and private-sector stakeholders to engage effectively and generate meaningful dialogue on the benefits of the Upgraded AANZFTA with the objectives of (1) discussing the provisions and potential of the upgraded AANZFTA; and (2) providing a platform for government to understand the challenges faced by key business groups and opportunities in utilising FTA provisions.

The agenda and scope will be set and informed by the Stakeholder Consultations (Activity 1). Approval of the agenda will rest with the AANZFTA EC-SC, in coordination with other relevant Subsidiary Bodies as specified by the proposed agenda. The roundtables may include the following:

- Opportunities and business challenges identification across sectors - The dialogue will focus on assessing and identifying opportunities and challenges related to regional trade.
- Business preparation and engagement: This dialogue will examine how private-sector actors, industry associations, large firms, and MSMEs can proactively align their practices with the Upgraded AANZFTA benefits, which may include utilisation of chapters such as Customs Procedures and Trade Facilitation, E-Commerce, and MSMEs.
- Aspirations mapping from government bodies and the private sector - This topic will emphasise the aspirations of government bodies and the private sector to meet their needs, considering current readiness and relevant priorities.
- Inclusion in regional trade – This discussion will emphasise the goal of creating inclusive regional trade by mapping the opportunities and challenges faced by disadvantaged groups, including entrepreneurs with disabilities or women-led MSMEs.

The first Roundtable will be country-focused and held in hybrid format, bringing together a balanced mix of 100-150 participants with duration of 1.5 to 2 days – approximately 40% government officials and 40% private-sector representatives, including chambers of commerce, MSMEs, and women-

led businesses – ensuring diverse and inclusive perspectives in the discussions. Interested AMS will need to express their intention to host the Roundtable Discussion. To assess AMS nominations, the Consultant will develop and apply objective criteria, which will be shared with ASEAN Member States prior to the Call for Nominations for those interested in hosting the first Roundtable.

The second roundtable will serve as a follow-up to the first. The outcomes of the first roundtable will inform the scope of the second roundtable. The second roundtable will be a hybrid regional roundtable with expected 150 – 200 participants with duration of 1.5 to 2 days. Interested AMS will need to express their intention to host the Roundtable Discussion. To assess AMS nominations, the Consultant will develop and apply objective criteria, which will be shared with ASEAN Member States prior to the Call for Nominations for those interested in hosting the second (regional) Roundtable.

The Consultant will support ASEC EERD and RT4D through the following:

- **Development of AMS host-nomination process:** Develop transparent and objective criteria for assessing AMS nominations to host each Roundtable, in consultation with ASEC and RT4D, prepare a host-nomination package, including nomination criteria, assessment matrix, and indicative host responsibilities, support ASEC and the EC-SC to issue a Call for Nominations to AMS, receive, compile, and assess host nominations against the approved criteria, in coordination with ASEC and RT4D, prepare an assessment report and recommendation on the preferred host AMS for submission to the EC-SC for consideration and approval.
- **Design of Roundtables:** develop the proposed scope, concept note, agenda, session design, guiding questions, speaker suggestions, and expected outputs for the Roundtables.
- **Participants identification:** identify and propose appropriate participants for both Roundtables, covering AANZFTA government officials, AMS representatives, business associations, chambers of commerce, industry associations, large firms, MSMEs, women-led enterprises, disability-inclusive businesses, entrepreneurs with disabilities, and relevant civil-society or support organisations in consultation with ASEC and RT4D
- **Delivery of Roundtables:** manage the end-to-end delivery of the roundtables, ensuring effective coordination and smooth, professional implementation of all sessions.
- **Event management and logistical arrangements:** in consultation with ASEC and RT4D, identify and select suitable venue, accessibility arrangements, participant registration, materials, facilitators and speakers coordination, audio-visual and hybrid meeting requirements, participant communications, production and installation of event branding and visibility materials, such as backdrops, e-standees and lanyards, photography and videography, feedback collection, and event documentation.
- **Participants accommodation and travel reimbursement:** coordinate with ASEC and RT4D to follow up on participant registrations for the workshops, facilitate travel arrangements, coordinate and facilitate suitable lodging arrangements at a four-star hotel, facilitate the payment of per diems and travel expenses.
- **Media-related support:** draft and submit press releases to ASEC and RT4D for review, feedback and approval, prepare and conduct 3–4 interviews with selected participants and/or stakeholders per roundtable, as required, to support the production of roundtables recap videos featuring key proceedings, roundtables highlights and participants reflections.

- **Roundtables reports:** prepare a draft Workshop Report for each Roundtable in accordance with RT4D template, submit to RT4D and ASEC for review, revise based on feedback, finalise and submit for approval.
- **Roundtable factsheets:** prepare a concise, public-facing Roundtable Factsheet for each Roundtable, present an accessible summary of the activity, key business-relevant insights, participant or discussion data highlights, and messages on opportunities under the Upgraded AANZFTA, ensure factsheets are clear, visually engaging, and suitable for dissemination to MSMEs and broader business audiences, revise drafts based on technical review by ASEC, RT4D, and the EC-SC, prepare final factsheets in agreed formats for public dissemination.

Output:

3.2.1 Two hybrid Business Roundtables convening 100-150 and 150-200 participants from government and the private sector, with a balanced representation of approximately 40% government officials and 40% private-sector representatives, including chambers of commerce, MSME representatives, and women-led businesses.

3.2.2 Two Roundtable reports in line with RT4D reporting requirements.

3.2.3 Two Roundtable factsheets summarising the purpose and key outcomes of each Roundtable, which includes business-relevant insights, selected data highlights and key messages on opportunities under the Upgraded AANZFTA.

Relevant project outcomes: 1, 3, 4 and 5

A.3 Activity 3 – Explainers for ASEAN Businesses

The business explainers aim to strengthen engagement with the MSME Handbook and the AANZFTA Upgrade. The explainers will build on and complement explainers developed under the AISP Project's 'AISP Annual Communications and Business Engagement Plan' approved under the 2024-25 AISP-ECWP, which is currently under implementation. These are 2-3-minute Business explainer videos on AANZFTA Upgrade Outcomes, Trade-in Goods Outcomes, Trade-in Services Outcomes, and general provisions (scheduled for completion by November 2026).

This project will include developing three (3) business explainers to complement existing explainers and incorporate inputs and insights from stakeholder consultations (Activity 1) and the first business roundtable (Activity 2) on priority topics, common information gaps, and key demands and needs for the private sector. Based on the learnings from consultations and the roundtables, the scope and format of the explainers will be determined in consultation and with the approval of the AANZFTA EC-SC.

The Consultant will support ASEC EERD and RT4D through the following:

- Review findings from stakeholder consultations and Business Roundtables to identify business information needs, priority barriers, and requested explainer topics.
- Propose priority themes for new Business Explainers, for consultation with and approval by the AANZFTA EC-SC. Potential themes may include:
 - E-Commerce — practical guidance on cross-border digital trade, reduced administrative barriers, and MSME participation in online markets.
 - Government Procurement (GP) — opportunities for businesses to access transparent and rules-based procurement processes across AANZFTA Parties.

