
TERMS OF REFERENCE – CONSULTANCY SUPPLIER

Project:	Swiss Tourism for Sustainable Development in Vietnam (ST4SD)
Consulting service:	National Graphic Design Consultancy for Marketing and Promotional Materials for ITE HCMC 2026
Contract term:	From 25 July to 10 August 2026
Application deadline:	Before 22 July 2026

1. PROJECT INTRODUCTION

The Swiss Tourism for Sustainable Development in Vietnam (ST4SD), financed by the Swiss State Secretariat for Economic Affairs (SECO), aims at making Viet Nam's tourism sector more sustainable and inclusive. As part of the economic development cooperation of Switzerland for Viet Nam, it is implemented by the consortium of Helvetas Vietnam, a Swiss international NGO, and the CRED Tourism & Agriculture Solution Consulting Company Limited, a Vietnamese NGO. The Ministry of Culture, Sports and Tourism appointed the Viet Nam National Authority of Tourism (VNAT) as the project owner.

In August 2026, the ST4SD project, along with its grantees under the Innovative Ideas for Sustainable Tourism Product Development and the Innovative Tourism Marketing, will actively participate in the International Travel Expo Ho Chi Minh City 2026 (ITE HCMC). To ensure a professional, visually compelling and brand presence that highlights sustainable tourism products from the project's achievements, high-quality promotional materials must be developed.

ST4SD is looking for a qualified National Graphic Design Consultant to design promotional marketing packages and exhibition booth assets.

2. OBJECTIVES

The main objective of this assignment is to deliver professional, creative, and brand-consistent graphic designs for promotional and exhibition. These materials will showcase the ST4SD project, its core sustainability milestones, and specific tour offerings from target provinces to international and Vietnamese tour operators and public visitors at ITE HCMC 2026.

3. EXPECTED DELIVERABLES

The consultant will be responsible for executing and delivering the following print-ready design files:

- 10 two-sided tour information sheets showcasing tour itineraries and community-based products across the three target provinces of the ST4SD project (Tuyen Quang, Da Nang, and Dong Thap).
- 1 two-sided ST4SD project brochure sheet.

- 1 exhibition booth poster (3x6m) as the background poster for the ST4SD project's exhibition booth at ITE HCMC.

4. SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

- Demonstrated professional experience in graphic design, layout formatting, corporate brochure production, and large-format exhibition assets.
- Proven experience in designing marketing, promotional, or information products specifically for tours, travel itineraries, and the tourism sector.
- Demonstrated experience working with international organizations, NGOs, or multi-lateral donor-funded projects.

5. PROPOSAL SUBMISSION

Interested suppliers are requested to submit their proposals detailing the following:

- CV or bio and design portfolio highlighting similar works.
- Financial proposal: Applicants will indicate their expected daily rate (including VAT) and number of days to conduct the consultancy.

The submitted documents must be password-protected. You will be asked for the password after submitting the application. Proposal should be sent to procurement@st4sd.vn and assist3@st4sd.vn before 22 July 2026.