



SRI LANKA EXPORT DEVELOPMENT BOARD

**REQUEST FOR PROPOSALS (RFP) on Two Envelope System
for
Procurement of a Service Provider for Website Revamp
&
Digital Marketing Campaign to Enhance
Global Visibility of Sri Lanka's ICT Sector - 2026**

Contract No: EDB/PU/NCB/2026/04

**Sri Lanka Export Development Board
9th Floor, NDB –EDB Tower,
No. 42 Nawam Mawatha, Colombo 02
Tel. 0112300702 Website www.srilankabusiness.com**

September 2026

Sri Lanka Export Development Board

INVITATION FOR QUOTATION (IFQ)

Procurement of a Service Provider for Website Revamp & Digital Marketing Campaign to Enhance Global Visibility of Sri Lanka's ICT Sector - 2026

01. The **Chairman/ CEO**, on behalf of Sri Lanka Export Development Board (SLEDB), now invites sealed Quotations from eligible and qualified Bidders to provide services for Website Revamp & Digital Marketing Campaign to Enhance Global Visibility of Sri Lanka's ICT Sector - 2026.

Detailed description of specification of requirements (SOR) is given in the Bidding Document.

02. 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.

03. Interested Bidders may obtain further information from Sri Lanka Export Development Board (SLEDB), Assistant Director-Procurement, Procurement Unit, Level 06, NDB – EDB Tower, No. 42, Nawam Mawatha, Colombo 2.

04. Procurement Document could be downloaded from the SLEDB website under “**Announcements section**” (<https://www.srilankabusiness.com/announcements/>). To consider as an eligible bid, a non-refundable fee of **LKR 1,000.00** should be paid to the bank account details specified in the bid document and a copy of the payment slip must be attached to the proposal. Proposals submitted without this payment slip will not be considered for evaluation.

05. The original of the bid should enclosed **in cover and top left-hand corner shall be marked as - EDB/PU/NCB/2026/04** bid for “**Selecting a Service Provider for Website Revamp & Digital Marketing Campaign to Enhance Global Visibility of Sri Lanka's ICT Sector - 2026**”. The **name and the firm** submitting the bid should appear in the cover.

06. The bidders are requested to submit the **sealed technical proposal with a copy and the financial proposal with a copy separately**. The envelopes containing the Technical and Financial Proposals shall be placed into an **outer envelope and sealed**. The bidders who failed to adhere to these guidelines will not be considered for further evaluation.

07. Sealed Quotations must be delivered to Assistant Director, Sri Lanka Export Development Board (SLEDB), Procurement Unit, Level-6, NDB-EDB Tower, No. 42, Nawam Mawatha, Colombo 2, to be received on or before 14.00 Hrs. (2.00 P.M) on 29/09/2026. Late Bids and Bids sent electronically will not be accepted and will be rejected.

08. Service Providers must submit the originals of the Technical Proposal and the original of the Financial Proposal in printed form.

Note: Technical and financial proposals should be submitted in **TWO separate sealed envelopes** and both shall be placed into an **outer envelope** and sealed.

The Technical Proposal shall provide the information indicated in the **Section IV – Schedule Of Requirement (SOR)**. Use the attached Standard Forms specified in the **SECTION III**.

The Financial Proposal shall be prepared using the attached Standard Forms specified in the **SECTION III**. It shall list all costs associated with the assignment. All activities and items described in the Technical Proposal must be priced separately. Activities and items described in the Technical Proposal but not priced, shall be assumed to be included in the prices of other activities or items.

An authorized representative of the service provider shall initial all pages of the original Technical and Financial Proposals. The authorization shall be in the form of a written power of attorney accompanying the proposal or in any other form demonstrating that the representative has been duly authorized to sign. The signed Technical and Financial Proposals shall be marked “ORIGINAL”.

The envelope containing the Technical and Financial Proposal shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address, bid number and name. The client shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/or marked as stipulated. This circumstance may be case for Proposal rejection. If the Financial Proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the Proposal non-responsive. **Submitted via emails are not accepted.**

09. Bidders are required to quote for “**Procurement of a Service Provider for Website Revamp & Digital Marketing Campaign to Enhance Global Visibility of Sri Lanka’s ICT Sector - 2026**” using the formats described in **Section III - Technical Proposal - Standard Forms**.
10. The financial proposal shall be prepared using the formats provided in **Section III - Financial Proposal - Standard Forms**. Corrections if any shall be made by crossing out, initialing, dating and rewriting.
11. **Price offered shall include all applicable taxes, including any applicable government taxes.**
The prices shall also include other associated costs whatsoever if any, and each price must be stated separately. (refer FORM FIN-2, BREAKDOWN OF COSTS).
12. Sealed bids should be put into the Tender Box available at the **Procurement Unit, (Level 6) of the Sri Lanka Export Development Board** or by registered post addressed to **Chairman-Department Procurement Committee, Procurement Unit, 06th Floor, Sri Lanka Export Development Board, No 42, Nawam Mawatha, Colombo 02.** SLEDB by making the payment specified before 02.00pm on 29/09/2026. Late bids will be rejected. All bids must be accompanied by a bid security in the form of a Bank Guarantee using the format given in the Procurement Document in the amount of Sri Lankan Rupees **Fifty Thousand**

(LKR 50,000/=). Bid Security remains valid for a period of 28 days beyond the validity period of the bids (77+28 days).

13. Bids shall be valid for a period of 77 days from the date of deadline for submission of the Bids.
14. Technical Proposals will be closed at **02.00pm on 29/09/2026** opened at **2.15pm on the same day in the 7th Floor Mini Conference Room**, in the presence of Bidders or their authorized representatives who choose to attend in person at the office of SLEDB at the address given in paragraph (3) above.
15. SLEDB will not be responsible for any costs or any expenses incurred by the Bidders in connection with the preparation or delivery of Bids.

Chairman / CEO
Sri Lanka Export Development Board (EDB)
No. 42, Nawam Mawatha, Colombo 02
Date: 15/09/2026

SECTION I: INSTRUCTIONS TO BIDDERS (ITB)

A. General

1. Scope of Bid
 - a. The Employer, as defined in the Bidding Data Sheet (BDS), invites bids for the Services, as described in the schedule of requirement (SOR). The name and identification number of this National Competitive Bidding (NCB) Contract is provided in the BDS.
 - b. The successful Bidder will be expected to complete the performance of the Services by the Intended Completion Date provided in the BDS
2. Source of Funds
 - a. Payments under this contract will be financed by the source specified in the BDS.
3. Corrupt or Fraudulent Practices
 - a. The attention of the bidders is drawn to the followings:
 - i. Parties associated with Procurement Actions, namely, suppliers/contractors and officials shall ensure that they maintain strict confidentiality throughout the process.
 - ii. Officials shall refrain from receiving any personal gain from any Procurement Action. No gifts or inducement shall be accepted. Service providers/Suppliers/contractors are liable to be disqualified from the bidding process if found offering any gift or inducement which may have an effect of influencing a decision or impairing the objectivity of an official
 - b. The Employer requires the bidders, suppliers, service providers, and consultants to observe the highest standard of ethics during the procurement and execution of such contracts. In pursuit of this policy.
 - i. “Corrupt practice” means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of a public official in the procurement process or in contract execution.
 - ii. “Fraudulent practice” means a misrepresentation or omission of facts in order to influence a procurement process or the execution of a contract.
 - iii. “Collusive practice” means a scheme or arrangement between two or more bidders, with or without the knowledge of the Employer to establish bid prices at artificial, non-competitive levels; and
 - iv. “Coercive practice” means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the procurement process or affect the execution of a contract.
 - c. If the Employer found any unethical practices as stipulated under ITB Clause 3.b, the Employer will reject a bid, if it is found that a Bidder directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for the Contract in question

4. Eligible Bidders

- a. All bidders shall possess legal rights to supply the Services under this contract
- b. A Bidder shall not have a conflict of interest. All bidders found to have conflict of interest shall be disqualified. Bidders may be considered to have a conflict of interest with one or more parties in this bidding process, if they:
 - i. are or have been associated in the past, with a firm or any of its affiliates which have been engaged by the Employer to provide consulting services for the preparation of the design, specifications, and other documents to be used for the procurement of the services to be purchased under these Bidding Documents;
- c. A Bidder that is under a declaration of ineligibility by the Government of Sri Lanka (GOSL), at the date of submission of bids or at the date of contract signing, shall be disqualified.

5. Qualification of the Bidder

- a. All bidders shall provide in Section III, Bidding Forms, a preliminary description of the proposed work method and schedule, including drawings and charts, as necessary
- b. All bidders shall include the following information and documents with their bids, unless otherwise stated in the BDS:
 - i. Copies of original documents defining the constitution or legal status, place of registration, and principal place of business; written power of attorney of the signatory of the Bid to commit the Bidder.
 - ii. total monetary value of Services performed for each of the last three years;
 - iii. Experience in Services of a similar nature and size for each of the last three years, and details of Services under way or contractually committed; and names and address of clients who may be contacted for further information on those contracts.
 - iv. List of major technologies proposed to carry out the Contract.
 - v. Qualifications and experience of key site management and technical personnel proposed for the Contract.
 - vi. Reports on the financial standing of the Bidder, such as profit and loss statements and auditor's reports for the past three years.
 - vii. Evidence of adequacy of working capital for this Contract (access to line(s) of credit and availability of other financial resources).
 - viii. information regarding any litigation, current or during the last three years, in which the Bidder is involved, the parties concerned, and disputed amount; and
- c. Bids submitted by a joint venture of two or more firms as partners shall comply with the following requirements, unless otherwise stated in the BDS:
 - i. the Bid shall include all the information listed in ITB Sub-Clause 5.b above for each joint venture partner.
 - ii. the Bid shall be signed so as to be legally binding on all partners.
 - iii. the Bid shall include a copy of the agreement entered into by the joint venture (JV) partners defining the division of assignments to each partner and severally liable for the execution of the Contract in accordance with the Contract terms; alternatively, a Letter of Intent to execute a joint venture agreement, prior to the signing of the Contract, in the event of a successful

- bid shall be signed by all partners and submitted with the bid, together with a copy of the proposed agreement.
- iv. one of the partners shall be nominated as being in charge, authorized to incur liabilities, and receive instructions for and on behalf of any and all partners of the joint venture; when a foreign partner/s is/are involved one of the local partners shall be nominated as being in charge; and
 - v. the execution of the entire Contract, including payment, shall be done exclusively with the partner in charge.
 - vi. Experience in Services of a similar nature and size mentioned in 5.b should be carried out by the partner in charge.
- d. To qualify for award of the Contract, bidders shall meet the following minimum qualifying criteria:
- i. The applicant must be a company having a valid business registration in Sri Lanka.
 - ii. **A minimum of 3 years of experience** in providing website development & digital marketing solutions, including **at least one (01) year international project experience**. (Supporting documentation must include details of past projects and measurable results or success indicators.)
 - iii. The company must have a qualified appropriate technical staff to implement the online marketing campaign.
- e. A history of awards against the bidder or any partner of a Joint Venture in litigation or in Arbitration may result in disqualification of the bid.
- f. The figures for each of the partners of a joint venture shall be added together to determine the Bidder's compliance with the minimum qualifying criteria of ITB Sub-Clause; however, for a joint venture to qualify the partner in charge must meet at least 70 percent of those minimum criteria for an individual Bidder and other partners at least 40 percent of the criteria. Failure to comply with this requirement will result in rejection of the joint venture's Bid
6. One Bid per Bidder
- a. Each Bidder shall **submit only one Bid**, either individually or as a partner in a joint venture. A Bidder who submits or participates in more than one Bid will cause all the proposals with the Bidder's participation to be disqualified
7. Cost of Bidding
- a. The Bidder shall bear all costs associated with the preparation and submission of his Bid, and the Employer will in no case be responsible or liable for those costs.
8. Site Visit
- a. The Bidder, at the Bidder's own responsibility and risk, may visit and examine the Site of required Services and its surroundings and obtain all information that may be necessary for preparing the Bid and entering into a contract for the Services. The costs of visiting the Site shall be at the Bidder's own expense

B. Bidding Documents

9. Content of Bidding Documents

- a. The set of bidding documents comprises the documents listed in the table below and addenda issued in accordance with ITB Clause 11:
 - i. Section I Instructions to Bidders
 - ii. Section II Bidding Data Sheet
 - iii. Section III Bidding Forms
 - iv. Section IV Schedule of Requirements (SOR)
 - v. Section V General Conditions of Contract
- b. The Bidder is expected to examine all instructions, forms, terms, and specifications in the bidding documents. Failure to furnish all information required by the bidding documents or to submit a bid not substantially responsive to the bidding documents in every respect will be at the Bidder's risk and may result in the rejection of its bid. All Relevant Sections should be completed and returned with the Bid in the number of copies specified in the BDS:

10. Clarification of Bidding Documents

- a. A prospective Bidder requiring any clarification of the bidding documents may notify the Employer in writing or by email at the Employer's address indicated in the invitation to bid. The Employer will respond to any request for clarification received within the **14 days prior to the deadline for submission of bids**. Copies of the Employer's response will be forwarded to all purchasers of the bidding documents, including a description of the inquiry, but without identifying its source

11. Amendment of Bidding Documents

- a. Before the deadline for submission of bids, the Employer may modify the bidding documents by issuing addendum.
- b. Any addendum thus issued shall be part of the bidding documents and shall be communicated in writing or by email to all purchasers of the bidding documents. Prospective bidders shall acknowledge receipt of each addendum by email to the Employer.
- c. To give prospective bidders reasonable time in which to take an addendum into account in preparing their bids, the Employer shall extend, as necessary, the deadline for submission of bids, in accordance with ITB Sub-Clause 21.b below.