- Trade and Sustainable Development (TSD) — practical information on responsible business practices and emerging environmental and social expectations.
- Consult relevant ASEAN Secretariat divisions, AANZFTA Committees, and other relevant stakeholders to define the technical scope, target audience, key messages, and level of detail for each explainer.
- Recommend the most appropriate communication format for each approved topic, taking account of business needs, accessibility, ease of dissemination, and available resources. Formats may include:
 - short animated or practical explainer videos;
 - 1–2 page factsheets for the ASEAN for Business Bulletin;
 - visual Decision Pathway PowerPoint presentations of up to five slides.
- Prepare explainer outlines, content plans, key messages, and draft storyboards or visual concepts for review by ASEC, RT4D, relevant ASEAN Secretariat divisions, and the EC-SC.
- Draft clear, accurate, practical, and business-friendly explainer content, using plain language and examples relevant to MSMEs and diverse business users.
- Develop visual materials, including icons, process flows, comparative information, data highlights, and links to further AANZFTA resources, as appropriate to the selected format.
- Include a QR code in each explainer linking users directly to the full AANZFTA MSME Handbook and other approved digital resources.
- Incorporate accessible and inclusive communication features, including clear language, readable layouts, and formats suitable for women-led businesses, MSMEs, entrepreneurs with disabilities, and other underrepresented groups.
- Develop and administer pre- and post-engagement feedback surveys to assess changes in target audiences' awareness and understanding of the relevant Upgraded AANZFTA provisions.
- Analyse survey feedback and user comments to identify improvements to explainer content, format, accessibility, and dissemination approaches.
- Revise and finalise the explainers based on feedback from ASEC, RT4D, relevant ASEAN Secretariat divisions, AANZFTA Committees, and the EC-SC.
- Prepare final explainer files and supporting dissemination materials in formats suitable for publication, circulation through the ASEAN for Business Bulletin, and use in future AANZFTA outreach activities.

Output:

3.3.1: Three business explainers articulating the benefits of selected chapters of the Upgraded AANZFTA tailored to MSMEs. Explainers will be developed in consultation with the relevant AANZFTA Subsidiary Bodies and ASEC divisions and approved by the EC-SC.

Relevant project outcomes: 1, 2, 4 and 5.

A.4 Activity 4 – Adaptation of existing AANZFTA information materials produced by relevant previous projects, such as the MSME Handbook

The project will adapt existing information materials produced by relevant previous projects, such as the MSME Handbook to reflect the AANZFTA Upgrade, to ensure they address the needs identified through the Stakeholder Consultation (Activity 1). The updated material will be developed in consultation with and approved by the EC-SC.

The Consultant will support ASEC EERD and RT4D through the following:

- Review existing AANZFTA business information materials produced under previous projects, including the **MSME Handbook** and related communication products.
- Assess the extent to which existing materials reflect the provisions, benefits, and implementation implications of the **Upgraded AANZFTA**.
- Review findings from the Stakeholder Consultations under Activity 1 to identify priority business information needs, knowledge gaps, usability concerns, and accessibility requirements.
- Identify sections of the existing MSME Handbook and other materials that require updating, simplification, expansion, restructuring, or removal.
- Prepare a proposed content-update plan, including:
 - recommended revisions to reflect the Upgraded AANZFTA;
 - priority provisions and practical business issues to be covered;
 - target audiences, including MSMEs, women-led businesses, entrepreneurs with disabilities, and other underrepresented groups;
 - proposed format, length, language, accessibility, and dissemination considerations.
- Consult with ASEC, RT4D, relevant ASEAN Secretariat divisions, AANZFTA Committees, and other relevant technical stakeholders to validate the proposed scope and content of the updated materials.
- Draft revised content for the MSME Handbook and any other agreed information materials, using clear, practical, business-friendly language.
- Incorporate practical guidance, examples, links or references to further resources, and updated information on relevant Upgraded AANZFTA provisions.
- Ensure that updated materials are accessible and inclusive, including through plain-language drafting, user-friendly design, clear navigation, readable formatting, and appropriate digital-access features.
- Prepare draft updated materials for review by ASEC, RT4D, and relevant technical stakeholders.
- Consolidate comments and revise the materials to ensure technical accuracy, consistency with official AANZFTA messaging, and responsiveness to stakeholder needs.
- Prepare final draft materials for submission to the EC-SC for consideration and approval.
- Following EC-SC approval, finalise publication-ready and digital versions of the updated materials, together with editable source files and a brief dissemination recommendation.

Outputs:

3.4.1: One adapted existing AANZFTA information materials, such as the MSME Handbook.

Relevant project outcomes: 1 and 2.

A.5 Activity 5 – Four Case Studies demonstrating AISP success

The project will produce four case studies of communication output that capture AISP success stories. Each case study, estimated at three to five pages, will demonstrate specific, tangible

contributions of AISP activities to advancing outcomes associated with the AANZFTA. Where data are available, the case studies will also include examples of engagement and support for MSMEs, women-led businesses, and entrepreneurs with disabilities.

The case studies will showcase the following AISP workstreams:

- Projects under the AANZFTA Sub-Committee on Sanitary and Phytosanitary Measures (SC-SPS) (by June 2027).
- Projects under the Intellectual Property Committee (IPC) (by June 2027).
- Projects under the Sub-Committee on Standards, Technical Regulations and Conformity Assessment Procedures (SC-STRACAP) (by August 2027).
- Projects under the Committee on E-Commerce (CEC) (by August 2027).

The case studies will be developed in consultation with the relevant AANZFTA Subsidiary Bodies and approved by the EC-SC.

The Consultant will support DIP and RT4D through the following:

- Develop an overall workplan, methodology, template, and quality-assurance process for preparing four AISP success-story case studies.
- Review relevant AISP project portfolios and, in consultation with ASEC and RT4D, confirm the individual projects, activities, and success stories to be featured under each designated AANZFTA Subsidiary Body.
- Prepare a case-study framework for each feature, setting out the proposed storyline, target audience, key messages, evidence requirements, interviewees, and expected contribution to AANZFTA and Upgraded AANZFTA outcomes.
- Review available project documentation, including Progress Reports, Project Completion Reports, workshop reports, training materials, research outputs, evaluation findings, communication products, participant data, and other relevant records.
- Identify and synthesise evidence of tangible AISP results, including changes in knowledge, capacity, policies, practices, systems, regional cooperation, trade facilitation, or business access to AANZFTA benefits.
- Identify, where data are available, examples of engagement with and benefits for:
 - MSMEs;
 - women-led or women-owned businesses;
 - entrepreneurs with disabilities; and
 - other underrepresented stakeholder groups.
- Develop stakeholder-interview plans and interview guides tailored to project proponents, Subsidiary Body representatives, government officials, implementing partners, training participants, businesses, MSMEs, and other relevant beneficiaries.
- Conduct interviews with key stakeholders and project participants to gather practical examples, stakeholder perspectives, lessons learned, quotations, and evidence of results.
- Verify factual information, outcomes, data points, dates, and stakeholder claims against available project documentation and consultation with relevant stakeholders.
- Draft four concise case studies, each approximately **three to five pages**, using clear, accessible, and public-facing language.
- Ensure each case study describes:
 - the AISP-supported project or activity;

- the implementation challenge or opportunity addressed;
- project activities and stakeholders involved;
- tangible outcomes and contribution to AANZFTA implementation;
- relevance to practical readiness for, or utilisation of, the Upgraded AANZFTA;
- examples of business, MSME, women-led business, or disability-inclusive engagement where available;
- key lessons and potential implications for future AISP or AANZFTA activities.
- Prepare supporting visual and communication elements, as appropriate, such as infographics, process diagrams, outcome highlights, data call-outs, photographs provided or cleared by project stakeholders, and stakeholder quotations.
- Consult with each relevant AANZFTA Subsidiary Body throughout development to validate the scope, factual content, key messages, and recommended lessons.
- Revise the case studies based on comments received from ASEC, RT4D, project stakeholders, and the relevant Subsidiary Body.
- Submit the four case studies for formal validation by the respective Subsidiary Bodies:
 - SC-SPS case study — by June 2027;
 - IPC case study — by June 2027;
 - SC-STRACAP case study — by August 2027; and
 - CEC case study — by August 2027.
- Consolidate validated case studies and prepare final drafts for submission to the EC-SC for consideration and approval.
- Following EC-SC approval, prepare publication-ready and accessible digital versions of all four case studies, including editable source files and recommended dissemination text for ASEC and RT4D use.

