

**CALL FOR PROPOSALS:
MANAGEMENT OF SINGAPORE LITERARY STAND AND DELEGATION
AT FRANKFURT BOOK FAIR 2025**

A. INTRODUCTION

The National Arts Council (NAC) is conducting an open call to commission and appoint a **project manager for the management of the Singapore literary presence at the Frankfurt Book Fair 2025 (FBF)**. The project scope includes managing the presentation of a Singapore national stand at FBF, as well as administering support to a Singapore delegation consisting of literary publishers and professionals that will attend the fair. NAC may extend the commission to include FBF 2026 and 2027 as well, subject to a review at the end of each year.

The objectives of the Singapore literary presence at FBF are to advance the internationalisation and promotion of Singapore literature (Sing Lit) and writers¹ in foreign markets outside of Singapore, and to improve the financial sustainability of Singaporean literary publishers.

This includes preparing and supporting Singapore-registered literary publishers to seek international business opportunities at the fair, as well as profiling the best of Sing Lit to FBF attendees through the physical stand, supplementary collaterals and any relevant programming.

Publishers that have been selected to participate in FBF as part of the Singapore delegation should be able to expect the following support from the project manager:

- Pre-fair capability development programmes
- Funding support for return economy airfare, accommodation, travel insurance and per diem for the duration of the fair

B. PROJECT DELIVERABLES

By the end of the Project, the following deliverables should be completed:

1. A Singapore stand (including a literary showcase and supporting collaterals) at the 2025 Frankfurt Book Fair
2. Participation of a Singapore literary publisher delegation at the 2025 Frankfurt Book Fair
3. At least two (2) pre-fair capability development programmes targeted at the participating publishers

¹ Singapore literature is defined as works of literature authored by a Singaporean citizen or Singapore Permanent Resident. This includes works of fiction, poetry, children's and young adult literature, graphic novels, literary non-fiction, critical writing, and anthologies.

C. ROLE OF PROJECT MANAGER

The role of the Project Manager will be to:

Publisher Delegation
<ol style="list-style-type: none">1. Design and conduct an open call for applications for publishers interested in participating in the delegation, with input from NAC.2. Administer and disburse funding support from NAC to the participating publishers3. Develop and execute at least two (2) pre-fair capability development programmes to equip the participating publishers to maximise their fair participation4. Facilitate business connections or networking opportunities for the participating publishers
Singapore Stand
<ol style="list-style-type: none">5. Select a suitable stand size and location at FBF, capped at 64 square metres in size6. Work with relevant third-party vendors and partners to design and construct the Singapore stand at FBF7. Manage the relevant logistics and administration relating to the stand and the delegation, including but not limited to providing inputs on the NAC-curated list of Sing Lit titles featured at the stand, purchasing books for display, arranging freight, being on-site at FBF to manage the stand reception, etc.8. Organise one (1) reception at the Singapore stand for international guests, including managing invitations to international guests as well as the Singapore Ambassador to Germany
Marketing Collaterals and Publicity
<ol style="list-style-type: none">9. Create and produce fair collaterals, consisting of printed and digital catalogue(s), as well as one website, to facilitate the promotion of Sing Lit to international markets and audiences10. Advertise the Singapore stand and the participating publisher delegation in at least one (1) advertisement in relevant book trade publications such as <i>The Bookseller</i> or <i>Publishers Weekly</i> in the lead-up to FBF

D. ROLE OF NAC

NAC will:

1. Commission the Project Manager and provide funding towards the completion of the Project
2. Set the selection criteria for the open call for applications from Singapore-registered literary publishers to participate in FBF, and select the participating publishers
3. Curate the list of Sing Lit books to be featured and/or displayed at the Singapore stand, in consultation with the Project Manager or other sector stakeholders
4. Collect reporting data from the Project Manager and participating publishers to evaluate the Project's outcomes

E. PROPOSAL REQUIREMENTS

Interested project managers should send a proposal detailing the following to NAC:

- Proposed concept and plan for the Singapore stand at FBF, including details on proposed stand size, location, etc.
- Proposed concept and plan for supporting marketing collaterals, e.g. website, print/digital catalogues, etc.
- Proposed capability development programme and proposed trainers
- Track record and relevant experience in project management and similar internationalisation activities
- Estimated budget – please use the table included in Annex B.

F. SUBMISSION DEADLINE

Proposals should be sent to Christne Tan at Christine_Tan@nac.gov.sg by no later than 5.00PM, **12 February 2025**.

G. SELECTION CRITERIA

Applicants for the project manager will be assessed and selected by the following criteria:

Selection Criteria	Weightage
1. Relevance of the proposal to the project's objectives and contribution to/alignment with NAC's strategic objectives	50%
2. Track record and capacity to execute the project	40%
3. Potential audience outreach and quality of audience engagement	10%

NAC will appoint a project manager by 4 April 2025.

ANNEX A

Project Timeline and Key Milestones to be Met

The following timeline summarises the key milestones and deadlines required of the Project Manager for the completion of the Project:

Timeline	Milestone
April 2025	Confirm the stand size and location
May 2025	Work with designer to develop draft spatial design and graphic design for the stand
Jun 2025	Submit draft graphic and structural designs for the Singapore stand to NAC for approval
Jul 2025	Conduct pre-fair training programmes for participating publishers
Aug 2025	Submit draft collateral design and layout (including publication catalogues and remaining designs required for the stand) to NAC for approval
15 – 19 Oct 2025	Frankfurt Book Fair 2025
19 Jan 2026	Submit evaluation report to NAC (within three months of fair completion)

ANNEX B

Budget Template for Project Proposal

Please note that the table below is not an exhaustive list of supportable costs. Applicants should provide a detailed breakdown of projected costs under each item.

S/N	Cost Category / Item	Descriptor	Projected Budget (SGD)
1.	Project management fee	Expenditure on manpower for the project manager. Capped at a maximum of \$40,000.	
2.	Travel and fair costs	This may include, and is not limited to: <ul style="list-style-type: none">• Return economy airfare, accommodation, travel insurance and per diem for the project manager• Return economy airfare, accommodation and travel insurance for the publisher delegation• FBF exhibitor passes and costs of any separately-ticketed programmes.	
3.	Booth/stand costs	This may include, and is not limited to: <ul style="list-style-type: none">• Booth rental• Booth design and fabrication/construction• Furniture rental (if any)• Purchase of physical books to be displayed at the booth	
4.	Collaterals costs	This may include, and is not limited to: <ul style="list-style-type: none">• Design and production of print or digital collaterals such as website, catalogues, etc.	
5.	Programming, marketing and publicity costs	This may include, and is not limited to, costs relating to: <ul style="list-style-type: none">• Pre-fair capability development programmes• Refreshments at the stand (including for the reception)	
6.	Other costs	Miscellaneous expenditure including, but not limited to: <ul style="list-style-type: none">• Freight costs• Audit/accounting costs• Storage costs	
TOTAL			