

# **Bidding Announcement: Industry and Market Trend Research of 4 Major Conferences in the US**

## **1. Outline**

- Title - Market and Industry Trend Research of 4 Major Conferences in the United States: SXSW, Comic-Con, LIMA Licensing and TechCrunch.

- Details:

We are KOCCA USA, a subsidiary of South Korean Ministry of Culture, Sports and Tourism located in Los Angeles, California. We are planning to publish research books focusing on 4 major conferences and trade events in the US, using industry and market trend analyses and emerging issues research. We are looking for a research institute or center to participate in the research projects. The applying organization has to provide research papers include but not limited to:

- Market trend of 4 major conferences in the US (SXSW, Comic-Con, LIMA Licensing, TechCrunch) and the analyses of relevant industrial sectors (music, video game, licensing and startup industries)
- Business information about each of conferences including the case studies of successful entrance to the US market
- Participation status of Korean media companies at those conferences and the relevant data analyses and case studies

- Required Services:

- Conducting 4 individual research projects on the major conferences, including industry and market trend research, and various data analyses and case studies
- \* Contact period: 29<sup>th</sup> January – 18<sup>th</sup> October, 2019

## **2. Application Information**

- Deadline: 5PM, Tuesday, 29<sup>th</sup> January, 2019

- Submission: [kocca\\_usa@kocca.kr](mailto:kocca_usa@kocca.kr)

- Attachment

- Proposal 1 copy: Company profile, ideas and planning, etc.
- Quotation 1 copy : Price proposal with detailed breakdowns
- \* Both copies need to be signed by the CEO, and the telephone number must be shown
- \* Any application received after the deadline will be not considered
- \* The bidders are responsible for any costs associated with this proposal

### **3. Evaluating and Selecting the Contractor**

- Internal review will occur and the company who quotes the lowest price during the bidding process will be selected.

\* Other considerations: Company history as a research institute or center, achievements, existing network, etc.

Announced as above

January 23, 2019

**KOCCA USA**