Outputs:

3.5.1: Four case studies highlighting AISP delivery success stories, demonstrating practical readiness and utilisation of the upgraded AANZFTA, including examples from MSMEs, women-led businesses, and entrepreneurs with disabilities. The case studies will be developed in close consultation with the relevant AANZFTA Subsidiary Bodies and approved by the EC-SC.

Relevant project outcomes: 1, 2, 4 and 5.

A.6 Activity 6 – ASEAN Economic Ministers – Closer Economic Relations (AEM-CER) Communications Package

The project will develop a document detailing AISP progress and outcomes during the 2025-26 and 2026-27 Fiscal Year. The document (6 – 10 pages) will be presented to Ministers at the 2027 AEM-CER Meeting. The package will include:

- A summary of substantial outcomes from implementing projects approved under the 2025-26 and 2026-27 AISP-ECWPs. This will include impact statistics comprising qualitative and quantitative data on training, participation, and capacity-building achievements.
- Outcomes of developing and approving the 2027-28 AISP-ECWP.
- Key lessons learned and goals for the upcoming year, alongside an evaluation process conducted through pre-event and post-event surveys to assess changes in awareness and understanding among the target audience.

The document will be developed with inputs and endorsed by the EC-SC. After the EC-SC endorsement, both outputs will be approved by the FJC and SEOM-CER and presented at the AEM-CER.

The Consultant shall:

- Develop a workplan, reporting framework, data-collection templates, and clearance process for the AISP Progress and Outcomes Document.
- Collect and review relevant evidence from projects approved under the **2025–26** and **2026–27 AISP-ECWPs**, including progress and completion reports, workshop reports, monitoring data, and stakeholder inputs.
- Analyse and synthesise qualitative and quantitative results, including project delivery, training and participation statistics, capacity-building achievements, institutional or policy outcomes, and GEDSI-related results where available.
- Prepare a summary of the process and outcomes for development and approval of the **2027–28 AISP-ECWP**, including priority projects and areas of planned support.
- Identify key lessons from AISP implementation and propose goals and priority areas for the forthcoming year.
- Design, administer, and analyse agreed pre- and post-event surveys to assess changes in target audiences' awareness and understanding.
- Draft a concise **6–10 page ministerial-level document**, including an executive summary, headline results, impact statistics, lessons learned, forthcoming priorities, and survey findings; prepare supporting tables, charts, or infographics as appropriate.
- Consult ASEC, RT4D, and the EC-SC during drafting; revise the document based on comments; secure EC-SC endorsement; and support preparation of the final package for FJC and SEOM-CER approval and presentation at the **2027 AEM-CER Meeting**.

Outputs:

3.6.1 One AEM-CER Communications Package with a summary of substantial outcomes from implementing projects approved under the 2025-26 and 2026-27 AISP-ECWPs, outcomes of developing and approving the 2027-28 AISP-ECWP and key lessons learned. The document (6 – 10 pages) will be presented to Ministers at the 2027 AEM-CER Meeting.

Relevant project outcomes: 2, 4 and 5

A.7 Activity 7 – AANZFTA Upgrade Video

This video would highlight the key benefits and achievements of the AANZFTA Upgrade after a year of implementation, which will include the quantitative data or statistic improvement of AANZFTA Upgrade, response by private sectors/business, MSMEs and women-led enterprises, and alignment with ASEAN initiatives such as Tariff Finder/ASEAN Access. Therefore, the video would be distributed in 2027, at 2027 FJC or 2027 AEM-CER. This feature will be designed for use across multiple platforms, including RT4D and AANZFTA channels, as well as other supporting outlets. It will target high-level stakeholders and present clear progress from AISP-supported activities under the AANZFTA Upgrade.

The Consultant shall:

- Develop a concept, storyboard, production schedule, and key messages for a short video highlighting the first-year benefits and achievements of the Upgraded AANZFTA.
- Collect, verify, and synthesise quantitative data, impact statistics, and practical examples from AISP-supported activities relevant to implementation of the Upgraded AANZFTA.
- Gather stakeholder perspectives and testimonials, as appropriate, from government representatives, private-sector actors, MSMEs, and women-led enterprises.
- Highlight alignment and linkages with relevant ASEAN initiatives and platforms, including the **ASEAN Tariff Finder** and **ASEAN Access**.
- Prepare a script, visual approach, interview questions, graphics plan, and supporting production materials suitable for high-level stakeholders.
- Produce and edit the video, including narration, captions/subtitles, graphics, music, and accessible formatting for use across digital platforms.
- Consult ASEC, RT4D, and relevant AANZFTA stakeholders to verify technical accuracy, messaging, branding, and use of data or stakeholder quotations.
- Prepare final video versions and platform-ready formats for distribution through RT4D, AANZFTA, and other agreed communication channels.
- Support preparation for launch and distribution of the video at the **2027 FJC** or **2027 AEM-CER**, as agreed by ASEC, RT4D, and relevant AANZFTA bodies.

Outputs:

3.6.1 One video highlighting the key benefits and achievements of the AANZFTA Upgrade after one year of implementation. The video will be completed by 2027 for EC-SC consideration and approval, and will be designed for use across RT4D.

Relevant project outcomes: 2, 4 and 5

4. Project Work Plan

Working closely with the RT4D team, the Consultant is expected to deliver the outlined deliverables in line with the work plan and timeline below.

The support from the selected Consultant, will be undertaken over a continuous effective period of **13** calendar months with an estimated **102** person days of professional services. Actual time will be agreed in negotiation with the selected Consultant. Work will commence immediately after contract signing.

Table 4-1 – Summary Project Work Plan and Timeline

Activity/Task	Responsible Party	Timeline
Activity 1 – Stakeholder Consultations		
Task 1.1: Send consultation invitations	RT4D Facility and Technical Consultant with support from ASEC	Nov 2026
Task 1.2: Conduct stakeholder consultations	RT4D Facility and Technical Consultant	Nov - Dec 2026
Task 1.3 Development of Stakeholder Consultations Report	Technical Consultant	Dec 2026
Task 1.4 Approval of Stakeholder Consultations Report	EC-SC	Jan 2027
Activity 2 – Business Roundtables		
Activity 2.1 Roundtable 1 (Country-focused)		
Task 2.1.1: Develop the nomination form for interested AMS to host the Roundtable and the criteria for EC-SC's consideration	Technical Consultant	Nov 2026
Task 2.1.2: Announce the nomination and submit to EC-SC for approval	RT4D, ASEC EERD and EC-SC	Nov 2026