C. Preparation of Bids

12. Language of Bid

- a. The bid prepared by the Bidder, as well as all correspondence and documents relating to the bid exchanged by the Bidder and the Employer shall be written in English.

13. Documents Comprising the Bid

- a. The Bid submitted by the Bidder shall comprise the following:
 - i. The Form of Bid (in the format indicated in Section III);
 - ii. Bid Security;

- iii. Priced Activity Schedule;
- iv. Information Form and Documents; and any other materials required to be completed and submitted by bidders, as specified in the BDS.

14. Bid Prices

- a. The Contract shall be for the Services, as described in this document Section IV, Schedule of Requirements (SOR) to the contract and in the Specifications.
- b. The Bidder shall fill in rates and prices for all items of the Services described in the Section III, [FIN 2, FIN 3] based on the Bidder.
- c. The Bidder shall fill in rates and prices for all items of the Services described in the Schedule of Requirement(SOR), Section IV. Items for which no rate or price is entered by the Bidder will not be paid for by the Employer when executed and shall be deemed covered by the other rates and prices in the Section III, [FIN 2, FIN 3].
- d. The Service Provider and its Personnel shall pay such taxes, duties, fees, and other impositions as may be levied under the Applicable Law, the amount of which is deemed to have been included in the Contract Price. However, VAT & applicable Government Taxes shall not be included in the price but shall be indicated separately.
- e. The Prices quoted by the Bidder shall be fixed during the Bidder's performance of the Contract and not subject to variation on any account. A bid submitted with an adjustable price quotation will be treated as non-responsive and rejected.
- f. For the purpose of determining the remuneration due for additional Services, a breakdown of the lump-sum price shall be provided by the Bidder

15. Currencies of Bid and Payment

- a. The Bidder shall quote in Sri Lankan Rupees and payment shall be payable only in Sri Lankan Rupees.

16. Bid Validity

- a. Bids shall remain valid until the date specified in the BDS. A bid valid for a shorter date shall be rejected by the Employer as non-responsive.
- b. In exceptional circumstances, prior to the expiration of the bid validity date, the Employer may request bidders to extend the period of validity of their bids. The request and the responses shall be made in writing. If a Bid Security is requested in accordance with ITB Clause 17, it shall also be extended for a corresponding period. A Bidder may refuse the request without forfeiting its Bid Security. A Bidder granting the request shall not be required or permitted to modify its bid.

17. Bid Security

- a. The Bidder shall furnish, as part of the Bid, a Bid Security or a Bid-Securing Declaration, as specified in the BDS. BDS and denominated in Sri Lankan Rupees, and shall:
 - i. at the bidder's option, be in the form of either a bank draft, a letter of credit, or a bank guarantee from a banking institution;
 - ii. be issued by any commercial bank licensed by the Central Bank of Sri Lanka.
 - iii. be substantially in accordance with the form of Bid Security included in Section III, Bidding Forms,

- iv. be payable promptly upon written demand by the Employer in case the conditions listed in ITB Sub- Clause are invoked;
 - v. be submitted in its original form; copies will not be accepted;
 - vi. remain valid for a period of 28 days beyond the validity period of the bids, as extended, if applicable, in accordance with ITB Sub-Clause 16;
- b. If a Bid Security or a Bid- Securing Declaration is required in accordance with ITB Sub-Clause 17.a, any bid not accompanied by a substantially responsive Bid Security or Bid Securing Declaration in accordance with ITB Sub- Clause 17.a, shall be rejected by the Employer as non- responsive.
 - c. The Bid Security of unsuccessful Bidders shall be returned as promptly as possible upon the successful Bidder's furnishing of the Performance Security pursuant to ITB Clause 35.
 - d. The Bid Security may be forfeited or the Bid Securing Declaration executed:
 - i. if a Bidder withdraws its bid during the period of bid validity specified by the Bidder on the Bid Submission Form, except as provided in ITB Sub-Clause 16.b; or
 - ii. if the successful Bidder fails to:
 - 1. Sign the Contract in accordance with ITB Clause 34;
 - 2. Furnish a Performance Security in accordance with ITB Clause 35
 - iii. The Bid Security or Bid- Securing Declaration of a JV must be in the name of the JV that submits the bid.

18. Alternative Proposals by Bidders

- a. Unless otherwise indicated in the BDS, alternative bids shall not be considered.

19. Format and Signing of Bid

- a. The Bidder shall prepare one original of the documents comprising the Bid as described in ITB Clause C of these Instructions to Bidders, bound with the volume containing the Form of Bid, and clearly marked "Original." In addition, the Bidder shall submit copies of the Bid, in the number specified in the BDS, and clearly marked as "Copies." In the event of discrepancy between them, the original shall prevail
- b. The original and all copies of the Bid shall be typed or written in indelible ink and shall be signed by a person or persons duly authorized to sign on behalf of the Bidder. All pages of the Bid where entries or amendments have been made shall be initialled by the person or persons signing the Bid.
- c. The Bid shall contain no alterations or additions, except those to comply with instructions issued by the Employer, or as necessary to correct errors made by the Bidder, in which case such corrections shall be initialled by the person or persons signing the Bid.

D. Submission of Bids

20. Sealing and Marking of Bids

- a. The Bidder shall seal the Financial Proposal and copies, original of the Technical proposal and copies of the Bid in four inner envelopes and one outer envelope, duly marking the inner envelopes as “Financial Proposal - Original”, “Financial Proposal - Copy”, “Technical proposal - Original” and “Technical proposal - Copy”.
- b. The inner and outer envelopes shall
 - i. be the name and addressed to the Employer at the name and address provided in the BDS;
 - ii. bear the name and identification number of the Contract as defined in the BDS and Special Conditions of Contract;
- c. In addition to the identification required in ITB Sub-Clause 20.b, the inner envelopes shall indicate the name and address of the Bidder to enable the Bid to be returned unopened in case it is declared late, pursuant to ITB Clause 22.
- d. The original and all the copies of the Technical Proposal shall be placed inside a sealed envelope clearly marked “TECHNICAL PROPOSAL”,
Technical Proposal "Procurement of a Service Provider for Website Revamp & Digital Marketing Campaign to Enhance Global Visibility of Sri Lanka's ICT Sector - 2026", Contract No: EDB/PU/NCB/2026/04, [name and address of the Service Provider], and with a warning “DO NOT OPEN UNTIL [INSERT THE DATE AND THE TIME OF THE TECHNICAL PROPOSAL SUBMISSION DEADLINE].”
- e. Similarly, the original Financial Proposal shall be placed inside a sealed envelope clearly marked “FINANCIAL PROPOSAL”,
Financial Proposal "Procurement of a Service Provider for Website Revamp & Digital Marketing Campaign to Enhance Global Visibility of Sri Lanka's ICT Sector - 2026", Contract No: EDB/PU/NCB/2026/04, [name and address of the Service Provider], and with a warning “DO NOT OPEN UNTIL [INSERT THE DATE AND THE TIME OF THE TECHNICAL PROPOSAL SUBMISSION DEADLINE].”
(if required for the applicable selection method) and its copies shall be placed inside of a separate sealed envelope clearly marked.
- f. If the outer envelope is not sealed and marked as above, the Employer will assume no responsibility for the misplacement or premature opening of the Bid.

21. Deadline for Submission of Bids

- a. Bids shall be delivered to the Employer at the address specified above no later than the time and date specified in the BDS.
- b. The Employer may extend the deadline for submission of bids by issuing an amendment in accordance with ITB Clause 11, in which case all rights and obligations of the Employer and the bidders previously subject to the original deadline will then be subject to the new deadline.

22. Late Bids

- a. The Employer shall not consider any bid that reaches after the deadline for submission of bids. Any bid received by the Employer after the deadline for

submission of bids shall be declared late, rejected, and returned unopened to the Bidder.

23. Modification and Withdrawal of Bids

- a. Bidders may modify or withdraw their bids by giving notice in writing before the deadline prescribed in ITB Clause 21.
- b. Each Bidder's modification or withdrawal notice shall be prepared, sealed, marked, and delivered in accordance with ITB Clauses 19 and 20, with the outer and inner envelopes additionally marked "Modification" or "Withdrawal," as appropriate.
- c. No Bid may be modified after the deadline for submission of Bids.
- d. Withdrawal of a Bid between the deadline for submission of bids and the expiration of the period of Bid validity specified in the BDS or as extended pursuant to ITB Sub- Clause 16.b may result in the forfeiture of the Bid Security pursuant to ITB Clause 17.
- e. Bidders may only offer discounts to, or otherwise modify the prices of their bids by submitting Bid modifications in accordance with this clause, or included in the original Bid submission.

E. Bid Opening and Evaluation

24. Bid Opening

- a. The Employer will open the bids, including modifications made pursuant to ITB Clause 23, in the presence of the bidders' representatives who choose to attend at the time and in the place specified in the BDS.
- b. Envelopes marked "Withdrawal" shall be opened and read out first. Bids for which an acceptable notice of withdrawal has been submitted pursuant to ITB Clause 23 shall not be opened.
- c. The bidders' names, Bid modifications and withdrawals, the presence or absence of Bid Security, and such other details as the Employer may consider appropriate, will be announced by the Employer at the opening. No bid shall be rejected at bid opening except for the late bids pursuant to ITB Clause 22; Bids, and modifications, sent pursuant to ITB Clause 23 that are not opened and read out at bid opening will not be considered for further evaluation regardless of the circumstances. Late and withdrawn bids will be returned unopened to the bidders.
- d. The Employer will prepare minutes of the Bid opening, including the information disclosed to those present in accordance with ITB Sub-Clause 24.
- e.

25. Process to Be Confidential

- a. Information relating to the examination, clarification, evaluation, and comparison of bids and recommendations for the award of a contract shall not be disclosed to bidders or any other persons not officially concerned with such process until the award to the successful Bidder is notified of the award. Any effort by a Bidder to influence the Employer's processing of bids or award decisions may result in the rejection of his Bid.
- b. If, after notification of award, a bidder wishes to ascertain the grounds on which its bid was not selected, it should address its request to the Employer, who will provide written explanation indicating specific short-comings. Any request for explanation

from one bidder should relate only to its own bid; information about the bid of competitors will not be addressed.

26. Clarification of Bids

- a. To assist in the examination, evaluation, and comparison of bids, the Employer may, at the Employer's discretion, ask any Bidder for clarification of the Bidder's Bid, including breakdowns of the prices, and other information that the Employer may require. The request for clarification and the response shall be in writing or by email, but no change in the price or substance of the Bid shall be sought, offered, or permitted except as required to confirm the correction of arithmetic errors discovered by the Employer in the evaluation of the bids in accordance with ITB Clause 28.
- b. Subject to ITB Sub-Clause 26.a, no Bidder shall contact the Employer on any matter relating to its bid from the time of the bid opening to the time the contract is awarded. If the Bidder wishes to bring additional information to the notice of the Employer, he should do so in writing.
- c. Any effort by the Bidder to influence the Employer in the Employer's bid evaluation or contract award decisions may result in the rejection of the Bidder's bid.

27. Examination of Bids and Determination of Responsiveness

- a. Prior to the detailed evaluation of bids, the Employer will determine whether each Bid meets the eligibility criteria defined in ITB Clause 4; has been properly signed; is accompanied by the required securities; and is substantially responsive to the requirements of the bidding documents.
- b. A substantially responsive Bid is one which conforms to all the terms, conditions, and specifications of the bidding documents, without material deviation or reservation. A material deviation or reservation is one which affects in any substantial way the scope, quality, or performance of the Services; which limits in any substantial way, inconsistent with the bidding documents, the Employer's rights or the Bidder's obligations under the Contract; or whose rectification would affect unfairly the competitive position of other bidders presenting substantially responsive bids.
- c. If a Bid is not substantially responsive, it will be rejected by the Employer, and may not subsequently be made responsive by correction or withdrawal of the nonconforming deviation or reservation.

28. Correction of Errors

- a. Bids determined to be substantially responsive will be checked by the Employer for any arithmetic errors. Arithmetical errors will be rectified by the Employer on the following basis: if there is a discrepancy between unit prices and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected; if there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; if there is a discrepancy between the amounts in figures and in words, the amount in words will prevail.
- b. The amount stated in the Bid will be adjusted by the Employer in accordance with the above procedure for the correction of errors and, with the concurrence of the Bidder, shall be considered as binding upon the Bidder. If the Bidder does not

accept the corrected amount, the Bid will be rejected, and the Bid Security may be forfeited in accordance with ITB.

