

Schedule of Requirement (SOR)

PROMOTION OF SRI LANKA'S MARINE AND OFFSHORE SERVICES SECTOR GLOBALLY THROUGH THE ENGAGEMENT OF A PUBLIC RELATIONS FIRM

1. Background

The Marine and Offshore Services (M&OS) sector has been identified as a high potential export industry with significant capacity to enhance Sri Lanka's foreign exchange earnings, provided it is effectively developed, facilitated and strategically promoted. Sri Lanka's geographical position at the centre of one of the world's busiest East West maritime trade routes offers a unique competitive advantage, connecting key global markets across Asia, the Middle East, Africa and Europe.

The country is further strengthened by its natural endowments, including strategically located deep water ports such as Trincomalee one of the finest natural harbours in the world as well as Colombo and Hambantota, all of which are situated in close proximity to major international shipping lanes. Collectively, these waters are traversed by over 60,000 vessels annually, reinforcing Sri Lanka's potential to serve as a regional hub for marine and offshore services.

Despite these inherent advantages, the sector's global visibility remains limited due to the absence of a structured international branding framework and sustained, coordinated promotional initiatives. This has constrained Sri Lanka's ability to fully capitalise on emerging opportunities within the global marine and offshore industry, including foreign direct investment (FDI), strategic partnerships and expanded market access.

In response, it is proposed to engage a qualified and experienced Public Relations (PR) firm to design and implement a comprehensive global communications and branding strategy for the M&OS sector. The objective is to enhance international recognition, strengthen stakeholder engagement and position Sri Lanka as a competitive and reliable destination for marine and offshore services.

In 2025, the Export Development Board (EDB) developed a high-quality audio visual (AV) promotional video highlighting Sri Lanka's capability in the marine and offshore services sector. The AV showcases the country's strategic location, technical expertise, cost competitiveness and integrated service offerings. This asset will serve as a key promotional tool for targeted international outreach.

Accordingly, a focused global promotional campaign is proposed, targeting priority markets including Europe, Asia, the Middle East, the United States of America and East Africa. The campaign will leverage the AV material as a core communications instrument and will be deployed through a structured, digital first strategy.

The proposed PR and communications campaign will include strategic media placements across digital platforms, targeted outreach to industry stakeholders and coordinated international communications efforts that extend beyond the capacity of foreign missions alone. Implementation will be undertaken through professional digital marketing and public relations channels, including LinkedIn, Instagram, Facebook, YouTube, TikTok, email marketing and other relevant platforms, with tailored messaging for selected regional markets and industry audiences.

2. Objective of the Assignment

The overall objective of this assignment is to design and implement a strategic, results oriented global public relations and communications campaign to position Sri Lanka as a competitive, reliable and investment friendly destination for Marine and Offshore Services.

The specific objectives of the assignment are as follows:

- To enhance global awareness and visibility of Sri Lanka's Marine and Offshore Services (M&OS) sector, including its capabilities, infrastructure and value proposition.
- To promote investment opportunities and strategic development initiatives within the sector, with a view to attracting foreign direct investment (FDI) and fostering international partnerships.
- To strengthen Sri Lanka's international brand positioning across identified priority markets through consistent, targeted and impactful communication.
- To generate qualified investor enquiries, business leads and stakeholder engagement that contribute to the sector's growth and international integration.

3. Scope of Work

The selected Public Relations (PR) firm shall be responsible for the end-to-end planning, coordination, execution, and management of all activities related to the global promotion of Sri Lanka's Marine & Offshore Services (M&OS) sector.

The scope of work shall include, but not be limited to, the following:

3.1 Development of PR and Communication Strategy

- Develop a comprehensive, results-oriented global PR and communication strategy aligned with the objectives of the assignment, within three (03) weeks of contract commencement.
- The strategy shall be informed by the defined target audiences and appropriate communication channels in the priority regions of Europe, Asia, the Middle East, the United States of America, and East Africa, as detailed in *Annex 01*.
- Submit a detailed implementation plan for approval by the Export Development Board (EDB), including clear timelines, deliverables, performance indicators (KPIs), and monitoring mechanisms.