Activity/Task	Responsible Party	Timeline
Task 2.1.3: Development of Roundtable 1 agenda and event materials	RT4D and Technical Consultant	Nov - Dec 2026
Task 2.1.4: Conduct Roundtable 1	Technical Consultant	Feb 2027
Task 2.1.5: Develop Workshop Report	RT4D Facility, Project Proponent, EC-SC, ASEC EERD	Jan 2027
Task 2.1.3: Approval of Workshop Report	EC-SC	Feb 2027
Task 2.1.4: Develop Roundtables Factsheet	RT4D Facility, Technical Consultant	Feb 2027
Task 2.1.5: Approval of Workshop Factsheet	EC-SC	Mar 2027
Task 2.1.6: Dissemination of Factsheet with AANZFTA Subsidiary Bodies	EC-SC with ASEC Support	Apr 2027
Activity 2.2 Roundtable 2 (Regional)		
Task 2.1.1: Develop the nomination form for interested AMS to host the Roundtable and the criteria for EC-SC's consideration	Technical Consultant	May 2027
Task 2.1.2: Announce the nomination and submit to EC-SC for approval	RT4D, ASEC EERD and EC-SC	May – Jun 2027
Task 2.2.1: Development of Roundtable 2 agenda and event materials	RT4D and Technical Consultant	Jun 2027
Task 2.2.2: Conduct Roundtable 2	Technical Consultant	Aug 2027

Activity/Task	Responsible Party	Timeline
Task 2.2.3: Develop a Draft Factsheet using Reports from Business Roundtables.	RT4D Facility, Project Proponent, EC-SC, ASEC EERD	Sep 2027
Task 2.2.3: EC-SC provides inputs on the Draft Factsheet.	Technical Consultant	Sep 2027
Task 2.2.4: Revision of Factsheet incorporating EC-SC inputs and comments (including translations).	RT4D Facility, Project Proponent, EC-SC, ASEC EERD	Oct 2027
Task 2.2.5: EC-SC endorses Factsheet	RT4D, Technical Consultant	Oct 2027
Task 2.2.6: Dissemination of Factsheet with AANZFTA Subsidiary Bodies	EC-SC with ASEC Support	Nov 2027
Activity 3 – AANZFTA Upgrade Business Explainers		
Task 3.1: Develop a script for Explainers for ASEAN Businesses	Technical Consultant	Dec 2026
Task 3.2: The EC-SC and relevant AANZFTA Subsidiary Bodies provide inputs on the script	Technical Consultant	Jan - Feb 2027
Task 3.3: Development of Explainers in line with AANZFTA Subsidiary Body Input	RT4D Facility and Technical Consultant	Mar - Apr 2027
Task 3.4: AANZFTA Subsidiary Bodies provide inputs and approve explainers for ASEAN Businesses	EC-SC with ASEC Support	May - Jun 2027
Task 3.5: RT4D revised Explainers for ASEAN Businesses in line with inputs from AANZFTA Subsidiary Bodies	RT4D Facility and Technical Consultant	Jun 2027
Task 3.6: EC-SC approves Explainers for ASEAN Businesses.	EC-SC	Jul 2027

Activity/Task	Responsible Party	Timeline
Activity 4 – Adaptation of existing AANZFTA information materials produced by relevant previous projects, such as the MSME Handbook		
Task 4.1: Review of the existing MSME Handbook against the AANZFTA Upgrade	Technical Consultant	Dec 2026
Task 4.2: Adapt, revise, and finalise the MSME Handbook for AANZFTA Upgrade based on inputs from all relevant stakeholders	Technical Consultant, RT4D, ASEC EERD, EC-SC	Jan - Mar 2027
Task 4.3: Approval of updated MSME Handbook	EC-SC	Apr 2027
Activity 5 – AISP Success Stories Case Studies		
Activity 5.1 Two Success Stories Case Studies on SPS and IP		
Task 5.1.1: Development of Draft Case Studies leveraging project reporting documentation (Progress Reports, Project Completion Report, Workshop reports/materials, research reports).	RT4D Facility and Technical Consultant	Feb 2027
Task 5.1.2: Relevant AANZFTA Subsidiary Bodies provide inputs on Case Studies.	RT4D Facility, Project Proponent, EC-SC, ASEC EERD	Mar 2027
Task 5.1.3: Develop Revised Case Studies, including graphic and visual design (and translations where relevant).	RT4D Facility	Mar – Apr 2027
Task 5.1.4: EC-SC and relevant ASEC Divisions provide inputs on the Revised Case Studies.	EC-SC & ASEC	Apr 2027
Task 5.1.5: Develop Final Case Studies incorporating all feedback to date.	RT4D Facility	Apr - May 2027
Task 5.1.6: EC-SC endorses Case Studies	EC-SC with ASEC support	Jun 2027
Activity 5.2 Two Success Stories Case Studies on STRACAP and E-Commerce		

Activity/Task	Responsible Party	Timeline
Task 5.2.1: Development of Draft Case Studies leveraging project reporting documentation (Progress Reports, Project Completion Report, Workshop reports/materials, research reports).	RT4D Facility and Technical Consultant	Apr 2027
Task 5.2.2: Relevant AANZFTA Subsidiary Bodies provide inputs on Case Studies.	RT4D Facility, Project Proponent, EC-SC, ASEC EERD	May 2027
Task 5.2.3: Develop Revised Case Studies, including graphic and visual design (and translations where relevant).	RT4D Facility	May – Jun 2027
Task 5.2.4: EC-SC and relevant ASEC Divisions provide inputs on the Revised Case Studies.	EC-SC & ASEC	Jun
Task 5.2.5: Develop Final Case Studies incorporating all feedback to date.	RT4D Facility	Jun - Jul 2027
Task 5.2.6: EC-SC endorses Case Studies	EC-SC with ASEC support	Aug 2027
Activity 6 – AEM–CER Communications Package		
Activity 6.1: Communications Package		
Task 6.1.1: Development of overview report draft for the AEM-CER Communications Package	Technical Consultant	Mar 2027
Task 6.1.2: EC-SC provides inputs on Draft	Technical Consultant	Apr 2027
Task 6.1.3: Develop a Communications Package (overview report) incorporating EC-SC inputs.	EC-SC	Apr – May 2027
Task 6.1.4: EC-SC provides inputs and approves the Communications Package.	RT4D Facility and Technical Consultant	May 2027

Activity/Task	Responsible Party	Timeline
Task 6.1.5: FJC approves AEM-CER Communications Package	ES-SC with ASEC and RT4D support	May – Jun 2027
Task 6.1.6: Final Version of the Package is presented and approved at the Senior Economic Ministers Meeting (SEOM) 2027	FJC (FTA Joint Committee)	Jun 2027
Task 6.1.7: Presentation of the Package at the AEM-CER Annual Consultation 2027	SEOM	By Sep 2027
Activity 7 – AANZFTA Upgrade Video		
Task 7.1: Development of video concept, script, and storyboard	Technical Consultant	Apr 2027
Task 7.2: RT4D and EC-SC provide input for video script and storyboard	RT4D and EC-SC	Apr - May 2027
Task 7.3: Revision of video script and storyboard	Technical Consultant	May 2027
Task 7.4: Production of AANZFTA Upgrade Video	Technical Consultant	May - Jun2027
Task 7.5: Publishing the Package on the RT4D Website, social media, or any other relevant public domain	RT4D, in consultation with ASEC	Jul 2027
Activity 8 – Project Reporting		6 Monthly for PPRs, and December 2027 for PCR
Task 8.1: Preparation of 6-Monthly Project Progress Report (PPR)	Technical Consultant, RT4D	Jun 2027
Task 8.2: EC-SC Inputs and review of PPR	EC-SC with ASEC support	Jul 2027

Activity/Task	Responsible Party	Timeline
Task 8.3: Finalisation and Approval of draft PPR	RT4D and Technical Consultant	Jul 2027
Task 8.4: Preparation of Project Completion Report (PCR)	Technical Consultant, RT4D	Q4 2027
Task 8.5: EC-SC Inputs and review of PCR	EC-SC with ASEC support	Dec 2027
Task 8.6: Finalisation and approval of the PCR	Technical Consultant, RT4D, EC-SC	Dec 2027

5. Gender Equality Disability and Social Inclusion

All RT4D projects mainstream Gender Equality Disability and Social Inclusion (GEDSI) throughout the project cycle. The Consultant will be responsible for ensuring that project implementation embeds GEDSI in line with the requirements set in this ToR. The Consultant should consult and work closely with the RT4D Manager, RT4D GEDSI & Trade Manager, Project Proponent and other stakeholders in ensuring that the project implementation addresses these requirements.