29. Currency for Bid Evaluation

- a. Sri Lankan Rupees (LKR).

30. Evaluation and Comparison of Bids

- a. The Employer will evaluate and compare only the bids determined to be substantially responsive in accordance with ITB Clause 27.
- b. In evaluating the bids, the Employer will determine for each Bid the evaluated Bid price by adjusting the Bid price as follows:
 - i. making any correction for errors pursuant to ITB Clause 28;
 - ii. excluding provisional sums and the provision, if any, for contingencies in the, Section V;
 - iii. making appropriate adjustments to reflect discounts or other price modifications offered in accordance with ITB Sub-Clause 23.
- c. The Employer reserves the right to accept or reject any variation, deviation, or alternative offer. Variations, deviations, and alternative offers and other factors, which are in excess of the requirements of the bidding documents or otherwise result in unsolicited benefits for the Employer will not be taken into account in Bid evaluation.

31. Preference for Domestic Bidders

- a. Domestic bidders shall not be eligible for any margin of preference in Bid evaluation.

F. Award of Contract

32. Award Criteria

- a. The contract will be awarded to the bidder whose proposal is determined to be the most responsive and advantageous, taking into consideration the following factors:
 - i. Compliance with the Schedule of Requirement and scope of work
 - ii. Demonstrated qualifications, past experience, and technical capacity
 - iii. Quality of the proposed methodology and work plan
 - iv. Proposed timeline and resource allocation
 - v. Cost-effectiveness of the proposal

The Employer reserves the right not to award the contract solely based on the lowest financial offer, but instead to select the bidder who provides the best overall value and assurance of successful delivery, as determined through technical and financial evaluations.

33. Employer's Right to Accept any Bid and to Reject any or all Bids

- a. Notwithstanding ITB Clause 32, the Employer reserves the right to accept or reject any Bid, and to cancel the bidding process and reject all bids, at any time prior to the award of Contract, without thereby incurring any liability to the affected Bidder or bidders or any obligation to inform the affected Bidder or bidders of the grounds for the Employer's action.

34. Notification of Award and Signing of Agreement

- a. Prior to the expiration of the period of bid validity, the Employer shall notify the successful Bidder, in writing, that its Bid has been accepted.
- b. Until a formal Contract is prepared and executed, the notification of award shall constitute a binding Contract.
- c. Upon the successful Bidder's furnishing of the signed Contract Form and performance security pursuant to ITB Clause 35, the Employer will promptly notify each unsuccessful Bidder and will discharge its bid security, pursuant to ITB Clause 17

35. Performance Security

- a. Within seven (07) working days of the receipt of notification of award from the Employer, the successful Bidder shall furnish the Performance Security in accordance with the GCC and the BDS, using for that purpose the Performance Security Form included in the Contract Forms. The Performance Security shall be in the form of an unconditional Bank Guarantee, issued by a commercial bank licensed by the Central Bank of Sri Lanka, in an amount equivalent to ten percent (10%) of the total Contract Price. The Performance Security shall remain valid for thirty (30) days beyond the Completion Date of the Services, unless otherwise specified in the Contract.
- b. Failure of the successful Bidder to submit the above-mentioned Performance Security within the specified period, or to sign the Contract, shall constitute sufficient grounds for the annulment of the award and forfeiture of the Bid Security or execution of the Bid-Securing Declaration, as applicable. In that event, the Employer may award the Contract to the next qualified Bidder whose offer is substantially responsive and who is determined by the Employer to be qualified to perform the Contract satisfactorily, subject to the applicable procurement requirements.
- c. Upon the successful Bidder's furnishing of the required Performance Security and the signed Contract Form, the Employer shall promptly notify the unsuccessful Bidders and discharge/return their Bid Securities in accordance with ITB Sub-Clause 17.

36. Advance Payment and Security

- a. The Employer will provide an Advance Payment on the Contract Price as stipulated in the Conditions of Contract, subject to the amount stated in the BDS.

37. Adjudicator

- a. The Employer proposes the person named in the BDS to be appointed as Adjudicator under the Contract, at an hourly fee specified in the BDS, plus reimbursable expenses. If the Bidder disagrees with this proposal, the Bidder should so state in the Bid. If, in the Letter of Acceptance, the Employer has not agreed on the appointment of the Adjudicator, the Adjudicator shall be appointed by the

Appointing Authority designated in the Special Conditions of Contract at the request of either party.

38. Methods & Conditions of Payment

- a. Payments for the Services shall be made in accordance with the payment schedule specified in the Bidding Data Sheet and the Contract.
- b. The payment schedule shall be as follows:
 - 10% of the Contract Price upon signing of the Contract.
 - 30% of the Contract Price upon satisfactory completion and acceptance of Phase 1.
 - 30% of the Contract Price upon satisfactory completion and acceptance of Phase 2.
 - 30% of the Contract Price upon satisfactory completion and acceptance of Phase 3.
- c. For each payment, the Service Provider shall submit a duly completed invoice together with the relevant progress report, supporting documents, and evidence of completion of the applicable Services and deliverables.
- d. Payment shall be made following verification and acceptance of the relevant Services and deliverables by the Employer/EDB Project Management Team.
- e. The Employer shall make payment in accordance with the applicable payment conditions and procedures specified in the Contract.

Section II: BIDDING DATA SHEET

Instructions to Bidders Clause Reference

A. General	
1.a	The Employer is Sri Lanka Export Development Board (SLEDB) The name and identification number of the Contract is; Procurement of a Service Provider for Website Revamp & Digital Marketing Campaign to Enhance Global Visibility of Sri Lanka's ICT Sector - 2026 Contract No: EDB/PU/NCB/2026/04 Address: Sri Lanka Export Development Board Level 06, NDB - EDB Tower, No.42, Nawam Mawatha, Colombo 02 Contact person: Assistant Director, Procurement Unit Email: disna@edb.gov.lk Tele: 011-2300702, 011-2300705-11 ext. 365 Bidders are required to bid for the total requirement of services as given in description of services in the Procurement documents. Bids for partial requirements shall be treated as non-responsive and shall be rejected.
1.b	The Intended Completion Date is: Proposed date for commencement of services: 05/10/2026 The services shall be completed within Seven (7) months from the Starting Date for the Commencement of Services
2.a	The source of funding for this project is: Government of Sri Lanka (GOSL)
B. Bidding Data	
7.3	A pre-bid meeting shall be held on 21/09/2026 at 10.00 am via physical in the 9th Floor Board Room of EDB or Virtual. The Client's representative is: Assistant Director-Procurement, BEC members. If you would like to participate in this pre-bid meeting, please send an email request to the below email address requesting the physical or virtual meeting.

10.a	Procurement Unit Contact Person: Assistant Director - Procurement Address: Sri Lanka Export Development Board Level 06, NDB — EDB Tower, No: 42, Nawam Mawatha, Colombo 02, Sri Lanka. Telephone: 0112300702 Fax: 0112300728 E-mail: disna@edb.gov.lk
10.a	Non-Refundable Payment Account Details for Non-Refundable Payment are as follows; A non-refundable payment of Rs. 1,000/- Name: Sri Lanka Export Development Board. Account No: 306605 Bank: Bank of Ceylon Branch: Lake View Branch Please attach the copy of the original non-refundable payment slip or receipt with Proposal. If not, your proposal will not be considered for the evaluation.
C. Preparation of Bids	
12.a	Language of the bid: English
18	Alternative offers and options are not allowed
14.e	The Contract shall not be subject to price adjustment.
16.a	The period of Bid validity shall be 77 (Seventy-seven) days after the deadline for Bid submission specified.
17.a	The Bidder should submit a Bid Security of LKR 50,000.00 (Sri Lankan rupees fifty thousand) as a bank guarantee. The Bidder shall provide: Bid Security in the form of a Bank Guarantee (as per the format given in the Bidding Document) Bid Security shall be issued in favour of; Chairman-Department Procurement Committee, Sri Lanka Export Development Board (SLEDB), NDB - EDB Tower, No: 42, Nawam Mawatha, Colombo 02, Sri Lanka.
18.a	Alternative bids are not permitted.

D. Submission of Bids	
19(a)	The number of copies of the Bid to be completed and submitted shall be 1. One sealed technical proposal 2. One Copy sealed technical proposal 3. One sealed financial Proposal. 4. One Copy sealed financial proposal All above mentioned proposals shall be placed into an outer envelope and sealed.
20) b) i)	The Employer's address for the purpose of Bid submission is Chairman-Department Procurement Committee, Level 06, Procurement Unit, Sri Lanka Export Development Board (SLEDB), NDB - EDB Tower, No: 42, Nawam Mawatha, Colombo 02, Sri Lanka.

20) b) ii)	Name and identification number: Name of Contract: "Procurement of a Service Provider for Website Revamp & Digital Marketing Campaign to Enhance Global Visibility of Sri Lanka's ICT Sector - 2026" Contract No: EDB/PU/NCB/2026/04
21)a	The deadline for submission of bids shall be: Time: on or before 14:00 hrs (2.00 p.m.) Date: 29/09/2026. <i>"In the event of the specified date for the submission of bids, being declared a holiday for the Purchaser, the bids will be received up to the appointed time on the next working day"</i>
E Bid Opening and Evaluation	
24	Bids will be opened at 2.15 p.m. on the same day in the 7th Floor Mini Conference Room at the following address: Sri Lanka Export Development Board (SLEDB), Level 06, Procurement Unit, No. 42, Nawam Mawatha, Colombo 02, Sri Lanka.

F. Award of Contract	
35	The Performance Security acceptable to the Employer shall be in the Standard Form of unconditional Bank Guarantee (as per the format given in the Bidding Document) issued by any commercial bank licensed by the Central Bank of Sri Lanka and the amount shall be 10% of the total contract price. Which shall be valid for 30 days beyond the completion date of services under the contract. Performance security shall be submitted within 07 working days of the date of notification of award from the employer.
G. Methods & Condition of payment	
38	Payments for the Services shall be made in accordance with the payment schedule specified in the Bidding Data Sheet and the Contract. The Service Provider shall submit a duly completed invoice for each payment, together with the relevant progress report, supporting documents, and evidence of satisfactory completion of the applicable Services and deliverables. Payments shall be made upon verification and acceptance of the relevant Services and deliverables by the Employer, in accordance with the applicable payment conditions and procedures specified in the Contract.

Section III: BIDDING FORMS

[Comments in brackets [] provide guidance to the service provider for the preparation of their Technical Proposals; they should not appear on the Technical Proposals to be submitted.]

1. Technical Proposal - Standard Forms

TECH-1	Technical Proposal Submission Form
TECH-2	Bidder's Organization and Experience
	A Bidder Organization B Bidder Experience
TECH-3	Comments or Suggestions on the Terms of Reference
	A On the Terms of Reference
TECH-4	Description of the Approach, Methodology and Work Plan for Performing the Assignment
TECH-5	Staffing Schedule
TECH-6	Work Schedule

2. Financial Proposal - Standard Forms

FIN-1	Financial Proposal Submission Form
FIN-2	Price Schedule
FIN-3	Breakdown of Costs by Activity

3. Letter of Acceptance

4. Bid Security (Bank Guarantee)

1. TECHNICAL PROPOSAL - STANDARD FORMS

FORM TECH-1 TECHNICAL PROPOSAL SUBMISSION FORM

[Date]

Chairman-Department Procurement committee, Procurement Unit,
06th Floor, Sri Lanka Export Development Board (SLEDB), No. 42, Nawam Mawatha,
Colombo 02, Sri Lanka.

Dear Sir:

We, the undersigned, offer to selection of a Service Provider to '**Procurement of a Service Provider for Website Revamp & Digital Marketing Campaign to Enhance Global Visibility of Sri Lanka's ICT Sector - 2026**' in accordance with your Request for Proposal dated [Insert Date] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal sealed under a separate envelope.

We are submitting our Proposal in association with: [Insert a list with full name and address of each associated Consultant]²

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, we undertake to negotiate on the basis of the proposed staff. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We undertake, if our Proposal is accepted, to initiate the services related to the assignment not later than the date indicated in Paragraph Reference 1.b of the Data Sheet.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Organization:

Address:

2 [Delete in case no association is foreseen.]

FORM TECH-2 SERVICE PROVIDER’S ORGANIZATION AND EXPERIENCE

A – Bidder’s Organization

[Provide here a brief (two pages) description of the background, high level financial profile and organization of your firm/entity and each associate for this assignment. Annex Company Profile align to the Pre-Qualifications/Job Requirements of SOR, Certified Copy of the business registration, Audited Financial reports for the last three (03) years]

B - Service Provider's Experience

[Using the format below, provide information on each assignment for which your firm, and each associate for this assignment, was legally contracted either individually as a corporate entity or as one of the major companies within an association, for carrying out consulting services similar to the ones requested under this assignment. Minimum of 2 similar Projects for website development, content enhancement, maintenance and 2 similar digital-marketing projects [within last 5 years].