3.2 Content Development and Branding

The selected firm shall design and develop high-quality, consistent, and targeted creative content in line with the specifications outlined in *Annex 01*. This shall include, at a minimum:

- Ten (10) feature articles (800–1,000 words each), comprising:
 - Three (03) sector-specific articles
 - Seven (07) sub-sector-specific articles

- A minimum of ten (10) social media posts per month (industry-focused content and/or image and/or video formats) across agreed digital platforms.
- Fifteen (15) digital creative assets, including:
 - Five (05) banner designs
 - Seven (07) infographics
 - Three (03) short video clips derived from the existing Audio-Visual (AV), including:
 - Two (02) clips of 30 seconds each
 - One (01) clip of 60 seconds
- A minimum of five (05) professionally developed email marketing contents for dissemination through embassies, foreign missions, and relevant industry networks.
- Adaptation and optimization of the existing Audio-Visual (AV) content for effective use across digital platforms and campaigns.

All content developed under this assignment shall:

- Clearly communicate and strengthen the value proposition and global positioning of Sri Lanka's M&OS sector.
- Be tailored to the specific characteristics and expectations of target audiences in each priority market.
- Maintain consistency in branding, messaging, and visual identity across all platforms and outputs.
- Be produced and delivered in English, unless otherwise agreed.

3.3 Digital Marketing and PR Campaign Execution

- Secure a minimum of three (03) placements in internationally recognized, sector-specific media outlets for the publication of feature articles to enhance global visibility of Sri Lanka's Marine & Offshore Services sector.
- Design and implement targeted, region-specific digital marketing campaigns across key platforms, including LinkedIn, Facebook, Instagram, YouTube, and TikTok, in accordance with the priority markets outlined in *Annex 01*.
- Execute and sustain all digital campaigns for a minimum continuous period of four (04) months.
- Undertake end-to-end campaign management, including:
 - Content planning and scheduling
 - Audience segmentation and precise targeting
 - Continuous monitoring, performance analysis, and campaign optimization
- Develop and implement paid promotional strategies to effectively reach identified international markets and relevant industry stakeholders.
- Liaise and collaborate with relevant industry associations, chambers, and institutions to amplify campaign reach and credibility.

- Ensure effective coordination among all relevant stakeholders to maintain consistency, alignment, and coherence of messaging across all communication channels.

3.4 Monitoring and Evaluation

- Establish and implement a robust monitoring and evaluation framework to track campaign performance against agreed Key Performance Indicators (KPIs), including but not limited to media reach, impressions, engagement rates, click-through rates, and lead generation.
- Continuously monitor, analyse, and optimise campaign performance across all communication channels to ensure effectiveness and achievement of intended outcomes.
- Submit regular performance reports to the Export Development Board (EDB), including:
 - Monthly progress reports outlining activities undertaken, performance against targets, and key insights
 - Detailed campaign analytics reports covering digital performance metrics and audience engagement
 - Media monitoring and coverage reports, including qualitative and quantitative analysis of earned media
- Provide a comprehensive final evaluation report at the conclusion of the campaign, including:
 - Overall performance assessment against agreed KPIs and objectives
 - Key outcomes and impact achieved
 - Lessons learned and strategic recommendations for future international promotion initiatives

4. Deliverables

The selected firm shall deliver the following outputs in accordance with the agreed timelines and quality standards:

- **Inception Report (PR Strategy and Action Plan):** To be submitted within three (03) weeks of contract signing, outlining the overall PR and communication strategy, detailed implementation plan, timelines, deliverables, and Key Performance Indicators (KPIs) for approval by the Export Development Board (EDB).
- **Monthly Content and Campaign Plan:** A detailed plan outlining proposed content, campaign activities, target audiences, platforms, and scheduling for each month of implementation.
- **Developed Creative Content:** All content outputs as specified under Section 3.2, including feature articles, digital creatives, social media content, email marketing materials, and Audio-Visual (AV) adaptations.
 - AI-generated content shall not exceed 25% of total content produced and must be reviewed, validated, and refined by qualified personnel prior to submission.
- **Evidence of Media Coverage:** Comprehensive documentation of all secured media placements, including links, published articles, screenshots, and other verifiable records.