The consultant is expected to adhere to the following RT4D Guidelines as required:

- Embedding GEDSI considerations into the methodology, work plan, stakeholder engagement and activity delivery.
- Identifying and addressing barriers to the participation, access, influence and benefit of women, people with disability and other relevant or underrepresented groups.
- Applying inclusive and accessible approaches to consultations, workshops, training, communications and other activities.
- Ensuring that relevant GEDSI perspectives are reflected in project outputs, recommendations, tools and other deliverables.
- Collecting disaggregated participation data.
- Reporting on GEDSI actions, participation, results, risks and lessons through the agreed project reporting and MEL processes.

The Consultant must ensure that appropriate technical expertise and resources are available throughout implementation to support the effective integration of GEDSI requirements into project activities, outputs, communications, monitoring and reporting.

5.1 GEDSI Dimensions of the Sector and Project

Businesses and private sector groups linked to women, people with disabilities and other socially and economically disadvantaged groups sometimes face additional barriers when engaging with cross-border or international trade, for example, due to the limited information on protocols. These groups are most likely to benefit from enhanced awareness, as the information they receive will help them access those benefits. They may benefit the most from increased awareness of the AANZFTA Upgrade and how to maximise benefits from engaging effectively with the Agreement.

To ensure the AANZFTA's benefits are delivered to beneficiaries, it is essential to prioritise inclusion. This project design will emphasise inclusion for beneficiaries and ensure they have the same starting point to achieve access. In some cases, **the marginalised communities, such as women in business in remote areas, do not have the same starting line as men or women in cities due to a lack of facilities**. Therefore, it is essential to ensure that all groups are included in the benefits of AANZFTA.

The project has significant GEDSI elements, given its focus on communications and promoting the Upgraded AANZFTA's benefits. The Communications and Business Engagement Plan and its outputs are a strong opportunity to raise awareness of the Upgraded AANZFTA and its benefits for women, people with disabilities, and minority communities. Recognising the importance of inclusiveness, this project's design, deliverables, outputs, and outcomes have been designed to ensure the implementation fulfils the needs of disadvantaged groups.

5.2 Approach to GEDSI Mainstreaming

How will this project mainstream gender considerations? Describe how the project's content, practitioners, and delivery will reflect RT4D's GEDSI requirements?

- The communication products will include and showcase success stories from micro and small enterprises, particularly those led by women/or people with disabilities, and other marginalised/at-risk groups.
- The communication products will adhere to the principles of accessibility and inclusive communication to ensure they reach marginalised business players and micro/small businesses.
- The content of the communication products will embed and address the most frequently asked questions from MSMEs, women business players, and other marginalised business players.
- The consultation discussion that is required to implement the roundtable discussion will involve marginalised groups such as women, people with disabilities, MSMEs and other smallholder /small businesses.

Who are the targeted participants of the project's activities? What will be the planned proportion of male and female participants? Will there be participants with disabilities and/or other participants representing under-represented and/or under-privileged groups?

The Project's primary beneficiaries will include specific EC-SC stakeholders and other representatives of AANZFTA Parties. The project lacks the capacity to plan participant counts by gender or disability status.

The project aims to engage private-sector stakeholders across the AANZFTA region through the communications campaign and products. Target audiences include MSMEs, particularly those led by women or people with disabilities.

How does this project benefit disadvantaged groups (e.g. people with disability, ethnic minorities, MSMEs)? What will the project do to apply the "Do No Harm" principle?

The Project identifies and addresses the needs of disadvantaged groups in three (3) ways.

- First, it will ensure that the Communications and Business Engagement Plan and its outputs are developed by considering seeking inputs from women, people with disabilities, and other marginalised groups. Some outputs, such as the business explainers, will provide AANZFTA officials with enhanced knowledge and tools to manage business engagement activities that account for the needs and priorities of disadvantaged groups.
- Second, the project's communications and media outputs will help the public, including women, people with disabilities, and MSMEs, develop a better understanding of the AANZFTA Upgrade and provide information on how best to navigate the issues and challenges to benefit from this Agreement. The project will ensure that none of its outputs reinforce negative stereotypes or perspectives and that they are tailored and nuanced to serve disadvantaged groups effectively.
- Third, access to information, attendance, and projects will be designed to meet the needs of marginalised groups within the project's resources. It will help them access the project's 5w+1h information and attend events despite obstacles.

How will the proposed project activities ensure the voices and aspirations of all participants, including those representing women and other marginalised groups, be heard and incorporated? What measures will the project take to incorporate the views and input of women, people with disability and other marginalised groups in the various stages of project implementation?

Some project activities include publicly available outputs designed to engage MSMEs, including those led by women, entrepreneurs with disabilities, or other disadvantaged groups. These activities and their scope will follow the recommendations from the MSME Handbook Dissemination Strategy (endorsed under the previous EC-SC project), developed based on feedback from MSMEs representing women and other disadvantaged groups. The project will ensure that the MSME Handbook Dissemination Campaign includes measures to encourage feedback and engagement from MSMEs, including those representing women, people with disabilities, and other disadvantaged groups.

How will you ensure the organisation and/or implementation of project activities is inclusive (please refer to the RT4D Guidelines for Inclusive Events and Communications)?

- The development of all external communications materials will follow RT4D Guidelines for Inclusive Communications.
- Consideration is given to the gender proportion of speakers and participants.
- Provide an accessible facility to accommodate people with disabilities.
- The project activities also consider the needs of the targeted marginalised community.

6. Communications and Media

The Consultant will support the RT4D Facility in meeting any Communications and Media objectives through the course of the Project.

All reports, presentations, invitations, event materials and other communications products must be accurate, evidence-based, fit for purpose, accessible and of a high professional standard. Materials must comply with RT4D branding, acknowledgement and approval requirements, as advised by the RT4D Communications Team.

The Consultant is expected to adhere to following RT4D guidelines as required:

- Use approved RT4D branding, templates, logos and acknowledgement wording in project documentation and materials (e.g. reports, PPTs, invitations).
- Provide timely project information, verified evidence, photographs, participant inputs, quotations, testimonials and other materials required for RT4D communications and reporting.
- Collect photographs, video or other visual materials during project activities, where appropriate and with the required consent and permissions.
- Ensure that communications use inclusive and respectful language, representative imagery and accessible formats, including alt text, captions, transcripts or plain-language summaries where relevant.
- Obtain the required consent and permissions for the use of personal information, images, video, quotations, testimonials and case studies, including any additional safeguards required for children, people with disability or other vulnerable groups.

- Submit public-facing communications products to the RT4D Manager and Communications Team for review and approval before publication or distribution.

RT4D will retain oversight of communications quality, branding, messaging, approvals and release. The Consultant must not publish or distribute public-facing communications products relating to the Project without the required RT4D and, where relevant, Project Proponent, partner or donor clearance.

In addition, the Consultant is expected to manage the implementation of the project so that it adheres to communications objectives and planned outputs outlined in the sections below.