Please submit supporting documents wherever possible)]

Name of the Firm			
Name and address of Client:			
Name of the contact person of the client, designation and contact details: Is the client contactable owing to confidentiality clauses? (Yes/ No)			
Assignment name: (provide the URL if the assignment is a public web portal:)			
Approx. value of the contract: (in current US\$ or LKR):		Duration of assignment (months):	
No of professional staff-months provided by you:		Total No of staff-months of the assignment:	
Start date (month/year):		Completion date (month/year):	
Name of associated sub contactors, if any:			
Names of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Manager, Business Analyst/s):			
Narrative description of Project: Website Design, Development, SEO Optimization & Overall Maintenance I. Explain the past project experience of similar nature that are coming under website development, feature scaling, content enhancement, SEO optimization & overall maintenance based on below categories, a. Content Management System (CMS) b. Trilingual Capability and Unicode compliance c. Responsiveness (mobile friendly) d. Social Media integration II. Explain the strategies which you have followed to improve the performance of the developed websites. III. Must Elaborate the experience in Search Engine Optimization (SEO) with best practices used (with proof google analytics)			

IV. Must Elaborate the experience in Content creation with best practices used as per international accepted standards.

V. Explain the approaches followed for website support and maintenance while adhering to service level agreements.

Digital-Marketing [Minimum of 2 similar Projects for within last 5 years]

1. Detailed Description of the Project
 - a. Indicate the domain
 - b. Scope
 - c. Areas covered
 - d. Achievements
2. Detailed Description of the Actual Services Provided by your Firm [attached proof of reliable reports in campaign performance]
 - a. digital-marketing strategies
 - b. digital-marketing performance reports (inorganic)
 - c. SEM reports,
 - d. Digital marketing reports

Other specify

Description of actual services provided by your staff within the assignment:

FORM TECH-3 COMMENTS AND SUGGESTIONS ON THE SCHEDULE OF REQUIREMENT

A - On the Schedule of Requirement

[Present and justify here any modifications or improvement to the Schedule of Requirement (SOR) you are proposing to improve performance in carrying out the assignment (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point, and incorporated in your Proposal.]

FORM TECH-4 DESCRIPTION OF APPROACH, METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT

Technical approach, methodology and work plan are key components of the Technical Proposal. You are suggested to present your Technical Proposal as per Schedule of Requirement document (maximum 30 pages, inclusive of charts and diagrams) divided into the following three chapters:

Technical approach & Methodology Work Plan for Website Revamp & Digital Marketing Campaign

(a)	Work Plan - Website Revamp
	In this chapter you should propose the Website revamp (modifying existing website and/or develop a new website) activities of the assignment, milestones (including interim approvals by the Client), and delivery dates of the website. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the SOR and ability to translate them into a feasible working plan. A list of the final documents, including reports, drawings, and tables to be delivered as final output, should be included here. The work plan should be consistent with the Work Schedule of TECH-6. [Use FORM TECH-6 provide separate sheets for Content Enhancement & Digital Marketing]
(b)	Technical Approach and Methodology: (Website Revamp)
	(b.1) - In this chapter you should explain your technical understanding of the objectives of the assignment. You should highlight the problems being addressed and their importance, and explain the technical approach you would adopt to address them. You should also list the potential standards, protocols & specifications you may adopt and highlight the compatibility of these with the proposed architecture. (b.2) - In order to illustrate the feasibility of your proposed approach & methodology please provide a detailed description as per the section IV of the SOR. Also you should submit supporting documents wherever possible.
(c)	Work Plan - Digital Marketing Campaign
	In this chapter you should propose the main Digital marketing campaign activities of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the SOR and ability to translate them into a feasible working plan. A list of the final documents, including reports, drawings, and tables (whenever possible) to be delivered as final outputs at the end of the project. The work plan should be consistent with the Work Schedule of TECH-6. [Use FORM TECH-6 provide separate sheets for Development/ Content Enhancement & Digital Marketing Campaign]

(d)	Technical Approach and Methodology - Digital Marketing Campaign
	(d.1) - In this chapter you should explain your technical understanding of the objectives of the assignment. You should highlight the problems being addressed and their importance, and explain the Digital Marketing campaign technical approach you would adopt to address them. (d.2) - In order to illustrate the feasibility of your proposed approach & methodology please provide a detailed description as per the section IV of the SOR. Also you should submit supporting documents wherever possible.
(e)	Organization and Staffing. (Website Revamp and Digital Marketing Campaign)
	In this chapter you should propose the structure and composition of your team. You should list the main disciplines of the assignment, the key expert responsible, and proposed technical and support staff. [Use FORM TECH-5 & 8 provide separate sheets for Development & Digital Marketing Campaign]

FORM TECH-5 STAFFING SCHEDULE

N°	Name of Staff	Staff input (in the form of a bar chart) ²							Total staff-month input		
		1	2	3	4	5	6	7	Home	Field ³	Total
Foreign											
1											
2											
n											
Subtotal											
Local											
1											
2											
n											
Subtotal											
Total											

1 For Professional Staff the input should be indicated individually; for Support Staff it should be indicated by category (e.g. Clerical staff, etc.).

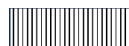
2 Months are counted from the start of the assignment. For each staff indicate separately staff input for home and field work.

3 Field work means work carried out at a place other than the Consultant's home office.

Full time input



Part time input



FORM TECH-6 WORK SCHEDULE

N°	Activity ¹	Months ²						
		1	2	3	4	5	6	7
1								
2								
3								
4								
5								
n								

- 1 Indicate all main activities of the assignment, including delivery of reports (e.g.: inception, interim, and final reports), and other benchmarks such as client approvals. For phased assignments indicate activities, delivery of reports, and benchmarks separately for each phase.
- 2 Duration of activities shall be indicated in the form of a bar chart.

2. FINANCIAL PROPOSAL - STANDARD FORMS

FORM FIN-1 : FINANCIAL PROPOSAL SUBMISSION FORM

_____ [Date]

Chairman
Sri Lanka Export Development Board,
No 42, NDB-EDB Tower, Nawam Mawatha,
Colombo 2.

Dear Sir,

We, the undersigned, offer to provide the services for **Procurement of a Service Provider for Website Revamp & Digital Marketing Campaign to Enhance Global Visibility of Sri Lanka's ICT Sector - 2026** in accordance with your RFP dated *[Insert Date]* and our Technical Proposal. Our attached Financial Proposal is for the sum of *[Insert amount(s) in words and figures]*.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal.

We understand you are not bound to accept any Proposal you receive.

Authorized Signature: _____

Name and Title of Signatory: _____

Name of Firm: _____

Address: _____

FORM FIN-2 PRICE SCHEDULE

No	Item	Description	Qty	Time Line	TOTAL PRICE (LKR) Without VAT	TOTAL PRICE (LKR) With VAT (18%)
1	Website Revamp and Digital Marketing Campaign					
	Total					

VAT Registration no. (if applicable): _____

Authorized Signature: _____

Name and Title of Signatory: _____

FORM FIN-3 BREAKDOWN OF COSTS BY ACTIVITY¹

The Bidder shall provide a detailed and transparent cost breakdown for each item in the Price Schedule, including all third-party plugins, software subscriptions, licenses, digital tools, hosting, advertising spend, and related external services, if applicable. Any cost not explicitly mentioned in this proposal shall not be considered the responsibility of the Client.

Ref No	Cost Item	Description	TOTAL PRICE (LKR) Without VAT	TOTAL PRICE (LKR) With VAT (18%)
3.1 Website Revamp				
3.1.1	Website redesign and improvement of www.islandofingenuity.com , including a modern new look, better user experience, improved navigation, updated website structure, and technical optimization based on international standards and best practices.			
3.1.2	Development of a dynamic homepage with key sections like hero banners, campaign highlights, and interactive visuals to improve user engagement.			
3.1.3	Integration of clear call-to-action (CTA) buttons and inquiry forms to help generate leads and track user conversions.			
3.1.4	Implementation of a CMS system that allows easy content editing, publishing updates, managing images/media, and controlling admin user access.			
3.1.5	SEO improvement for the website, including fixing technical issues, improving page content, optimizing titles and descriptions, and increasing visibility on search engines.			

3.1.6	● Update and improve website content related to the ICT/BPM industry ● Add key statistics and industry data ● Create a “Why Sri Lanka ICT” page ● Develop FAQ section for common questions ● Add success stories/case studies ● Publish latest news and updates ● Create dedicated landing pages for target regions: ○ Nordic Tech Collaboration page ○ Middle East Digital Transformation page ● Integrate Social Media ○ Website should showcase integration with, ■ LinkedIn thought leadership ■ Facebook announcements			
3.1.7	Website security enhancement to protect the site from threats, including implementing security measures, fixing vulnerabilities, and ensuring safe access and data protection.			
3.1.8	Provide ongoing maintenance and technical support for the updated www.islandofingenuity.com , including website monitoring, security updates, performance optimization, content and CMS management, backups, troubleshooting, and general operational support to ensure the website remains stable, secure, and fully functional.			
	Sub Total			

3.2 Digital Marketing Campaign				
3.2.1	Develop comprehensive digital marketing strategy including market research, targeting plan, and campaign roadmap for ICT/BPM promotion			
3.2.2	End-to-end management of digital marketing campaigns across all platforms			
3.2.3	Setup, management, and optimization of paid ads across platforms			
3.2.4	Design and production of digital marketing creatives			
3.2.5	Executive-level ICT promotion and lead generation campaigns			
3.2.6	Awareness and engagement campaigns for ICT sector promotion			
3.2.7	ICT promotional sort storytelling video content			
3.2.8	Buyer persona development and geo-targeting setup			
3.2.9	Retargeting campaigns for website visitors and warm audiences			
3.2.10	Performance tracking, dashboards, and monthly reporting			
3.2.11	Continuous testing and optimization of campaigns			
3.2.12	Regular ICT sector visibility content publishing			
	Sub Total			
	Total			

3. LETTER OF ACCEPTANCE

[Letterhead paper of the Employer]

[date]

To: [name and address of the Service provider]

This is to notify you that your Bid dated [date] for execution of the [name of the Contract and identification number, as given in the Special Conditions of Contract] for the Contract Price of the equivalent of [amount in numbers and words] [name of currency], as corrected and modified in accordance with the Instructions to Bidders is hereby accepted by our Agency.

You are hereby instructed to proceed with the execution of the said contract for the provision of Services in accordance with the Contract documents.

Please return the attached Contract dully signed

Authorized Signature: _____.

Name and Title of Signatory: _____.

Name of Bidder: _____.

Address: _____.

4. BID SECURITY (BANK GUARANTEE)

[The Bank shall fill in this Bank Security (Bank Guarantee) Form in accordance with the instructions indicated.]

Beneficiary:

Date:

BID SECURITY (BANK GUARANTEE) No.:

We have been informed that (hereinafter called "the Bidder") has submitted to you its bid dated (hereinafter called "the Bid") for the execution of under Invitation for Bids No. ("the IFB").

Furthermore, we understand that, according to your conditions, bids must be supported by a Bid Security (Bank Guarantee).

At the request of the Bidder, we hereby irrevocably undertake to pay you any sum or sums not exceeding in total an amount of () upon receipt by us of your first demand in writing accompanied by a written statement stating that the Bidder is in breach of its obligation(s) under the bid conditions, because the Bidder:

- a) has withdrawn its Bid during the period of bid validity specified by the Bidder in the Form of Bid; or
- b) having been notified of the acceptance of its Bid by the Employer during the period of bid validity, (i) fails or refuses to execute the Contract Form; or (ii) fails or refuses to furnish the performance security, in accordance with the Instructions to Bidders.

This guarantee will expire: (a) if the Bidder is the successful bidder, upon our receipt of copies of the contract signed by the Bidder and the performance security issued to you upon the instruction of the Bidder; or (b) if the Bidder is not the successful bidder, upon the earlier of (i) our receipt of a copy of your notification to the Bidder of the name of the successful bidder; or (ii) twenty-eight days after the expiration of the Bidder's Bid.

Consequently, any demand for payment under this guarantee must be received by us at the office by (date Month year).

This guarantee is subject to the Uniform Rules for Demand Guarantees, ICC Publication No.....

[signature(s)]

SECTION IV: SCHEDULE OF REQUIREMENT (SOR)

Selection of a Service Provider for Website Revamp & Digital Marketing Campaign to Enhance Global Visibility of Sri Lanka's ICT Sector - 2026

SRI LANKA EXPORT DEVELOPMENT BOARD

1. BACKGROUND

- Sri Lanka Export Development Board (EDB) targets to promote the Sri Lankan IT/BPM sector through initiating Digital Marketing Campaigns internationally and meet potential buyers from those regions. The industry goal for the IT/BPM industry exports is to reach USD 5 billion by 2030.
- IT/BPM exports counted as the 4th largest export revenue earner of the country and had an upward growth over the past ten years though we had some export drops in other product sectors. The industry's Vision 2030 aims to become the number one foreign exchange earner in the Service Sector of the country, with USD 5 billion in revenue, creating 200,000 direct jobs and 1,000 start-ups.
- The IT/BPM sector has been identified as one of the key focus sectors in the National Export Strategy (NES) Sri Lanka, with the existing limited resources must focus on high value-added products and services, where we could utilize the skills and capabilities of the workforce. We also need to build on global recognition as a preferred destination for outsourcing services.

