



SRI LANKA EXPORT DEVELOPMENT BOARD

TERMS OF REFERENCE (TOR)

Appointing an Agency to handle all marketing communication activities of the EDB

1. BACKGROUND

The EDB is the apex government organization for the development and promotion of Sri Lanka's Exports. Sri Lanka is in the need of increasing its exports and has a basket of quality products and services which can cater to the high end of the international market. (www.srilankabusiness.com).

The EDB plays a major role as a policy maker and adviser, promoter, facilitator and specially acts as knowledge provider by provision of advisory services and information with regard to all aspects of export business. Currently, all communication and public relation activities are handled in-house with much effort sans professional inputs which are needed for effective advertising and communications. Therefore, it is considered to upgrade the process by appointing a communication agency in order to make it more productive.

2. OBJECTIVE

The objective is to obtain the services of an Agency to handle all marketing communication activities including adverting, public relations activities of EDB for one year period from the date of appointment.

3. SCOPE OF WORK

Handle all the marketing, adverting and branding related matters of EDB including designing, writing, editing, placing of newspaper advertisements, trade show catalogues, paper articles, market intelligence and any other relevant activities in the field of advertising and communications. Further, entrusted with related jobs when required by the EDB.

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
- Individual client services

DURATION OF THE CONTRACT

One Year

(Initially one year period subject to an extension based on the satisfactory delivery of the service and three months trial period subject to termination of the contract with a prior notice)

QUALIFICATION & EXPERIENCE

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

METHOD OF SELECTION

- Insertion of advertisement in local newspapers/circulate the Bid Notice among registered service providers with the EDB calling for Bids from suitable companies
- The bidding companies to present their proposals to the EDB in order to evaluate the best proposal for selection
- The proposals to be evaluated by a Technical Evaluation Committee (TEC) appointed by the EDB and the TEC reserves the right to accept or reject bids.
- Final decision will be taken by the TEC

Note:

The selected Agency will have to sign an agreement with the Sri Lanka Export Development Board before commencing the contract. Payment terms are as per the Procurement Guidelines of Sri Lanka.

Chairperson & Chief Executive

Sri Lanka Export Development Board

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