6.1 Communications Focus, Key Messages and Audiences

A. Communication focus and key messages

This Project is focused on communicating the benefits of the AANZFTA to stakeholders through tailored materials and media. It aligns with the following principles:

- **Clarity of message:** The project's outputs will be tailored for all stakeholders across the government and private sector, as required. For example, a series of stakeholder consultations will be held, and three new business explainers will be produced to provide visual pathways and practical guidance for ASEAN Businesses.
- **External Communications:** Most of this Project's Outputs are direct external communications products that will be publicly shared with business actors, the revamped AANZFTA website, RT4D digital channels for promotional and awareness purposes, and the media.

B. Main audiences

The project's main communication audiences are:

1. Government and AANZFTA institutional stakeholders

- AANZFTA government officials and national focal points in ASEAN Member States, Australia, and New Zealand.
- ASEAN Secretariat (ASEC) and relevant ASEAN Secretariat divisions.
- AANZFTA Subsidiary Bodies and Committees, including the EC-SC, FJC, SEOM-CER, SC-SPS, IPC, SC-STRACAP, and CEC.
- Senior policymakers and Ministers attending the AEM-CER Meeting.

2. Private-sector and business-support organisations

- Chambers of commerce, business associations, industry associations, and trade-support institutions.
- Larger firms and exporters that use, or could use, AANZFTA market-access and trade-facilitation provisions.
- Businesses in priority sectors, including agri-food, manufacturing, digital services, logistics, and e-commerce.

3. MSMEs and priority inclusion groups

- Micro, small and medium enterprises (MSMEs), including businesses with limited familiarity with AANZFTA.

- Women-owned and women-led enterprises.
- Entrepreneurs with disabilities and disability-inclusive enterprises.
- Other underrepresented business groups, including rural enterprises, cooperatives, and relevant informal or emerging business networks.

4. Wider public and regional stakeholder audience

- Businesses and potential exporters seeking practical information on the Upgraded AANZFTA.
- Development partners, civil-society organisations, NGOs, microfinance institutions, and enterprise-support networks.
- General audiences reached through RT4D, AANZFTA, ASEAN for Business Bulletin, ASEAN Access, Tariff Finder, and other digital communication channels.

6.2 Communications Outputs

The project will produce a range of communication outputs to disseminate its results and practical lessons. These will include internal technical materials, as well as communication products such as factsheets, adapted MSME Handbook, explainers, case studies, and video. A project completion report with key findings and recommendations will also be prepared. Public-facing materials will be disseminated through ASEC and RT4D, subject to ASEC and RT4D review and approval prior to publication.

Output	Audience	Dissemination
Stakeholders Consultation Report (Activity 1)	EC-SC	Internal
Roundtables Report (Activity 2)	EC-SC	Internal
Roundtables Factsheets (Activity 2)	Government agencies. MSMEs and business-support organisations	Public
Explainers for ASEAN Businesses (Activity 3)	Private-sector and business-support organisations	Public
Adapted MSME Handbook to reflect the AANZFTA Upgrade (Activity 4)	MSMEs	Public
Four Case Studies demonstrating AISP success (Activity 5)	Government agencies. MSMEs, priority inclusion groups and business-support organisations	Public
AEM-CER Communications Package (Activity 6)	Government agencies. MSMEs, priority inclusion groups and business-support organisations	Internal
AANZFTA Upgrade Video (Activity 7)	Government agencies. MSMEs, priority inclusion groups and business-support organisations	Public

Output	Audience	Dissemination
Project completion report	EC-SC	Internal

7. Business Engagement

- **Knowledge Transfer:** The project enables systematic exchange of information among governments, ASEAN entities, and MSMEs, strengthening understanding of AANZFTA procedures, trade documentation, and utilisation pathways.
- **Capacity Building:** Structured training and technical assistance enhance MSME capabilities in market access, compliance, and AANZFTA utilisation, ensuring readiness to engage effectively in regional trade.
- **Strategic Alliances:** The initiative fosters durable alliances among the private sector, government trade agencies, and ASEAN institutions, institutionalising collaboration and maintaining coordinated engagement within the AANZFTA framework.

8. Support to Lesser Developed Economies

A. How will this activity recognise and address knowledge, capacity, or institutional needs specific to ASEAN LDE governments?

Project outputs address knowledge, capacity, or institutional needs specific to ASEAN LDE governments. These include:

- As this year's narrative will focus on MSMEs, the insights gathered through project activities will be directly relevant to the needs and priorities of the LDEs. Any reference to the AANZFTA Upgrade will be carefully contextualised to ensure alignment with LDE circumstances and will avoid content that falls outside their policy scope or practical focus.
- Digital messaging and communication materials—including explainers, digital content, and social media posts—will be localised for each LDE to reflect national priorities, terminology, and policy contexts. Language, visuals, and key messages will be adapted to align with domestic communication styles and stakeholder familiarity with FTA concepts.
- All outputs will maintain a consistent ASEAN-wide framing while ensuring country-level resonance, enabling audiences in LDEs to clearly understand how the AANZFTA Upgrade supports their specific economic and institutional contexts.

B. How will this activity ensure relevant ASEAN LDE government institutions and representatives can engage and make the most out of all activity outputs, at a pace that supports their capacity and institutional needs/constraints?

The activity will ensure ASEAN LDE government institutions can effectively engage with and apply all outputs through structured, capacity-sensitive participation mechanisms.

- All materials and briefings will be delivered in concise, accessible formats with clear policy linkages, supported by pre-event orientations and post-activity summaries to reinforce comprehension and application.
- Virtual participation options and phased scheduling will accommodate administrative and resource constraints, ensuring equitable access to information and decision-making opportunities.

9. Monitoring, Evaluation & Learning

The project's performance will be monitored against the activities, outputs, outcomes, indicators and evidence sources specified in this ToR. The Consultant will support the RT4D Facility to collect, manage and report reliable evidence on project delivery, participation, output quality, GEDSI integration, stakeholder feedback, outcomes and learning.

The Consultant must ensure that sufficient appropriately skilled personnel, time and other resources are available throughout implementation to meet the MEL requirements set out in this ToR. This will include, but not be limited to:

- Standardised participant registration forms (online).
- Standardised participant sign-in sheet and attendee tracking (online or paper form) for virtual and in-person consultation and workshops.
- Standardised participant feedback forms (online).
- Consolidated participant, attendance and feedback data (MS Excel in standardised RT4D template)
- Workshop Report using standardised RT4D template (due within two weeks after a workshop or training) summarising workshop participant and feedback information, workshop proceedings, outputs and key achievements and lessons learned.
- Relevant GEDSI participation data, including sex and disability disaggregation.
- Progress and Project Completion Reports, using the standardised RT4D template, documenting delivery against the approved activities, outputs and work plan, and assessing whether the project met or contributed to its intended outcomes. In assessing project outcomes reports must describe observed changes, including who changed, what changed, when and where the change occurred, the supporting evidence and the significance of the change.

The Consultant should consult RT4D's MEL team to:

- Verify that participant registration, attendance tracking and feedback arrangements comply with RT4D requirements.
- Obtain guidance on using MEL templates.
- Seek support with data collection during implementation, where required;
- Obtain guidance on the tabulation and analysis of participant, attendance and feedback data required to complete the Stakeholders Consultations and Roundtable Reports
- Seek guidance on assessing and documenting whether the project achieved or contributed to its intended outcomes, including identifying observed changes, supporting evidence, significance and contribution to the relevant project outcomes.