2. OBJECTIVES

- a. Website to enhance global visibility and brand recognition of Sri Lanka's ICT sector in target international markets in par with other global websites for export growth and country brand promotions.
- b. Revitalize and modernize the "Island of Ingenuity (IoI)" brand presence across digital platforms by conducting a digital marketing campaign for selected international markets (Increase brand impressions and engagement from target countries with a 30% growth in website visits and a 40% increase in social media engagements from the identified key markets such as Nordic Region and the Middle East.)
- c. Increase website traffic and engagement metrics for www.islandofingenuity.com (Improved website traffic from target countries by 30%, Growth in social media engagement from key markets by 40%)

3. SCOPE OF WORK

3.1. Website Revamp

The service provider shall enhance relevant digital platforms such as revamped the complete dynamic website (www.islandofingenuity.com) including website content enhancement and content writing (including information provided by the EDB) using modern UI/UX principles to create a seamless, engaging, and conversion-focused user experience aligned with international best practices.

Ref No	Description of Goods/ Services	Quantity	Final Destination	Delivery Date	KPI
3.1.1	Website redesign and/ or develop a new website for improvement of www.islandofingenuity.com , including a modern new look, better user experience, improved navigation, updated website structure, and technical optimization based on international standards and best practices.	1 Complete Website Platform	A fully updated and modern version of www.islandofingenuity.com with improved design, performance, and user experience	According to the project timeline and planned 2026 campaign launch schedule.	Increase average session duration by 30% Reduce website bounce rate by 20% Improve page loading speed to under 3 seconds Increase mobile usability score to 90%+
3.1.2	Development of a dynamic homepage with key sections like hero banners, campaign highlights, and interactive visuals to improve user engagement.	1 Set	A modern and engaging homepage with dynamic features, including hero sections, campaign banners, and interactive visual	As per project timeline	Increase homepage click-through rate (CTR) by 20–30% Increase average time on homepage by 25% Reduce bounce rate by 15–20%

			elements to improve user experience and engagement.		Improve interaction rate with banners/visual elements by 30% Achieve at least 10–15% increase in user engagement actions (clicks, scroll depth, interactions)
3.1.3	Integration of clear call-to-action (CTA) buttons and inquiry forms to help generate leads and track user conversions.	1 set (CTA + Inquiry Form system)	A website with clear call-to-action buttons and inquiry forms that help generate more leads and allow tracking of user inquiries and conversions.	As per project timeline	Increase inquiry form submissions by 20–40% Improve CTA click-through rate by 25% Increase lead conversion rate by 15–25%
3.1.4	Implementation of a CMS system that allows easy content editing, publishing updates, managing images/media, and controlling admin user access.	1 CMS	A fully functional CMS system that allows easy content updates, content publishing, media management, and secure admin access control for website management.	As per project timeline	Reduce content update time by 50% (from request to publish) Enable 100% of core pages to be editable via CMS without developer support Achieve 90%+ successful content publishing without errors Ensure 100% secure role-based admin access

					control (no unauthorized access)
3.1.5	SEO improvement for the website, including fixing technical issues, improving page content, optimizing titles and descriptions, and increasing visibility on search engines.	All key pages optimized for SEO	A fully SEO-optimized website with improved search engine visibility, better-ranked pages, and properly optimized technical structure, content, and metadata for all key pages.	As per project timeline	Improve organic search traffic by 20–40% within 3–7 months Increase number of keywords ranking on Google top 10 by 15–30 keywords Achieve 100% on-page SEO coverage for all key pages (titles, meta descriptions, headings) Improve website Google PageSpeed score to 80+ (mobile and desktop)
3.1.6	● Update and improve website content related to the ICT/BPM industry ● Add key statistics and industry data ● Create a “Why Sri Lanka ICT” page ● Develop FAQ section for common questions ● Add success stories/case studies ● Publish latest news and updates ● Create dedicated landing pages for target regions: ○ Nordic Tech Collaboration page ○ Middle East Digital Transformation page ● Integrate Social Media	New Contents and Pages	A fully updated website with improved ICT/BPM content, including key statistics, “Why Sri Lanka ICT” section, FAQs, success stories, and news updates, along with dedicated landing pages for	As per project timeline	Publish 1 “Why Sri Lanka ICT” page Add and publish 1 FAQ section Add and publish success stories/case studies (at least 3–5 items) Publish regular news/updates (minimum 2–4 posts)

	○ Website should showcase integration with, ■ LinkedIn thought leadership ■ Facebook announcements		Nordic Tech Collaboration and Middle East Digital Transformation to attract targeted international audiences.		Create and launch 2 landing pages: ● Nordic Tech Collaboration ● Middle East Digital Transformation (Facts & Figures will be provided by the client)
3.1.7	Website security enhancement to protect the site from threats, including implementing security measures, fixing vulnerabilities, and ensuring safe access and data protection.	Full Technical Optimization	A fully secure website protected against threats, with all vulnerabilities fixed, strong security measures in place, and safe access and data protection ensured.	As per project timeline	Reduce security vulnerabilities to 0 critical and high-risk issues Achieve 100% implementation of security patches and updates Ensure 100% SSL/TLS coverage across all pages Block or mitigate 90–100% of detected malicious traffic or attacks

					Ensure zero unauthorized access incidents Improve website uptime to 99% availability
3.1.8	Provide ongoing maintenance and technical support for the updated www.islandofingenuity.com , including website monitoring, security updates, performance optimization, content and CMS management, backups, troubleshooting, and general operational support to ensure the website remains stable, secure, and fully functional.	1 Maintenance & Support Service	Updated and fully operational www.islandofingenuity.com	Throughout contract period	99% website uptime, improved system performance, timely issue resolution, secure platform operation, and uninterrupted user experience

Final reports of the Website developments & The Digital marketing campaign (which includes the SRS, the performance reports of the digital marketing campaign and any websites/ digital marketing campaign related contents should be delivered to the EDB at the end of the project prior receval of final payment) Any content developed/ generated under this procurement is a property of EDB.

3.2. Digital Marketing Campaign

The Service Provider shall develop and execute an integrated digital marketing campaign to enhance global visibility and awareness of Sri Lanka's ICT sector among international buyers, investors, and technology stakeholders for the Nordic Region and the Middle East as priority international promotion markets.

Ref No	Item	Description of Goods / Services	Quantity	Final Destination	Delivery Date	KPI
3.2.1	Campaign Strategy Development	Develop comprehensive digital marketing strategy including market research, targeting plan, and campaign roadmap for ICT/BPM promotion	1 Strategy Document	www.islandofingenuity.com	Month 1	Approved strategy and campaign framework
3.2.2	Integrated Digital Campaign Management	End-to-end management of digital marketing campaigns across all platforms	1 Campaign	Global (Nordic & Middle East)	August 2026 – Feb 2027	+30–50% traffic, +20–40% engagement
3.2.3	Paid Advertising Campaigns	Setup, management, and optimization of paid ads across platforms	7 Monthly Campaign Cycles	Google, LinkedIn, Meta, YouTube	Monthly	CTR 2–4%, CPC reduction 15–25%, increased conversions

3.2.4	Ad Creatives & Content Development	Design and production of digital marketing creatives	10–15 Ad Creatives + 5–10 Ad Copies per month	All platforms	Monthly	Higher engagement rate and ad relevance score
3.2.5	LinkedIn B2B Campaign	Executive-level ICT promotion and lead generation campaigns	8–10 Posts	LinkedIn	Monthly	Qualified leads, C-level engagement
3.2.6	Social Media Campaign (FB, IG, X)	Awareness and engagement campaigns for ICT sector promotion	6–10 Posts per month	Facebook, Instagram, X	Monthly	+20–40% engagement growth
3.2.7	YouTube Video Campaign	ICT promotional sort storytelling video content	3–5 Videos (1 min each)	YouTube	Month 2–7	Increased watch time and subscriber growth (3x above)
3.2.8	Audience Targeting & Segmentation	Buyer persona development and geo-targeting setup	1 Targeting Framework	All platforms	Pre-launch + ongoing	Improved conversion rate (20-30% increase in follow based & engagements)

3.2.9	Remarketing Campaigns	Retargeting campaigns for website visitors and warm audiences	2–3 Remarketing Funnels	Google / Meta / LinkedIn	Ongoing	+20–35% return visitors
3.2.10	Analytics & Reporting	Performance tracking, dashboards, and monthly reporting	7 Monthly Reports	All platforms	Monthly	100% tracking accuracy, ROI improvement
3.2.11	Optimization & A/B Testing	Continuous testing and optimization of campaigns	6 Optimization Cycles	All platforms	Monthly	Improved CTR, reduced CPL (2.5% – 4.5% of the Overall Campaign)
3.2.12	Organic Social Media Posting	Regular ICT sector visibility content publishing	3–5 Posts per month	Social media platforms	Monthly	Increased reach and engagement

4. DELIVERABLES & IMPLEMENTATION TIMELINE

The Service Provider shall carry out website revamp, content enhancement, and targeted digital marketing activities to improve the global visibility of Sri Lanka's ICT sector within the approved project scope and budget.

4.1 Website Revamp and/ or Develop a new website

Ref No	Deliverable	Description (Simplified Scope)	Quantity	Final Destination	Delivery Timeline (Within 7 Months)
4.1.1	Website UI/UX Redesign	Full redesign of website interface and user journey improvement	1 Website	www.islandofingenuity.com	Month 1–2
4.1.2	Responsive & Performance Optimization	Mobile responsiveness, speed, accessibility improvements	1 Website System	Optimized platform	Month 1–2
4.1.3	Homepage Development	Dynamic homepage with banners and interactive visuals	1 Homepage	Modern homepage	Month 1
4.1.4	CTA & Inquiry System Integration	Lead generation forms and tracking system	1 System	Lead-enabled website	Month 1–2

4.1.5	CMS Implementation	Content management system setup	1 CMS	Editable platform	Month 2–3
4.1.6	SEO Optimization	Technical and on-page SEO improvements	Full Website	Search optimized site	Month 2–7 (continuous)
4.1.7	Content Enhancement	ICT/BPM updates, FAQs, news, success stories	Content Package	Updated website content	Month 2–4
4.1.8	Regional Landing Pages	Nordic & Middle East landing pages	2 Pages	Campaign landing pages	Month 2–3
4.1.9	Website Security Enhancement	Security fixes and protection setup	1 System	Secure website	Month 2–3
4.1.10	Maintenance & Support	Technical support and monitoring	1 Service	Stable website	Month 1–7

4.2 Digital Marketing Campaign Implementation

Ref No	Item	Key Deliverables (What Bidder Must Produce)	Quantity / Output	Delivery Timeline	Conditions / Clarifications
4.2.1	Campaign Strategy Development	Market research report, target audience analysis, buyer personas, channel strategy, campaign roadmap, KPI framework	1 Complete Strategy Document	Month 1	All strategies and plans require client approval before implementation.
4.2.2	Integrated Digital Campaign Management	Overall campaign execution plan, campaign calendar, monthly action plan, platform coordination report	1 Integrated Campaign Plan + Monthly Plans	August 2026 – Feb 2027	Need client approval
4.2.3	Paid Advertising Campaigns	Ad account setup, campaign structure, ad sets, targeting configuration, monthly performance reports	12 Monthly Campaign Reports	Monthly	Paid campaigns require prior approval
4.2.4	Ad Creatives & Content Development	Banner designs, ad copies, social media creatives, infographic sets, campaign visuals	10–15 creatives + 5–10 copies per month	Monthly	All creatives and content must be approved before publication.
4.2.5	LinkedIn B2B Campaign	LinkedIn posts, executive articles, lead generation ads, engagement reports	8–10 posts per month + campaign ads	Monthly	LinkedIn content requires client approval before posting.
4.2.6	Social Media Campaign (FB, IG, X)	Social media posts, reels/graphics, engagement content, campaign updates	6–10 posts per month	Monthly	Social media posts require prior client approval.

4.2.7	YouTube Video Campaign	Script, storyboard, shooting, editing, final exported videos (ICT promotional storytelling content)	3–5 videos (1–3 min each)	Month 2–7	Videos require approval before release/publication.
4.2.8	Audience Targeting & Segmentation	Buyer persona document, segmentation model, targeting matrix (geo/industry/behavior)	1 Targeting Framework	Pre-launch + updates	Targeting and segmentation plans require client review and approval.
4.2.9	Remarketing Campaigns	Retargeting setup (pixels, audiences), remarketing ads, funnel structure documentation	2–3 remarketing funnels	Ongoing	Remarketing activities must comply with data/privacy policies.
4.2.10	Analytics & Reporting	Dashboard setup, tracking implementation, monthly performance reports (traffic, CTR, leads, engagement)	7 Monthly Reports	Monthly	Vendor must provide access to analytics and reports.
4.2.11	Optimization & A/B Testing	A/B test reports, optimization logs, improvement recommendations, campaign adjustments	7 Optimization Cycles	Monthly	Major optimization changes require client concurrence.
4.2.12	Organic Social Media Posting	Monthly content calendar, posts, scheduling reports, engagement summary	3–5 posts per month	Monthly	Content calendars and scheduled posts require approval before publishing.