- **Region-wise Digital Campaign Performance Reports:** Detailed reports analysing campaign performance across each priority region, including key metrics, audience insights, and effectiveness of targeted outreach.
- **Periodic Performance Reports:** Monthly reports summarizing activities undertaken, progress against agreed KPIs, challenges encountered, and corrective actions implemented.
- **Final Completion Report:** A comprehensive report submitted at the conclusion of the assignment, including:
 - Evaluation of overall performance against KPIs and objectives
 - Summary of outcomes and impact achieved
 - Key insights, lessons learned, and strategic recommendations for future campaigns

5. Duration of the Assignment

The assignment shall be implemented over a period of five (05) months, commencing from the date of contract signing.

Any extension of the assignment period, if required, shall be subject to mutual agreement between the Export Development Board (EDB) and the selected firm, based on performance and project requirements.

6. Source of Funding

An allocation of Sri Lankan Rupees Five Million (LKR 5,000,000) has been made from Government of Sri Lanka (GoSL) funds for the procurement, selection, and engagement of a professional Public Relations and Promotional Services Firm to implement this project.

7. Method of Procurement

The procurement process shall be conducted in accordance with the *Procurement Guidelines – 2024 for Goods, Works, Non-Consultancy Services, and Information Systems* issued by the National Procurement Commission of Sri Lanka.

The selection of the firm shall be carried out using the **National Competitive Bidding (NCB)** method, adopting a **two-envelope bidding procedure**, whereby technical and financial proposals shall be submitted and evaluated separately in accordance with the applicable guidelines.

8. Institutional Arrangements

- The selected Public Relations (PR) firm shall work in close coordination with the designated focal point(s) of the Export Development Board (EDB), who will provide overall guidance and oversight for the assignment.
- All communication materials, content outputs, and campaign-related deliverables shall be subject to prior review and formal approval by the EDB before dissemination or publication.

- The EDB shall facilitate access to relevant sectoral information, stakeholder inputs, and necessary data required for the development of communication materials.
- Regular coordination meetings either virtual or in-person shall be conducted at agreed intervals to review progress, address challenges, and ensure alignment with project objectives.

9. Key Performance Indicators (KPIs)

The performance and effectiveness of the campaign shall be evaluated based on, but not limited to, the following Key Performance Indicators (KPIs):

- **International Media Coverage:** Securing a minimum of three (03) placements in internationally recognized, sector-specific media outlets.
- **Media Reach and Impressions:** Achieving a minimum cumulative reach of one million (1,000,000) impressions across all media and digital platforms.
- **Social Media Engagement:** Attaining an average engagement rate in the range of 3%–5%, measured through clicks, shares, comments, and other relevant interactions across digital platforms.
- **Website Traffic and Inquiries:** Achieving a minimum increase of 10% in website traffic and/or qualified inquiries related to Sri Lanka's Marine & Offshore Services sector.

10. Payment Terms

Payments shall be made based on the completion and satisfactory acceptance of deliverables by the Export Development Board (EDB), as follows:

- **20%** – Upon submission and approval of the Inception Report, including the PR Strategy and Action Plan.
- **20%** – Upon satisfactory completion of three (03) months of campaign implementation, subject to submission and acceptance of required progress reports and performance deliverables.
- **20%** – Upon satisfactory completion of four (04) months of campaign implementation, subject to submission and acceptance of required progress reports and performance deliverables.
- **30%** – Upon successful completion of the assignment and submission of the Final Completion Report, including KPI evaluation, outcomes, and recommendations.
- **10%** - Upon completion of one (01) month following the submission and acceptance of the Final Completion Report.

11. Key Personnel

The selected PR firm shall propose a competent and experienced professional team with relevant academic qualifications and demonstrated expertise to successfully implement the assignment. The key personnel shall include, but not be limited to, the following:

11.1 Team Leader / Project Manager

- Bachelor's degree in Marketing, Communications, Public Relations, Journalism, or a related field (a Master's degree will be an added advantage).
- Minimum of ten (10) years of professional experience in international public relations, strategic communications, and/or brand management.
- Proven track record in designing and implementing large-scale global PR campaigns, preferably for export promotion or investment promotion initiatives.
- Strong leadership, coordination, and stakeholder management capabilities.

