



Democratic Socialist Republic of Sri Lanka
Ministry of Tourism and Lands
Sri Lanka Tourism Promotion Bureau

Invitation for Bids

SELECTION OF A PUBLIC RELATION (PR) AGENCY TO EXECUTE PUBLIC RELATION ACTIVATION FOR THE 360° COMMUNICATION CAMPAIGN

Bid No: SLTPB/PROC/NCB/116

The Chairperson, Ministry Procurement Committee of Ministry of Tourism and Lands, invites sealed bids from reputed and experienced agencies for selection of a Public Relation (PR) Agency to Execute Public Relation Activation for the 360° Communication Campaign, in coordination with Campaign Management Secretariat of Sri Lanka Tourism Promotion Bureau (SLTPB).

1. The purpose of the proposed integrated Global Marketing Campaign is to make change the Negative perceptions about Sri Lanka which was created as a result of media publicity during the period of the financial crisis in 2022.
2. The maximum total contract value over the period of one year will be **LKR 450 million** for the proposed activation in UK, Germany, France, India, China, Australia, Russia, Middle East (UAE, Kingdom of Saudi Arabia, Israel & Jordan) and Scandinavia (Norway, Sweden, Finland and Denmark) and the required funds shall be allocated by Sri Lanka Tourism Promotion Bureau.
3. Prospective bidders shall have following Qualifications and experience;
 - a. Company duly registered in Sri Lanka as a legal entity.
 - b. Minimum 07 years of experience in Public Relations or Advertising Strategy Development or Creative development.
 - c. Proven track records in handling minimum of Three (03) International Brands from 2016 to 2022.
 - d. The Company should have office/agents or sub agents in all specified markets.
4. Bidding will be conducted adopting National Competitive Bidding Method through Two Envelope system under National Procurement Guideline 2006.
5. Interested eligible bidders may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau sending a request to **procurement@srilanka.travel** with a copy to **nithinip@srilanka.travel**
6. A complete set of bidding documents in English language may be obtained by interested bidders on submission of a written application to the e-mail address below and upon depositing/Online transfer of **Rs. 40,000/= (Forty thousand only)** being nonrefundable fee in-favor of Sri Lanka Tourism Promotion Bureau on or before **24.08.2023** credit of account number **007119985** maintained at Bank of Ceylon, Corporate Branch and email the proof of payment to **nithinip@srilanka.travel** furnishing the under-mention information;
 - Name of the Agency
 - Name of the contact person and the contact details
 - Email address of the contact person.
7. The Bidding document could be viewed free of charge by logging in to web site: **<https://www.srilanka.travel/tender-documents>** by the interested bidders.
8. A Pre Bid Meeting in this regard will be held at **10:30 am** Sri Lanka Time (GMT + 5.5) on **10.08.2023** at the Board Room, Sri Lanka Institute of Tourism and Hospitality Management (Hotel School) No 80, Galle Road, Colombo 03
9. All bids shall be accompanied by an Unconditional and On Demand Bid Security, which shall be in the form included in the bidding document, issued in favor of Managing Director, Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03 for an amount of **Sri Lanka Rupees 4.5 Million (Rs. 4,500,000)** valid up to **119 days** from the date of closing of bids issued by an A class Commercial Bank registered in Sri Lanka.
10. Bid submission address is Chairperson, Ministry Procurement Committee, Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03 Bids must be delivered to the Procurement Division (Basement), Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03 at **2.00 pm** on or before **25.08.2023** Bids will be opened immediately after the bid closing time at Sri Lanka Tourism Promotion Bureau, No. 80, Galle Road, Colombo 03 in presence of the bidder's representatives who choose to attend in person.
11. Late bids will be rejected.
12. Further information on the assignment could be obtained from the Head of Procurement (**nithinip@srilanka.travel**) **0112426800 Ext (117)** during office hours.
13. Calling for bids or cancellation of calling for bids for this procurement, is carried out at the discretion of the Ministry Procurement Committee.

Chairperson,
Ministry Procurement Committee,
Sri Lanka Tourism Promotion Bureau,
No. 80, Galle Road,
Colombo 03.