



SRI LANKA EXPORT DEVELOPMENT BOARD

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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை



Ministry of Development Strategies and International Trade

EXPRESSION OF INTEREST (EOI)

Marketing Communication, Advertising and Branding Work of the EDB

Sri Lanka Export Development Board (EDB) invites Expression of Interest (EOI) from qualified, experienced and eligible advertising agencies to undertake Marketing Communication, Advertising and Branding work of the EDB for a period of one year.

The agency should be:

- Registered company in Sri Lanka
- Minimum 03 year experience in marketing communication activities
- Suitable staff and required software, tools etc.

The agency should handle the following advertising related matters of EDB:

- Preparation of the media and communication plan
- Organizing press conferences
- Developing Concept
- Designing Materials (Local and International events)
- Creative writing & Editing
- Developing of Digital Marketing materials
- Developing of promotional Materials
- Preparation of Supplements
- Preparation of corporate and product videos

Further, the Agency will be entrusted with related jobs as and when required by the EDB.

Advertising agencies are invited to submit Expression of Interest (EOI) in respect of above services as outlined in the Terms of Reference (TOR) downloadable from www.srilankabusiness.com under Procurement Notices or collected from Publicity Officer of EDB from **26th March to 9th April 2018** during office hours.

Interested agencies may obtain further information and the TOR from Procurement Unit, EDB (Telephone: 0112300702, E-mail: nayana@edb.gov.lk) from 09.00 am to 03.00 pm on any working day or from Website - www.srilankabusiness.com

The Expression of Interest (EOI) addressed to the Chairperson & Chief Executive, EDB should be sent on or before **27th April 2018**. Applicants will be requested to submit proposals within one Month.

The agency will be selected in accordance with the Government Procurement guidelines.

CHAIRPERSON & CHIEF EXECUTIVE
SRI LANKA EXPORT DEVELOPMENT BOARD
NDB-EDB Tower, No 42, Nawam Mawatha,
Colombo 02.