11.2 Digital Marketing Specialist

- Bachelor's degree in Marketing, Digital Media, or a related discipline.
- Minimum of five (05) years of experience in digital marketing, campaign planning, and performance-based advertising.
- Demonstrated experience in managing and optimizing campaigns across major platforms, including LinkedIn, Facebook, Instagram, YouTube, and TikTok.
- Strong analytical skills in digital performance tracking and reporting.

11.3 Creative Writer

- Bachelor's degree in Journalism, Communications, Marketing, or a related field.
- Minimum of five (05) years of professional experience in content development, editorial writing, and copywriting.
- Proven experience in producing feature articles, digital content, and marketing communications for international audiences.
- Excellent command of written and spoken English with strong editorial and storytelling skills.

11.4 Creative Designer (Graphics & Multimedia)

- Diploma or Bachelor's degree in Graphic Design, Multimedia, Visual Communication, or a related field.
- Minimum of five (05) years of experience in graphic design and digital content creation.
- Proven expertise in developing visual creatives, including banners, infographics, social media assets, and short-form video content for digital campaigns.
- Proficiency in industry-standard design and editing software.

11.5 Public Relations & Media Officer

- Bachelor's degree in Public Relations, Journalism, Communications, or a related field.
- Minimum of five (05) years of experience in media relations, press coordination, and international public relations.
- Experience in managing media outreach, securing publications, and coordinating with international media platforms.
- Strong networking and communication skills within the media and communications industry.

12. Confidentiality

The selected Public Relations (PR) firm shall maintain strict confidentiality with respect to all information, data, documents, and materials provided or accessed in connection with the assignment. Such information shall not be disclosed, shared, or used for any purpose other than the execution of this assignment without the prior written consent of the Client Institution (Export Development Board).

All reports, creative materials, content, designs, and any other outputs developed under this assignment shall be the exclusive property of the Client Institution. The PR firm shall not use, reproduce, or distribute such materials for any purpose beyond the scope of this assignment without prior written approval.

13. Submission Requirements

Bidders shall submit a comprehensive proposal containing, at a minimum, the following:

- Company profile, including background, core services, and organizational structure.
- Audited financial statements for the last three (03) consecutive financial years: 2022/2023, 2023/2024, and 2024/2025.
- Detailed description of relevant international experience, particularly in public relations, digital marketing, and sectoral branding campaigns.
- Proposed methodology and strategic approach for implementing the assignment.
- Detailed work plan and implementation timeline aligned with the scope of work and deliverables.
- Proposed team composition, including key personnel profiles, qualifications, professional experience, and relevance to the assignment.
- List of past and/or current clients, along with relevant references and contact details.
- Detailed cost breakdown in Sri Lankan Rupees (LKR), clearly indicating all applicable charges and cost components.

14. Eligibility Requirements

Bidders shall meet the following minimum eligibility criteria to qualify for participation in the procurement process:

a) General Experiences.

- Must be a legally registered company in accordance with the applicable laws and regulations of Sri Lanka.
- Must have a minimum of ten (10) years of demonstrated experience in public relations, communications, digital marketing, or related fields.

b) Specific Experience in contract of similar nature.

- Must have proven experience in successfully designing and implementing at least two international PR and/or global marketing campaigns of a similar nature within the past five (05) years, preferably related to export promotion, investment promotion, or comparable sectors.

c) Financial Capacity.

- The Service Provider (or lead partner in case of a JV/Consortium) shall have an annual average turnover of at least LKR 10 million over the last three (03) years.
- The Service Provider must demonstrate access to financial resources, such as liquid assets, credit facilities, or other financial means, sufficient to meet a minimum cash flow requirement of LKR 02 million, net of other commitments related to this project.

15. Bid Validity

Proposals shall remain valid for a period of seventy-seven (77) days from the date of bid submission. During this period, bidders shall hold their offers firm and irrevocable.

