



SRI LANKA EXPORT DEVELOPMENT BOARD

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இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை

Ministry of Development Strategies and International Trade



REQUEST FOR PROPOSAL

**MARKETING AND PUBLIC RELATIONS AGENCIES FOR INDUSTRY POSITIONING
& FOR NATIONAL IT/BPM EXPORT GROWTH INITIATIVES**

Implementation of National Export Strategy IT Initiative

The Sri Lanka Export Development Board (EDB) is seeking to contract credible and professional marketing/advertising agencies who will be closely working with Sectoral Expert recruited by EDB, Stax Inc. to handle the industry liaising and positioning, content creation, branding, advertising, event management, and public relations of this program till 2022. From a contracting perspective, it will be a one-year initial engagement, subject to renewal in each of the subsequent years based on meeting agreed performance measures.

Scope of work

The Agency will be expected to carry out below key initiatives.

- (1) Acting as an industry liaison between the industry and campaign execution team
- (2) Managing PR activities spanning the development of content, event planning and generation of PR opportunities
- (3) Digital Marketing initiatives i.e. website management, social media and lead generation and management.
- (4) Coordination and execution of local events, workshops, seminars, conferences, and industry tours
- (5) Handling the logistics of inbound and outbound trade delegations, influencers, and business leaders.

Interested Agencies can bid for all five initiatives mentioned above OR bid for any mix of one or more of the initiatives as a single application.

The Terms of References and other relevant details of the assignment could be found at: <http://www.islandofingenuity.com/submit-rfp> OR www.srilankabusiness.com/edb/announcements

Requirements

- (1) A company registered in Sri Lanka.
- (2) Minimum three (3) years' experience in similar capacity. (National or International capacity) (Information on past similar projects conducted by the company and work success/results achieved should be submitted).
- (3) Have undertaken a similar assignment in value of over Rs. 5 million

RFP submission should include the following:

- (1) Business Registration
- (2) Proof of ability providing details of similar assignments undertaken and delivered at national or sectoral level with sufficient details.
- (3) Profiles of proposed team members with required qualifications and experience.
- (4) Details of proposed approach, including work stage and timelines.

Application Procedure

Eligible marketing/advertising agencies are invited to submit REQUEST FOR PROPOSAL indicating "RFP - MARKETING AND PUBLIC RELATIONS AGENCIES FOR INDUSTRY POSITIONING AND FOR NATIONAL IT/BPM EXPORT GROWTH INITIATIVES" on the top left hand corner of the envelope addressed to the Chairperson & Chief Executive, EDB by registered post or placed in the tender box kept in the Procurement Unit (Level 6 of the EDB office at the below address) and soft copy to be uploaded on the Island of Ingenuity (IOI) portal below no later than 15:00 hours on 22nd March 2019.

For any queries please contact Ms. Ravindi Ranaraja - Assistant Director, Export Services Division on Tel: 2300705 (ext 233) OR sectoralexpert@stax.com

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

CHAIRPERSON & CHIEF EXECUTIVE
SRI LANKA EXPORT DEVELOPMENT BOARD
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