

## INVITATION FOR PROPOSAL (IFP)

### Procurement of Selection and Engagement of a Professional Public Relations and Promotional Services Firm for Sri Lanka Expo 2026 – Sri Lanka Export Development Board (EDB)

**Contract No. EDB/PU/NCB/2025/05**

1. Sri Lanka Export Development Board (SLEDB) which functions under the purview of Ministry of Industry & Entrepreneurship Development, has planned to host “Sri Lanka Expo 2026” an International Exhibition from 18<sup>th</sup> to 21<sup>st</sup> June 2026.
2. The Chairman, Department Procurement Committee (DPC), on behalf of Sri Lanka Export Development Board (SLEDB) now invites sealed bids from eligible and professional service providing firms (Bidders) for the Procurement of Selection and Engagement of a Professional Public Relations and Promotional Services Firm for Sri Lanka Expo 2026 – Sri Lanka Export Development Board (EDB).
3. Bidding will be conducted through the National Competitive Bidding (NCB – Single Stage Two Envelope Bidding Procedure) specified in the National Procurement Guidelines 2024 and are opened to all eligible bidders as defined in the Guidelines.
4. To be eligible for contract award, the successful bidder shall not have been blacklisted. The qualification criteria for the eligible bidders shall include the following. (Additional qualification requirements are given in the Procurement Documents).

**a) General Experiences**

- i. The Service Provider must have at least 10 years of proven experience in Public Relations and promotional services on large-scale international or national exhibitions, trade fairs, conferences, or promotional events.

**b) Specific Experience in contract of similar nature.**

The Service Provider should have successfully completed at least two (02) large-scale Public Relations and promotional campaign (each exceeding 10,000 participants or equivalent international exposure). The minimum value of each contract must not be less than Sri Lankan Rupees (LKR) 40 million, and the contract must have been completed or operational within last eight (08) years prior to the bid submission deadline.

**c) Financial Capacity**

- i. The Service Provider (or lead partner in case of a JV/Consortium) shall have an annual average turnover of at least LKR 100 million (or equivalent in foreign currency) during the past three years.
- ii. The Service Provider must demonstrate access to or availability of financial resources, such as liquid assets, lines of credit, or other financial means, to meet the cash flow requirement of not less than LKR 20 million, net of the Bidder's other commitments for this project.

5. Interested eligible Bidders may obtain further information from Assistant Director-Procurement, Level 06, NDB – EDB Tower, No.42, Nawam Mawatha, Colombo 02, Telephone: 011-2300702, email: [disna@edb.gov.lk](mailto:disna@edb.gov.lk).
6. Procurement document could be downloaded from the SLEDB website <https://www.srilankabusiness.com/> announcements. Printed version of bid documents could be obtained at the address in Para 5 above. To consider as an eligible bid, a non-refundable fee of LKR 12,500.00 should be paid to the bank account, details specified in bid document, and the original of the payment slip/EDB receipt must be attached to the bid. Bids submitted without this payment slip will not be considered for evaluation. Additionally, a scanned copy of the payment slip could be emailed to the email address provided in para 5 before the bid submission.
7. The original of the bid should be enclosed in cover and top left-hand corner shall be marked as “EDB/PU/NCB/2025/05” – bid for “Procurement of Selection and Engagement of a Professional Public Relations and Promotional Services Firm for Sri Lanka Expo 2026 – Sri Lanka Export Development Board (EDB)”. The name and the firm submitting the bid should appear in the cover.
8. Bids must be delivered to the address (above para 5) on or before 2.00 p.m. on December 09, 2025. Late bids will be rejected. Bids will be opened soon after the bid closing in the presence of the bidders' representatives, who choose to attend at 2.30 p.m. on December 09, 2025. All bids must be accompanied by a Bid Security in the form of a bank guarantee of not less than Sri Lankan Rupees Six Hundred Sixty Thousand. (LKR 660,000.00).
9. A Pre-Bid Meeting will be held at 10.00 a.m. on November 25, 2025 in the 9th Floor VIP room of EDB. All interested Bidders may participate at the Pre-Bid meeting.

**Chairman / CEO**

**Sri Lanka Export Development Board (EDB)**

**No. 42, Nawam Mawatha, Colombo 02.**

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