5. QUALIFICATIONS & RESOURCE REQUIREMENT

5.1 Eligibility Criteria

5.1.1 The applicant shall be a legally registered company in Sri Lanka with a valid business registration and proven operational capacity to undertake medium size to large-scale digital marketing projects. **(must be provide the copy of the business registration)**

5.1.2 The applicant must demonstrate a minimum of **three (3)** years of experience in delivering digital marketing solutions, with at least **two (02)** years of experience in executing digital marketing campaigns, preferably in ICT, technology, or export-oriented sectors.

5.1.3 The applicant shall provide documented evidence of previous assignments, including:

- Project descriptions
- Scope of work performed
- Target markets served
- Measurable outcomes (e.g., traffic growth, lead generation, conversion rates, ROI)

5.2 Technical Expertise and Capability

5.2.1 The applicant must demonstrate proven expertise in the following areas:

- Digital marketing strategy development and execution
- Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
- Social media marketing and management (with international exposure)
- Content marketing (including ICT-focused and niche content creation)
- UI/UX design and conversion rate optimization (CRO)
- Web analytics, data-driven marketing, and performance optimization
- Paid digital advertising (PPC, display, remarketing)
- Use of emerging technologies such as AI-driven marketing, geo-targeting, and automation tools

5.3 Human Resources Requirements

5.3.1 The Service Provider shall have a qualified, multidisciplinary team with adequate experience to successfully implement and manage the campaign.

5.4 Additional Requirements

5.4.1 The applicant must demonstrate the ability to deliver high-quality, internationally competitive content and campaigns aligned with global ICT industry standards.

5.4.2 Proven experience in handling B2B international marketing campaigns, particularly in technology or services sectors, will be considered a strong advantage.

5.4.3 The applicant should possess the capability to manage end-to-end digital campaigns, including strategy, execution, monitoring, optimization, and reporting.

5.4.4 Familiarity with global market dynamics, international audience behavior, and cross-cultural communication is required.

5.4.5 The applicant must have access to modern tools and technologies for analytics, campaign management, content creation, and performance tracking.

5.5 Compliance and Professional Standards

5.5.1 The Service Provider shall adhere to all applicable laws, regulations, and industry standards, including data protection, intellectual property, and digital communication guidelines.

5.5.2 The Service Provider must ensure confidentiality, professionalism, and ethical conduct throughout the engagement.

5.5.3 All project deliverables and content ownership should be transferred to the client upon final payment.

5.5.4 Vendors cannot reuse project content without client approval.

5.5.5 Vendor publishing access is subject to client authorization.

5.5.6 Ownership and handover requirements for all source code, creative assets, analytics accounts, ad accounts, and campaign data must remain under full ownership of Export Development Board (EDB) upon project completion.

5.5.7 AI-assisted content generation to ensure accountability for originality, factual accuracy, copyright compliance, and brand suitability of all published materials. Any copyright related issues will be a direct responsibility of the selected vendor and they are liable to rectify any related issue immediately.

6. REPORTING

The selected Service Provider shall establish a structured and transparent reporting mechanism to ensure effective coordination, performance monitoring, and continuous improvement of the **Website Revamp & Digital Marketing Campaign to Enhance Global Visibility of Sri Lanka's ICT Sector - 2026**.

6.1 Coordination and Communication

6.1.1 The Service Provider shall work in close coordination with the **Director/ Assistant Director – ES (Export Services)** Division of EDB, while also liaising with relevant officers from ICT sector-related divisions, marketing teams, and industry stakeholders as required.

6.1.2 Regular progress review meetings (weekly/bi-weekly/monthly as agreed) shall be conducted to assess campaign performance, address challenges, and align on upcoming activities. Vendor should allocate a primary contact point from the vendor's end and be available at all times to work with the **Director/ Assistant Director – ES (Export Services)** Division of EDB up until the completion of the assignment.

6.2 Work Plan and Performance Alignment

6.2.1 The Service Provider shall prepare and submit a **detailed initial work plan** aligned with the approved strategy, including timelines, milestones, KPIs, and resource allocation.

6.2.2 The work plan may be revised periodically, within the approved budget, in consultation with EDB to ensure optimal achievement of campaign objectives.

6.2.3 All reporting shall be aligned with **predefined KPIs and performance targets**, including traffic growth, engagement, lead generation, and conversion metrics.

6.3 Reporting Requirements

The Service Provider shall submit the following deliverables and reports under each component of the project:

6.3.1 Website Revamp

No.	Deliverable	Phase	Timeline
-----	-------------	-------	----------

1	Detailed Website Enhancement Plan including UI/UX redesign approach, content structure, navigation improvements, SEO structure, and feature integration (e.g., CTAs, case studies, news sections, enquiry forms, FAQ, and landing pages) along with implementation roadmap	Inception	Within 2 weeks from commencement
2	Website Development Progress Report including UI/UX improvements, content updates, technical enhancements, SEO implementation, and testing updates	Implementation Phase	Monthly throughout contract period (7 months)
3	Final Website Deployment & Optimization Report including performance testing results, SEO baseline metrics, loading speed optimization, and usability validation	Closure Phase	End of Month 3–4 (or upon launch completion)

6.3.2 Integrated Digital Marketing Campaign (ICT Sector Promotion)

No.	Deliverable	Phase	Timeline
1	Comprehensive Digital Marketing Strategy & Implementation Plan including target market analysis, buyer personas, channel strategy (Google, LinkedIn, Meta, YouTube), KPI framework, content strategy, and campaign roadmap	Inception	Within 2 weeks from commencement
2	Monthly Digital Marketing Performance Report covering campaign performance across all platforms including traffic, CTR, engagement, leads, conversions, and ad spend summary	Implementation & Management	Monthly throughout contract period (7 months)

3	Creative Content Production Report including summary of ad creatives, copies, social media posts, and video content produced and published during the reporting period	Implementation & Management	Monthly throughout contract period
4	Optimization & A/B Testing Report including campaign improvements, test results, audience refinements, and performance enhancements	Implementation & Management	Monthly throughout contract period
5	Final Campaign Impact Report summarizing overall performance against KPIs including traffic growth, engagement improvement, lead generation, and regional impact (Nordic & Middle East)	Closure Phase	End of Contract Period

6.4 Monthly Performance Reporting

Each monthly report (to be submitted within 7 days of the end of each month) shall include, but not be limited to:

- Website/landing page traffic analytics (including geographic distribution)
- User behavior insights (bounce rate, session duration, conversion funnels)
- Lead generation and conversion performance
- SEO performance (keyword rankings, organic traffic growth)
- Paid campaign performance (PPC, display ads, CTR, CPC, ROI)
- Social media performance (reach, impressions, engagement, follower growth)
- Email campaign performance (open rates, click-through rates, conversions)
- Content performance (blogs, PR, case studies, etc.)
- Summary of completed activities vs. planned activities
- Key insights, challenges, and recommendations for optimization

6.5 Review and Performance Evaluation

6.5.1 The Service Provider shall participate in periodic performance review meetings with EDB to evaluate progress against agreed KPIs and campaign objectives.

6.5.2 Based on performance insights, the Service Provider shall propose **data-driven recommendations and corrective actions** to improve campaign effectiveness.

6.6 Documentation and Knowledge Transfer

6.6.1 The Service Provider shall maintain proper documentation of all activities, strategies, and campaign assets.

6.6.2 Upon request or at the end of the contract period, the Service Provider shall provide a **comprehensive final report**, including:

- Overall campaign performance analysis
- Achievements against KPIs
- Lessons learned and best practices
- Strategic recommendations for future initiatives

6.6.3 The service provider should conduct a comprehensive knowledge transfer to the relevant personnel at the EDB by the end of assignment.

7. METHOD OF SELECTION

7.1 Invitation for Bids

7.1.1 The Sri Lanka Export Development Board (EDB) shall invite **sealed bids** from eligible and qualified bidders for the provision of selecting service provider for Website Revamp & Digital Marketing Campaign to Enhance Global Visibility of Sri Lanka's ICT Sector - 2026 by publishing an **Invitation for Bids (IFB)** through:

- National newspapers
- The official EDB website
- Direct communication with registered and eligible service providers

7.1.2 Bidding shall be conducted in accordance with the **National Competitive Bidding (NCB)** procedure for non-consultancy services, in compliance with the Government Procurement Guidelines of Sri Lanka.

7.2 Evaluation Process

7.2.1 All bids received shall be evaluated by a **Bid Evaluation Committee (BEC)** appointed by the EDB.

7.2.2 The evaluation process shall be conducted in a structured and transparent manner and shall consist of the following stages:

(a) Preliminary Examination

Verification of:

- Eligibility and legal status of the bidder
- Submission of required documents
- Bid security and bid validity
- Substantial responsiveness to bidding requirements

(b) Technical Evaluation

Assessment of:

- Relevant experience and past performance
- Technical approach and methodology
- Capacity and resources to deliver the services
- Compliance with the Schedule of Requirements (SOR)

Bidders shall be required to achieve a **minimum qualifying score (e.g., 65%)** or meet **pass/fail criteria**, as specified in the bidding document, to be considered technically responsive.

(c) Financial Evaluation

Financial proposals of only those bidders who are technically qualified shall be opened and evaluated.

7.2.3 Selection Method

The contract shall be awarded to the **lowest evaluated substantially responsive bidder** among those who meet the required technical and qualification criteria.

7.3 Approval and Award

7.3.1 The Procurement Committee of the EDB reserves the right to accept or reject any or all bids, in whole or in part, in accordance with Government Procurement Guidelines.

7.3.2 The final selection decision shall be made by the Procurement Committee based on the recommendations of the Bid Evaluation Committee.

7.3.3 The successful bidder shall be notified through a **Letter of Award (LoA)**.

7.4 Contract Agreement

7.4.1 Upon acceptance of the Letter of Award, the selected Service Provider shall enter into a formal contract agreement with the EDB within the specified timeframe.

7.4.2 The contract agreement shall define:

- Scope of work
- Deliverables and timelines
- Payment structure linked to milestones and KPIs
- Performance obligations and service levels

7.5 Right to Modify or Cancel

7.5.1 The EDB reserves the right to modify, suspend, or cancel the procurement process at any stage, in accordance with the Government Procurement Guidelines of Sri Lanka, without thereby incurring any liability to the affected bidders.

8. PAYMENT MILESTONES & KPI-BASED PAYMENT SCHEDULE

8.1 Payment Terms

Payments shall be made based on the successful completion of agreed deliverables, campaign activities, and submission of progress reports approved by the EDB Project Management Team.

Payment Milestones

Milestone	Deliverables	Timeline	Payment
Milestone 1	Submission of implementation plan, website revamp strategy, campaign plan, and project kickoff activities	Within 2 weeks from contract signing	10%
Milestone 2	Completion of initial website revamp, content updates, SEO setup, and launch of digital campaigns	End of Month 1	30%
Milestone 3	Mid-project progress review including campaign execution, content publishing, and performance reporting	End of Month 3	30%
Milestone 4	Final project completion, campaign performance report, analytics report, and handover of assets	End of Project	30%

Total - 100%

8.2 Milestone Deliverables & KPI Requirements

Milestone	Key Deliverables	KPI / Performance Indicators
Milestone 1	Project implementation plan, website audit, campaign strategy, and work schedule	Submission and approval of implementation plan within agreed timeline
Milestone 2	Website UI/UX improvements, SEO setup, content updates, campaign launch, social media setup	Website revamp completed and campaigns launched on approved platforms

Milestone 3	Ongoing digital campaign execution, content publishing, lead tracking, and monthly reporting	Measurable increase in website traffic, engagement, and campaign reach
Milestone 4	Final campaign report, analytics summary, KPI review, and handover of project assets	Completion of agreed deliverables and submission of final reports

8.3 KPI Monitoring

The following areas shall be monitored during the project period:

- Website traffic and engagement
- SEO improvements and keyword visibility
- Digital advertising performance
- Social media reach and engagement
- Lead generation and inquiry tracking
- Campaign implementation progress

8.4 Reporting Requirements

Report Type	Frequency
Progress Updates	Monthly
Campaign Performance Reports	Monthly
Analytics & Lead Reports	Monthly
Final Project Report	End of Project

8.5 Payment Conditions

Payments shall be released subject to:

- Completion of agreed milestone deliverables
- Submission of required reports
- Approval by the EDB review committee
- Satisfactory implementation progress within the approved scope and budget

Failure to complete agreed deliverables may result in delayed payments or corrective action requests as per contract conditions.