The project results framework will be used to monitor delivery of project outputs and progress toward achievement of the outcomes set out in Section 2.3. The indicators are linked to the activities and outputs described in Section 3 and will provide evidence of both implementation progress and changes resulting from project activities. Evidence will be collected throughout implementation and at project completion through relevant monitoring tools, including attendance records, pre- and post-activity assessments, participant feedback, competency assessments and project records. Participant data will be disaggregated by sex and, where feasible and appropriate, by other relevant characteristics, such as age, disability and stakeholder/community group, to support monitoring of inclusive participation and results.

Table 9-1: Project Performance Indicators

Result level	Project result	Indicator	Target	Evidence/source	GEDSI consideration
Output	Activity 1 – Stakeholder Consultations: Consultation sessions completed	Number of stakeholder consultation sessions conducted	20–25 one-to-one interviews and 3–4 FGDs	FGD reports, attendance lists	Apply inclusive communications and facilitation principles.
Output	Stakeholder consultation findings documented	Stakeholder Consultations Report completed	One report	Final Stakeholder Consultations Report	Report should include findings relevant to MSMEs, women-led businesses, entrepreneurs with disabilities, and other underrepresented groups.
Output	Diverse stakeholders engaged in consultations	Number of stakeholders engaged	20–25 stakeholders interviewed; 30–40 FGD participants	FGD attendance lists	Track stakeholder category, country, gender, MSME status, and representation of disability-inclusive organisations/entrepreneurs with disabilities, where feasible.
Output	Activity 2 – Business Roundtables: Roundtable discussion agendas developed	Number of Roundtable agendas/discussion topics approved	Two Roundtable agendas or discussion-topic packages approved	Approved concept notes and agendas	Topics should address inclusive trade and barriers faced by MSMEs, women-led businesses, and entrepreneurs with disabilities.
Output	Diverse government and private-sector participation in Roundtables	Number and profile of Roundtable participants	Two Roundtables conducted; Roundtable 1: 100–150 participants; Roundtable 2: 150–200 participants; at least 30% of participants represent women-led MSMEs and disability-inclusive	Attendance lists; Roundtable reports	Apply inclusive outreach, participation, and accessibility measures; monitor representation of priority groups.

Result level	Project result	Indicator	Target	Evidence/source	GEDSI consideration
			enterprises/entrepreneurs with disabilities		
Output	Roundtable discussions documented for AANZFTA follow-up	Number of Roundtable Reports produced	Two Roundtable Reports—one for each Roundtable	Final Roundtable Reports	Reports should capture inclusion-related findings, barriers, and recommendations.
Output	Roundtable findings communicated to wider stakeholders	Number of Roundtable Factsheets produced	Two Roundtable Factsheets—one for each Roundtable	Final Factsheets	Use accessible, plain-language, and inclusive communications formats.
Outcome	Improved participant understanding of the Upgraded AANZFTA	Percentage of Roundtable participants reporting increased understanding and intention to apply learning	At least 80% of participants report increased understanding and likelihood of applying what they learned	Pre- and post-event surveys; participant feedback forms	Analyse feedback, where feasible, by participant type, gender, MSME status, and disability-related representation.
Output	Activity 3 – AANZFTA Upgrade Business Explainers: Business Explainers developed and endorsed	Number of Business Explainers endorsed by the EC-SC	Three Business Explainers approved	Final Explainers	Apply inclusive communications principles, including plain language and accessible design.
Output	Business Explainers disseminated through RT4D channels	Number of communication channels used to disseminate Explainers	Two RT4D channels	Dissemination plan; website and social-media records	Ensure channels and formats are accessible to diverse business audiences.
Output	Business Explainers promoted through social media	Number of social-media posts disseminating Explainers	Twelve posts on the RT4D X and LinkedIn social-media account	Social-media content calendar; post records	Use inclusive language and visuals; ensure messages are relevant to MSMEs and underrepresented groups.

Result level	Project result	Indicator	Target	Evidence/source	GEDSI consideration
Outcome	Increased digital engagement with Business Explainers	Number of views and engagements with Explainers, Factsheets, videos, and/or Decision Pathway PowerPoints	150 views on the RT4D website page; 100 engagements across RT4D channels	Website analytics; social-media analytics	Where possible, collect user feedback on accessibility and usefulness for priority groups.
Output	Activity 4 – Adaptation of Existing AANZFTA Information Materials: MSME Handbook updated for the Upgraded AANZFTA	Adapted MSME Handbook approved	One adapted MSME Handbook approved	Final Handbook	Apply inclusive communications principles, including accessible layout, plain language, and content relevant to women-led MSMEs and entrepreneurs with disabilities.
Output	Updated MSME Handbook disseminated	Number of channels used to disseminate the adapted MSME Handbook	Two RT4D channels	Website and social-media analytics	Dissemination should seek to reach MSMEs and inclusion-focused business networks.
Outcome	Businesses access the updated MSME Handbook	Number of MSMEs accessing or receiving the updated MSME Handbook	200 MSMEs	Download analytics; distribution records; event attendance lists	Where feasible, disaggregate data by women-led enterprises and disability-inclusive businesses.
Output	Activity 5 – AISP Success-Story Case Studies: AISP success stories documented and approved	Number of AISP case studies developed, validated, and endorsed	Four Case Studies covering SC-SPS, IPC, SC-STRACAP, and CEC workstreams	Final Case Studies	Case studies should apply inclusive communications principles and demonstrate GEDSI-related outcomes where evidence is available.
Outcome	AISP case studies reach intended audiences	Number of readers of AISP Case Studies	At least 150 readers per Case Study	Website analytics; download records; dissemination reports	Where feasible, seek feedback from MSME and inclusion-focused stakeholder networks.

Result level	Project result	Indicator	Target	Evidence/source	GEDSI consideration
Output	Activity 6 – AEM-CER Communications Package: AEM-CER communications package prepared and approved	AEM-CER communications products endorsed and approved	One video and one Summary Factsheet	Final communications package	Apply inclusive communications principles, including accessible and high-level messaging.
Outcome	AEM-CER communications package reaches target audiences	Number of views and engagements with the AEM-CER communications package	150 views on the RT4D website page; 50 views on YouTube	Website and YouTube analytics	Ensure video and digital products include captions and accessible formats where possible.
Output	Activity 7 – AANZFTA Upgrade Video: Video produced to communicate first-year implementation results	Number of AANZFTA Upgrade videos produced	One video	Final video	Apply inclusive communications principles; include diverse business perspectives where possible.
Outcome	Increased reach and engagement with the AANZFTA Upgrade Video	Number of views and engagements with the AANZFTA Upgrade Video	150 views on the RT4D website page; 50 views on YouTube	Website and YouTube analytics	Ensure captions, accessible visual design, and inclusive representation of MSMEs, women-led enterprises, and entrepreneurs with disabilities.

10. Reporting and Program Management

Deliverables are subject to feedback and amendments from the RT4D Facility team and the Project Proponent. The Consultant will engage regularly with these stakeholders in the drafting process, including seeking comments and adjustments and revising deliverables as directed.

