



**SRI LANKA EXPORT DEVELOPMENT BOARD**

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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை



**Ministry of Development Strategies and International Trade**

## **REQUEST FOR EXPRESSIONS OF INTEREST**

**Assignment Title: Procuring a service provider for e-Marketing and revamping of EDB Web Portal - [www.srilankabusiness.com](http://www.srilankabusiness.com)**

Sri Lanka Export Development Board (EDB) invites Expression of Interest (EOI) from qualified and experienced Digital Marketing Solution Service providers for e-Marketing and revamping of EDB Web Portal:- [www.srilankabusiness.com](http://www.srilankabusiness.com)

**The Service providers should be:**

- Registered company in Sri Lanka
- Minimum 05 years' experience in Website Development & hosting, SEO, Social Media Marketing and Digital Marketing.
- Having professional staff and required software, tools etc. to carry out the project.

**The company should handle the following activities related to EDB Web Portal:**

- Revamp EDB Web Portal & migrate the existing content of the current site without effecting the current SEO status
- Revamp e-Market Place, Exporters Directory & EDB e-services with more flexibility to clients and compete with international platforms.
- A website marketing plan including best e-promotional strategies to achieve the objectives mentioned in this TOR
- Provide hosting and CDN services for EDB Web Portal

Interested parties 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](http://www.srilankabusiness.com) under **Announcements** or collected from Procurement Unit (6th Floor) of EDB from 11-03-2019 to 25-03-2019 during office hours.

For further information Contact Ms. Indu Alahapperuma, Director - Information Technology Telephone: 0112300679, E-mail: [indu@edb.gov.lk](mailto:indu@edb.gov.lk) or Ms. Nayana P. Endagama, Procurement (JM) Unit Telephone: 0112300702, E-mail: [nayana@edb.gov.lk](mailto:nayana@edb.gov.lk)

The Expression of Interest (EOI) addressed to the Chairperson & Chief Executive, EDB should be sent on or before 26-03-2019 by registered post or deposited in the tender box kept in the (6th Floor) procurement unit EDB, indicating "e-Marketing and revamp of EDB Web Portal- [www.srilankabusiness.com](http://www.srilankabusiness.com)" on the left-hand corner of the envelope.

The EDB reserves the right to accept or reject any bid, and to cancel the bidding process and reject all bids at any time prior to contract award, without thereby incurring any liability to Bidders. And only shortlisted companies will be notified to submit Proposals.

**CHAIRPERSON & CHIEF EXECUTIVE**

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NDB-EDB Tower, No 42, Nawam Mawatha, Colombo 02.