9. EVALUATION CRITERIA

The proposals shall be evaluated based on the bidder's relevant experience, proposed implementation methodology, team capability, and ability to successfully deliver the website revamp and digital marketing campaign within the approved project scope, timeline, and budget.

9.1 Technical Evaluation Criteria

Evaluation Criteria	Evaluation Basis	Score
Company Experience	Experience in website development, digital marketing, SEO, and campaign management projects completed within the last 3 years	15
Similar Project Experience and Successful delivery of past projects	Completion and successful delivery of similar website development and digital marketing projects	25
Proposed Methodology & Work Plan	Quality of implementation approach, activity breakdown, timelines, deliverables, and reporting methodology	25
Technical Approach	Proposed approach for website revamp, SEO, content development, and digital campaign execution	20
Financial Capability	Cost effectiveness and alignment of proposed activities with project budget	15

TOTAL : 100

9.2 Detailed Scoring Methodology

A. Company Experience – 15 Marks

Criteria	Score
More than 3 years relevant experience	15
2–1 years relevant experience	10
Below 1 year relevant experience	5

B. Similar Project Experience and Successful delivery of past projects – 25 Marks

Criteria	Score
Successful delivery of 3 or more similar completed projects	25
Successful delivery of 2 similar completed projects	20
Successful delivery of 1 similar completed project	15

Similar projects may include:

- Website revamp or development projects
- Digital marketing campaigns
- SEO and social media campaigns
- ICT or export promotion projects

C. Proposed Methodology & Work Plan – 25 Marks

Criteria	Score
Clear implementation methodology with detailed activity plan and timelines	10
Realistic deliverables and KPI approach aligned with project scope	10
Reporting, coordination, and campaign monitoring approach	5

D. Technical Approach – 20 Marks

Criteria	Score
Website revamp/ Development approach in par with current technologies	10
SEO and digital marketing strategy	5
Content development and campaign execution approach	5

E. Financial Capability – 15 Marks

Criteria	Score
Financial proposal aligned with project scope and activities	5
Cost-effective budget allocation and implementation approach	5
Financial standing/ capability of the selected vendor for the successful completion and delivery of the assignment.	5

9.3 Minimum Technical Qualification

- Bidders must obtain a minimum of **70 marks out of 100** under the technical evaluation to qualify for financial evaluation.

9.4 Financial Evaluation

- Financial proposals of technically qualified bidders shall be evaluated collectively.
- The contract may be awarded to the bidder with the most responsive proposal offering the best value for money within the approved budget.

10. SERVICE LEVEL AGREEMENT (SLA)

Introduction

This Service Level Agreement (SLA) establishes the framework for cooperation between the **Sri Lanka Export Development Board (EDB)** and the selected **Service Provider** for the delivery of digital marketing services, including platform enhancement, content development, campaign execution, analytics, and technical support.

The SLA ensures that all services are delivered in a timely, efficient, and measurable manner, enabling the successful implementation of the **Website Revamp & Digital Marketing Campaign to Enhance Global Visibility of Sri Lanka's ICT Sector - 2026**.

This agreement is based on mutual understanding, accountability, and performance-driven collaboration between both parties.

Objectives of the SLA

The key objectives of this SLA are to:

- Establish a structured and collaborative working relationship between EDB and the Service Provider
- Clearly define roles, responsibilities, and expectations of all parties
- Ensure timely delivery of digital marketing, content, and technical services
- Define measurable service standards and performance benchmarks
- Implement a transparent mechanism for monitoring, reporting, and evaluation
- Reduce risks of miscommunication and ensure alignment with campaign objectives
- Support continuous improvement through performance-based assessment

Scope of SLA

This SLA applies to all services delivered under the contract, including but not limited to:

- Digital platform enhancement (UI/UX, landing pages, microsites)
- Content development and creative production
- SEO, SEM, and digital advertising campaigns
- Social media marketing and management
- Email marketing and outreach campaigns
- Analytics, reporting, and performance optimization
- Technical maintenance and issue resolution

Service Availability and Communication

The Service Provider shall assign at least **two dedicated personnel (primary and backup)** responsible for SLA-related communication and issue resolution.

Dedicated Contact Details (to be provided at contract initiation):

Role	Service Provider	EDB
Name	To be assigned	To be assigned
Designation	To be assigned	To be assigned
Email	To be assigned	To be assigned
Telephone	To be assigned	To be assigned
Mobile	To be assigned	To be assigned

All communication channels must be actively monitored during agreed service hours.

Service Categories and Priority Levels

Issues and service requests shall be categorized based on severity and impact:

- **Critical (Fatal):** System/portal/campaign failure affecting visibility or lead generation

- **High Priority (Impaired):** Partial functionality issues affecting performance or campaigns
- **Medium Priority:** Non-critical issues affecting optimization or reporting
- **Low Priority:** Minor updates, content adjustments, or cosmetic changes

Response Time Standards

The Service Provider shall adhere to the following maximum response times (initial acknowledgment and action initiation):

Priority Level	Critical (Fatal)	High (Impaired)	Medium	Low
Response Time	Within 1 hour	Within 2 hours	Within 6 hours	Within 24 hours

Note: Response time refers to acknowledgment and initiation of action, not full resolution.

Resolution Time Targets

The Service Provider shall aim to resolve issues within the following timeframes:

Priority Level	Critical	High	Medium	Low
Resolution Time	Within 6 hours	Within 12 hours	Within 48 hours	Within 5 working days

If resolution requires extended time, the Service Provider must submit a **corrective action plan with justification** to EDB.

On-Site / Escalation Support (If Required)

Where applicable for critical system failures or campaign disruptions:

- Critical issues must be escalated immediately to senior technical personnel
- On-site support (if required) must be provided within **24 hours of escalation request**
- Continuous support must be ensured until full resolution is achieved

Performance Monitoring and Reporting

- SLA performance shall be monitored continuously by EDB
- The Service Provider shall submit **monthly SLA performance reports**, including:
 - Issue logs and resolution status
 - Response and resolution time compliance
 - Campaign performance impact analysis
 - Downtime or service disruption reports
 - Improvement recommendations
- SLA performance will be reviewed jointly during periodic review meetings

Penalties and Service Credits

In the event of repeated failure to meet SLA obligations:

- Persistent delays or non-compliance may result in **service deductions or penalties**
- Penalty levels will be determined based on severity and impact on campaign performance
- The total penalty shall not exceed **10% of the monthly service fee**
- EDB reserves the right to enforce corrective actions or contract review in case of continuous underperformance

Continuous Improvement

The Service Provider is expected to:

- Continuously optimize service delivery based on performance data
- Implement best practices in digital marketing, analytics, and UI/UX improvement
- Adapt to emerging technologies and global digital marketing trends
- Propose enhancements to improve campaign effectiveness and ROI

Amendments to SLA

This SLA may be reviewed and amended during the contract period based on:

- Operational requirements
- Technological advancements
- Changes in campaign scope or objectives

Any amendments shall be mutually agreed in writing between EDB and the Service Provider.

Section V: GENERAL CONDITIONS OF CONTRACT

1. General Provisions	
1.1 Definitions	1.1 The following words and expressions shall have the meanings hereby assigned to them: a) “Contract” means the Contract Agreement signed by the Parties, together with the Contract Documents referred to therein, including all attachments, appendices, and all documents incorporated by reference therein. b) “Contract Documents” means the documents listed in the Contract Agreement, including any amendments thereto. c) “Contract Price” means the price payable to the Supplier as specified in the Contract Agreement, subject to such additions and adjustments thereto or deductions there from, as may be made pursuant to the Contract. d) “Day” means calendar day. e) “Completion Date” means the date of completion of the Services by the Service Provider as certified by the Employer f) “GCC” means the General Conditions of Contract. g) “Services” means the work to be performed by the Service Provider pursuant to this Contract h) “Employer” means the entity who employs the Service Provider i) “Subcontractor” means any natural person, private or government entity, or a combination of the above, to whom any part of the Services is subcontracted by the Supplier. j) “Service Provider” means the natural person, private or government entity, or a combination of the above, whose bid to provide the Services has been accepted by the Employer and is named as such in the Contract Agreement. k) “Service Provider’s Bid” means the completed bidding document submitted by the Service Provider to the Employer l) “SCC” means the Special Conditions of Contract by which the GCC may be amended or supplemented; m) “Specifications” means the specifications of the service included in the bidding document submitted by the Service Provider to the Employer

	n) “The Project Site,” where applicable, means the place named in the SCC. o) “Activity Schedule” is the priced and completed list of items of Services to be performed by the Service Provider forming part of his Bid; p) “Member,” in case the Service Provider consist of a joint venture of more than one entity, means any of these entities; “Members” means all these entities, and “Member in Charge” means the entity specified in the SSC to act on their behalf in exercising all the Service Provider’ rights and obligations towards the Employer under this Contract; q) “Party” means the Employer or the Service Provider, as the case may be, and “Parties” means both of them; r) “Personnel” means persons hired by the Service Provider or by any Subcontractor as employees and assigned to the performance of the Services or any part thereof;
1.2 Applicable Law	The law governing the contract shall be the laws of the Democratic Socialist Republic of Sri Lanka.
1.3 Language	This Contract has been executed in the language specified in the SCC, which shall be the binding and controlling language for all matters relating to the meaning or interpretation of this Contract.
1.4 Notices	Any notice, request, or consent made pursuant to this Contract shall be in writing and shall be deemed to have been made when delivered in person to an authorized representative of the Party to whom the communication is addressed, or when sent by registered mail, telex, telegram, or facsimile to such Party at the address specified in the SCC.
1.5 Location	The Services shall be performed at the locations specified in Section IV – Schedule of Requirements (SOR) and the Specifications of this bidding document. Where the location of a particular task is not specifically stated, the Services shall be performed at locations designated or approved by the Employer. The Service Provider shall carry out such Services at the Employer’s premises, the Service Provider’s premises, or other locations as may be reasonably required for the successful implementation of the Services and approved by the Employer.
1.6 Authorized Representatives	Any action required or permitted to be taken, and any document required or permitted to be executed, under this Contract by the Employer or the Service Provider may be taken or executed by the officials specified in the SCC.
1.7 Inspection and Audit by the Bank	The Service Provider shall permit the GOSL to inspect its accounts and records relating to the performance of the Services under this contract and to have them audited by auditors appointed by the GOSL, if so, required by

	the GOSL.
1.8 Taxes and Duties	The Service Provider and its Personnel shall pay such taxes, duties, fees, and other impositions as may be levied under the Applicable Law, the amount of which is deemed to have been included in the Contract Price.
2. Commencement, Completion, Modification, and Termination of Contract	
2.1 Effectiveness of Contract	This Contract shall come into effect on the date the Contract is signed by both parties and such other later date as may be stated in the SCC.
2.2 Commencement of Services	
2.2.1 Program	Before commencement of the Services, the Service Provider shall submit to the Employer for approval a Program showing the general methods, arrangements, order and timing for all activities. The Services shall be carried out in accordance with the approved Program as updated.
2.2.2 Starting Date	The Service Provider shall start carrying out the Services thirty (30) days after the date the Contract becomes effective, or at such other date as may be specified in the SCC.
2.3 Intended Completion Date	Unless terminated earlier pursuant to Sub-Clause 2.6, the Service Provider shall complete the activities by the Intended Completion Date, as is specified in the SCC. If the Service Provider does not complete the activities by the Intended Completion Date, it shall be liable to pay liquidated damage as per Sub-Clause 3.8. In this case, the Completion Date will be the date of completion of all activities.
2.4 Modification	Modification of the terms and conditions of this Contract, including any modification of the scope of the Services or of the Contract Price, may only be made by written agreement between the Parties.
2.5 Force Majeure	
2.5.1 Definition	For the purposes of this Contract, “Force Majeure” means an event which is beyond the reasonable control of a Party and which makes a Party’s performance of its obligations under the Contract impossible or so impractical as to be considered impossible under the circumstances.
2.5.2 No Breach of Contract	The failure of a Party to fulfil any of its obligations under the contract shall not be considered to be a breach of, or default under, this Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event (a) has taken all reasonable precautions, due care and reasonable alternative measures in order to carry out the terms and conditions of this Contract, and (b) has informed the other Party as soon as possible about the occurrence of such an event.
2.5.3 Extension of Time	Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result

	of Force Majeure.
2.6 Termination	
2.6.1 By the Employer	The Employer may terminate this Contract, by not less than fifteen (15) days' written notice of termination to the Service Provider, to be given after the occurrence of any of the events specified in paragraphs (a) through (d) of this Sub-Clause 2.6.1: a) if the Service Provider does not remedy a failure in the performance of its obligations under the Contract, within fifteen (15) days after being notified or within any further period as the Employer may have subsequently approved in writing; b) if the Service Provider become insolvent or bankrupt; c) if, as the result of Force Majeure, the Service Provider is unable to perform a material portion of the Services for a period of not less than thirty (30) days; or d) if the Service Provider, in the judgment of the Employer has engaged in corrupt or fraudulent practices in competing for or in executing the Contract. For the purposes of this Sub-Clause: i. "corrupt practice" is the offering, giving, receiving or soliciting, directly or indirectly, of anything of value to influence improperly the actions of another party; ii. "fraudulent practice" is any act or omission, including a misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain a financial or other benefit or to avoid an obligation; iii. "collusive practice" is an arrangement between two or more parties designed to achieve an improper purpose, including to influence improperly the actions of another party; iv. "coercive practice" is impairing or harming, or threatening to impair or harm, directly or indirectly, any party or the property of the party to influence improperly the actions of a party; v. "obstructive practice" is a. deliberately destroying, falsifying, altering or concealing of evidence material to the investigation or making false statements to investigators in order to materially impede a GOSL investigation into allegations of a corrupt, fraudulent, coercive or collusive practice; and/or threatening, harassing or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation, or