The RT4D Facility will support with standard procedures required to receive feedback and endorsement from key stakeholders. A full list of stakeholders the Consultant will engage with is outlined below:

Stakeholder and Contact Points	Responsibilities
Economic Cooperation Sub-Committee	- Oversee the implementation of the Project. - Provide inputs and approve project outputs. - Select and approve the nomination of AMS for hosting the Business Roundtables
Other AANZFTA Subsidiary Bodies	- Provide inputs and approve the content of the business explainers (AANZFTA SC-ROO and ASEAN ACCEC). - Provide inputs and approve AISP Case Studies (AC-SPS, AANZFTA SC-STRACAP, IPC, ECSC and ACCEC).
External Economic Relations Divisions (EERD)	- Coordinate Project alongside EC-SC and RT4D Facility. - Announce the nomination of AMS for hosting the Business Roundtables and consolidate the nominations. - Provide stakeholder consultation inputs and other inputs for media output creation as required.
Other ASEC Divisions	- Support the engagement of other AANZFTA Subsidiary Bodies relevant to the MSME Handbook and AISP Case Studies activities. - Ensure that relevant outputs effectively incorporate inputs and feedback from AANZFTA Subsidiary Bodies. - Support engagement with enterprise and other relevant stakeholders to link the benefits of AANZFTA to the private sector.
RT4D Facility	- Provide overall project management, technical oversight, and quality assurance; review and endorse key project deliverables; facilitate communication between Proponent and the Implementing Partner; monitor project progress and reporting. - Manage the delivery and adjustment of content for project activities in line with inputs from relevant stakeholders (i.e. ASEC, EC-SC and other relevant AANZFTA Subsidiary Bodies). - Procurement, contracting, disbursement, and finance management align with the obligations set out in the AISP Guidelines, including the procurement of implementing partner required for this project.

	• MEL, GEDSI and Communications support to ensure implementation in line with sections 6,7,8 and 9 of this TOR.
Consultant/Implementing Partner	• Provide technical, communications, editorial and design support as required. • Develop project outputs in line with the approved scope, workplan and quality requirements.

11. Child Protection, PSEAH (Protection from Sexual Exploitation, Abuse and Harassment) and other Policy Considerations

For this specific project, and all other activities undertaken through RT4D, it is expected that anyone involved in the delivery must operate in strict compliance with DFAT's [Child Protection](#) and [Protection from Sexual Exploitation, Abuse and Harassment \(PSEAH\)](#) Policies. In the design of stakeholder consultations and workshop or trainings the project should consider the importance of managing risks associated with the Australian Government Department of Foreign Affairs and Trade's (DFAT) Child Protection and PSEAH Policies.

The project should refer to Tetra Tech's policy on PSEAH for additional guidance on risk assessment and management. The project should also note that any activities that require personnel to be deployed outside their usual location or country of residence (e.g. business roundtables) may pose higher PSEAH risks.

While this project does not directly involve children or vulnerable populations, several activities will include stakeholder engagement, workshops, and cross-border collaboration, which may require personnel to travel or interact with diverse participants.

Accordingly, the project will implement the following measures to manage risk and uphold high standards of professional conduct:

Policy Adherence and Risk Mitigation Measures

- All personnel, including external consultants, will be required to formally acknowledge and comply with DFAT's Child Protection and PSEAH policies internal guidance.
- In-person engagements (e.g. workshops, regional consultations) will be co-facilitated by multiple team members to ensure transparency and minimise the risk of inappropriate behaviour.
- Gender balance among facilitators and speakers will be proactively encouraged in all capacity-building and consultation activities.
- Where imagery or communication materials are developed (e.g. for public dissemination of the ASEAN Guidelines), gender sensitivity and cultural appropriateness will be ensured to avoid reinforcing harmful stereotypes.

Feedback and Reporting Mechanisms

- Anonymous reporting channels will be made available during any in-person events and engagements, allowing participants safely raise concerns or report breaches of conduct.
- Clear codes of conduct and behavioural expectations will be included in workshop materials and opening remarks at events.

Inclusive Practices

- In line with RT4D's guidelines for inclusive events and communications, project activities will be designed and delivered to ensure safe, respectful, and inclusive environments, particularly for women and marginalised groups.

The overall approach will prioritise preventative action, transparency, and clear accountability, with the RT4D Facility and implementing partners maintaining active oversight throughout all phases of project implementation.

12. Privacy and Confidentiality

Regional Trade for Development Facility (RT4D) is committed to ensuring and maintaining the security and confidentiality of all documents and information produced by its development programs and by its partners and clients. This includes ensuring the security and confidentiality of all information and documents produced by the ASEAN Secretariat and by AANZFTA FJC and their Subsidiary Bodies that are shared with RT4D's AANZFTA Implementation Support Program (AISP). RT4D security and confidentiality measures and protocols are underpinned by Tetra Tech (the managing contractor) systems.

All files/outputs associated with the delivery of outputs set in this TOR will be stored on a secure file-sharing platform (SharePoint). Access to SharePoint is controlled and will only be granted to non-RT4D users on a needs basis and as agreed with ASEC and or Subsidiary Bodies.

All RT4D sub-contractors and consultants will sign a Code of Conduct, a Deed of Confidentiality, and a Conflict-of-Interest Declaration before starting their tenure/assignment. These documents specify acceptable behaviours on confidentiality, handling of sensitive information, and information security. Training on these topics is also provided on regular basis to ensure compliance.

All personnel engaged by RT4D for the delivery of outputs set in this Scope of Services are expected to sign these documents before the implementation of this project.

13. Risk Management and Safeguards

The Consultant will support the RT4D Facility in the management and mitigation of project risks as outlined in the table below.

Risk	Likelihood	Impact	Mitigation Plan
Insufficient alignment between EC-SC and project communication priorities	Medium	High	Establish early-stage coordination and structured consultation cycles with EC-SC focal points to integrate their feedback into messaging and rollout planning. Formalise joint review checkpoints for content validation.
Production or approval bottlenecks delaying communication and deliverables.	Medium	Medium	Implement a fixed production calendar with internal progress audits. Maintain standing coordination sessions with the RT4D Facility to reallocate tasks or resources when schedule risk arises.
Weak content resonance or lack of policy and business relevance	Low	High	Apply iterative content testing with key stakeholder groups. Enforce quality control procedures at each design phase, including RT4D reviews to ensure accuracy, clarity, and consistency with AANZFTA priorities.
Limited visibility or uptake of communication outputs among target audiences	Medium	High	Deploy audience-specific dissemination plans with tailored channels per output type (video, print, digital). Track reach and engagement metrics to adjust promotion tactics in real time.
Fragmented messaging across multiple activities and outputs	Medium	Medium	Standardise message frameworks and visual templates across all products to ensure coherence. Assign a communications lead to oversee alignment with AANZFTA Upgrade narratives.

About RT4D

Regional Trade for Development (RT4D) is an AUD53.3 million, 6-year initiative funded by the governments of Australia and New Zealand to support the effective implementation of ASEAN-Australia-New Zealand Free Trade Area (AANZFTA) and the Regional Comprehensive Economic Partnership (RCEP) agreements.

RT4D is delivered through 3 programs: the AANZFTA Implementation Support Program, the RCEP Implementation Support Program and the Australia-funded Trade and Gender Equality Incubator. Through these programs, RT4D provides targeted technical expertise, supports planning and coordination with ASEAN partners, focuses on less developed ASEAN economies, and facilitates selected FTA implementation in ways that support inclusive development outcomes.

🌐 Visit our website: <https://regional-trade4dev.org>

✂ Connect with us on X: [@RegTrade4Dev](https://twitter.com/RegTrade4Dev)

📘 Connect with us on Facebook: [@regionaltrade4dev](https://www.facebook.com/regionaltrade4dev)

🌐 Connect with us on LinkedIn: [@regionaltrade4dev](https://www.linkedin.com/company/regionaltrade4dev)

📺 Connect with us on YouTube: [@RegionalTrade4Development](https://www.youtube.com/channel/UCRegTrade4Development)