	b. acts intended to materially impede the exercise of the GOSL's inspection and audit rights
2.6.2 By the Service Provider	The Service Provider may terminate this Contract, by not less than thirty (30) days' written notice to the Employer, such notice to be given after the occurrence of any of the events specified in paragraphs (a) and (b) of this Sub-Clause 2.6.2: a) if the Employer fails to pay any monies due to the Service Provider pursuant to this Contract and not subject to dispute pursuant to Clause 7 within forty-five (45) days after receiving written notice from the Service Provider that such payment is overdue; or b) if, as the result of Force Majeure, the Service Provider is unable to perform a material portion of the Services for a period of not less than thirty (30) days.
2.6.3 Suspension of Loan or Credit	In the event that the GOSL suspends the loan or Credit to the Employer, from which part of the payments to the Service Provider are being made: a) The Employer is obligated to notify the Service Provider of such suspension within 7 days of having received the GOSL suspension notice. b) If the Service Provider has not received sums due to by the due date stated in the SCC in accordance with Sub-Clause 6.5 the Service Provider may immediately issue a 14-day termination notice.
2.6.4 Payment upon Termination	Upon termination of this Contract pursuant to Sub-Clauses 2.6.1 or 2.6.2, the Employer shall make the following payments to the Service Provider: a) remuneration pursuant to Clause 6 for Services satisfactorily performed prior to the effective date of termination; b) except in the case of termination pursuant to paragraphs (a), (b), (d) of Sub-Clause 2.6.1, reimbursement of any reasonable cost incident to the prompt and orderly termination of the Contract, including the cost of the return travel of the Personnel.
3. Obligations of the Service Provider	
3.1 General	The Service Provider shall perform the Services in accordance with the Schedule of Requirement, and carry out its obligations with all due diligence, efficiency, and economy, in accordance with generally accepted professional techniques and practices, and shall observe sound management practices, and employ appropriate advanced technology and safe methods. The Service Provider shall always act, in respect of any matter relating to this Contract or to the Services, as faithful adviser to the Employer, and shall at all times support and safeguard the Employer's legitimate interests in any dealings with Subcontractors or third parties.

3.2 Conflict of Interests	
3.2.1 Service Provider Not to Benefit from Commissions and Discounts.	The remuneration of the Service Provider pursuant to Clause 6 shall constitute the Service Provider's sole remuneration in connection with this Contract or the Services, and the Service Provider shall not accept for their own benefit any trade commission, discount, or similar payment in connection with activities pursuant to this Contract or to the Services or in the discharge of their obligations under the Contract, and the Service Provider shall use their best efforts to ensure that the Personnel, any Subcontractors, and agents of either of them similarly shall not receive any such additional remuneration.
3.2.2 Prohibition of Conflicting Activities	Neither the Service Provider nor its Subcontractors nor the Personnel shall engage, either directly or indirectly, in any of the following activities: a) during the term of this Contract, any business or professional activities in the Government's country which would conflict with the activities assigned to them under this Contract; b) during the term of this Contract, neither the Service Provider nor their Subcontractors shall hire public employees in active duty or on any type of leave, to perform any activity under this Contract; c) after the termination of this Contract, such other activities as may be specified in the SCC.
3.3 Confidentiality	The Service Provider, its Subcontractors, and the Personnel of either of them shall not, either during the term or within two (2) years after the expiration of this Contract, disclose any proprietary or confidential information relating to the Project, the Services, this Contract, or the Employer's business or operations without the prior written consent of the Employer.
3.4 Insurance to be Taken Out by the Service Provider	The Service Provider (a) shall take out and maintain, and shall cause any Subcontractors to take out and maintain, at its (or the Subcontractors', as the case may be) own cost but on terms and conditions approved by the Employer, insurance against the risks, and for the coverage, as shall be specified in the SCC; and (b) at the Employer's request, shall provide evidence to the Employer showing that such insurance has been taken out and maintained and that the current premiums have been paid.
3.5 Service Provider's Actions Requiring Employer's Prior Approval	The Service Provider shall obtain the Employer's prior approval in writing before taking any of the following actions: a) entering into a subcontract for the performance of any part of the Services, b) appointing such members of the Personnel not listed by name in "Key Personnel and Subcontractors", c) changing the Program of activities; and d) Any other action that may be specified in the SCC.

3.6 Reporting Obligations	The Service Provider shall submit to the Employer the reports and documents specified in Schedule of Payments in the form, in the numbers, and within the periods set forth.
3.7 Documents Prepared by the Service Provider to Be the Property of the Employer	All plans, drawings, specifications, designs, reports, and other documents and software submitted by the Service Provider in accordance with Sub-Clause 3.6 shall become and remain the property of the Employer, and the Service Provider shall, not later than upon termination or expiration of this Contract, deliver all such documents and software to the Employer, together with a detailed inventory thereof. The Service Provider may retain a copy of such documents and software. Restrictions about the future use of these documents, if any, shall be specified in the SCC.
3.8 Liquidated Damages	
3.8.1 Payments of Liquidated Damages	The Service Provider shall pay liquidated damages to the Employer at the rate per day stated in the SCC for each day that the Completion Date is later than the Intended Completion Date. The total amount of liquidated damages shall not exceed the amount defined in the SCC. The Employer may deduct liquidated damages from payments due to the Service Provider. Payment of liquidated damages shall not affect the Service Provider's liabilities.
3.8.2 Correction for Over- payment	If the Intended Completion Date is extended after liquidated damages have been paid, the Employer shall correct any overpayment of liquidated damages by the Service Provider by adjusting the next payment certificate. The Service Provider shall be paid interest on the overpayment, calculated from the date of payment to the date of repayment, at the rates specified in Sub-Clause 6.5.
3.8.3 Lack of performance penalty	If the Service Provider has not corrected a Defect within the time specified in the Employer's notice, a penalty for Lack of performance will be paid by the Service Provider. The amount to be paid will be calculated as a percentage of the cost of having the Defect corrected, assessed as described in Sub-Clause 7.2 and specified in the SCC.
3.9 Performance Security	The Service Provider shall provide the Performance Security to the Employer no later than the date specified in the Letter of acceptance. The Performance Security shall be issued in an amount and form and by a bank or surety acceptable to the Employer, and denominated in the types and proportions of the currencies in which the Contract Price is payable. The performance Security shall be valid until a date 28 days from the Completion Date of the Contract in case of a bank guarantee, and until one year from the Completion Date of the Contract in Bank Guarantee.
4. Service Provider's Personnel	
4.1 Description of Personnel	The titles, agreed job descriptions, minimum qualifications, and estimated periods of engagement in the carrying out of the Services of the Service Provider's Key Personnel are described in Key Personnel and

	Subcontractors. The Key Personnel and Subcontractors listed by title as well as by name in Key Personnel and Subcontractors are hereby approved by the Employer.
4.2 Removal and/or Replacement of Personnel	a) Except as the Employer may otherwise agree, no changes shall be made in the Key Personnel. If, for any reason beyond the reasonable control of the Service Provider, it becomes necessary to replace any of the Key Personnel, the Service Provider shall provide as a replacement a person of equivalent or better qualifications. b) If the Employer finds that any of the Personnel have (i) committed serious misconduct or have been charged with having committed a criminal action, or (ii) have reasonable cause to be dissatisfied with the performance of any of the Personnel, then the Service Provider shall, at the Employer's written request specifying the grounds thereof, provide as a replacement a person with qualifications and experience acceptable to the Employer. c) The Service Provider shall have no claim for additional costs arising out of or incidental to any removal and/or replacement of Personnel.
5. Obligations of the Employer	
5.1 Assistance and Exemptions	The Employer shall use its best efforts to ensure that the Government shall provide the Service Provider such assistance and exemptions as specified in the SCC.
5.2 Change in the Applicable Law	If, after the date of this Contract, there is any change in the Applicable Law with respect to taxes and duties which increases or decreases the cost of the Services rendered by the Service Provider, then the remuneration and reimbursable expenses otherwise payable to the Service Provider under this Contract shall be increased or decreased accordingly by agreement between the Parties, and corresponding adjustments shall be made.
5.3 Services and Facilities	The Employer shall make available to the Service Provider the Services and Facilities.
6. Payments to the Service Provider	
6.1 Lump-Sum Remuneration	The Service Provider's remuneration shall not exceed the Contract Price and shall be a fixed lump-sum including all Subcontractors' costs, and all other costs incurred by the Service Provider in carrying out the Services. Except as provided in Sub-Clause 5.2, the Contract Price may only be increased above the amounts stated in Sub-Clause 6.2 if the Parties have agreed to additional payments in accordance with Sub-Clauses 2.4 and 6.3.

6.2 Contract Price	The price is payable in Sri Lankan Rupees.
6.3 Payment for Additional Services, and Performance Incentive Compensation	6.3.1 For the purpose of determining the remuneration due for additional Services as may be agreed under Sub-Clause 2.4, a breakdown of the lump-sum price. 6.3.2 If the SCC so specify, the service provider shall be paid performance incentive compensation as set out in the Performance Incentive Compensation.
6.4 Terms and Conditions of Payment	Payments will be made to the Service Provider according to the payment schedule stated in the SCC. Unless otherwise stated in the SCC, the advance payment (Advance for Mobilization, Materials and Supplies) shall be made against the provision by the Service Provider of a bank guarantee for the same amount, and shall be valid for the period stated in the SCC. Any other payment shall be made after the conditions listed in the SCC for such payment have been met, and the Service Provider have submitted an invoice to the Employer specifying the amount due.
6.5 Period allocated for Payments	Payments shall be made within the period specified in the SCC
6.6 Day works	6.6.1 If applicable, the Day work rates in the Service Provider's Bid shall be used for small additional amounts of Services only when the Employer has given written instructions in advance for additional services to be paid in that way. 6.6.2 All work to be paid for as Day works shall be recorded by the Service Provider on forms approved by the Employer. Each completed form shall be verified and signed by the Employer representative as indicated in Sub-Clause 1.6 within two days of the Services being performed. 6.6.3 Service Provider shall be paid for Day works subject to obtaining signed Day works forms as indicated in Sub-Clause 6.6.2
7. Quality Control	
7.1 Identifying Defects	The principle and modalities of Inspection of the Services by the Employer shall be as indicated in the SCC. The Employer shall check the Service Provider's performance and notify him of any Defects that are found. Such checking shall not affect the Service Provider's responsibilities. The Employer may instruct the Service Provider to search for a Defect and to uncover and test any service that the Employer considers may have a Defect. Defect Liability Period is as defined in the SCC.

7.2 Correction of Defects, and Lack of Performance Penalty	a) The Employer shall give notice to the Service Provider of any Defects before the end of the Contract. The Defects liability period shall be extended for as long as Defects remain to be corrected. b) Every time notice a Defect is given; the Service Provider shall correct the notified Defect within the length of time specified by the Employer's notice. c) If the Service Provider has not corrected a Defect within the time specified in the Employer's notice, the Employer will assess the cost of having the Defect corrected, the Service Provider will pay this amount, and a Penalty for Lack of Performance calculated as described in Sub-Clause 3.8.
8. Settlement of Disputes	
8.1 Amicable Settlement	The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Contract or its interpretation.
8.2 Dispute Settlement	8.2.1 If any dispute arises between the Employer and the Service Provider in connection with, or arising out of, the Contract or the provision of the Services, whether during carrying out the Services or after their completion, the matter shall be referred to the Adjudicator within 14 days of the notification of disagreement of one party to the other. 8.2.2 The Adjudicator shall give a decision in writing within 28 days of receipt of a notification of a dispute. 8.2.3 The Adjudicator shall be paid by the hour at the rate specified in the BDS and SCC, together with reimbursable expenses of the types specified in the SCC, and the cost shall be divided equally between the Employer and the Service Provider, whatever decision is reached by the Adjudicator. Either party may refer a decision of the Adjudicator to an Arbitrator within 28 days of the Adjudicator's written decision. If neither party refers the dispute to arbitration within the above 28 days, the Adjudicator's decision will be final and binding. 8.2.4 The arbitration shall be conducted in accordance with the arbitration procedure published by the institution named and in the place shown in the SCC. 8.2.5 Should the Adjudicator resign or die, or should the Employer and the Service Provider agree that the Adjudicator is not functioning in accordance with the provisions of the Contract, a new Adjudicator will be appointed in terms of section 8.2.1.