Any request for extension of the bid validity period shall be made in writing by the Client Institution, and bidders may accept or decline such request without forfeiting their bid security, if applicable.

16. Bid Security

Each bid shall be accompanied by a Bid Security in the form of a Bank Guarantee issued by a recognized commercial bank operating in Sri Lanka, in the amount of Sri Lankan Rupees Fifty Thousand (LKR 50,000).

The Bid Security shall remain valid for a period of one hundred and five (105) days from the date of bid submission.

The Bid Security shall be unconditional, irrevocable, and encashable on demand, and shall be submitted in accordance with the format specified in the bidding documents. Any bid submitted without a valid Bid Security shall be considered non-responsive and rejected.

01. Target Markets and Communication Channels Matrix

This matrix identifies the priority regions and the specific platforms to be used for the global campaign, as required by the Scope of Work (Section 3.3).

Region	Target Countries	Priority Audience	Recommended Channels
Europe	Germany, Netherlands, Norway, Greece, UK	Shipping companies, Ship owners, Ship management companies, Offshore service providers, Influencers already established in Offshore segment	LinkedIn, Offshore related publications (Lloyd's List, TradeWinds), Email campaigns, YouTube
Asia	Singapore, India, South Korea, Japan, Malaysia	Ship management companies, Port operators, logistics firms, Influencers already established in Offshore segment	Offshore related publications, LinkedIn, Facebook, Industry portals, Webinars, Email marketing
Middle East	UAE, Saudi Arabia, Qatar, Oman	Marine service providers, Oil & gas companies, Influencers already established in Offshore segment	Offshore related publications, LinkedIn, Industry magazines, Direct PR outreach, Email campaigns
USA	United States	Offshore service providers, Ship management companies, Investors, Logistics firms	Offshore sector related publications, LinkedIn, Digital media, YouTube, PR articles, Email campaigns
East Africa	Kenya, Tanzania, Mozambique, Madagascar, Seychelles, and Comoros	Port authorities, Regional shipping companies, Logistics providers	Facebook, LinkedIn, Regional media, Email campaigns

02. Content Themes and Value Proposition by Market

In accordance with Section 3.2, all content must clearly communicate the value proposition of Sri Lanka's Marine and Offshore Services (M&OS) sector.

Region	Key Content Themes	Strategic Focus
Europe	Green shipping, sustainability, Offshore oil & gas services, Marine Engineering solutions, Ship Repairs, Ship Lay-ups / Stacking, Offshore Bunkering & Lubricants Supply, Underwater Services (Hull Cleaning, Propeller Polishing, Afloat Repairs)	Emphasis on ESG principles and technical expertise in green shipping.

Asia	Port logistics, ship management, Offshore oil & gas services, Marine Engineering solutions, Ship Repairs, Ship Lay-ups / Stacking, Offshore Bunkering & Lubricants Supply, Underwater Services (Hull Cleaning, Propeller Polishing, Afloat Repairs)	Positioning Sri Lanka as a regional hub due to its location on trade routes.
Middle East	Offshore oil & gas services, Ship Repairs, Ship Lay-ups / Stacking, Offshore Bunkering & Lubricants Supply, Underwater Services (Hull Cleaning, Propeller Polishing, Afloat Repairs)	Focus on secured and integrated service offerings and cost competitiveness.
USA	Investment opportunities, innovation, logistics integration, Ship Repairs, Ship Lay-ups / Stacking, Offshore Bunkering & Lubricants Supply, Underwater Services (Hull Cleaning, Propeller Polishing, Afloat Repairs)	Promotion of FDI opportunities and strategic infrastructure development.
East Africa	Offshore oil & gas services, Ship Repairs, Ship Lay-ups / Stacking, Offshore Bunkering & Lubricants Supply, Underwater Services (Hull Cleaning, Propeller Polishing, Afloat Repairs)	Highlighting Sri Lanka's ability to facilitate regional trade growth.

FIN 01 - Price Schedule

This schedule is pre-populated with the minimum requirements specified in the Scope of Work (Section 3) and Deliverables (Section 4) of the SOR.

FIN 01 - Price Schedule for Promotion of Sri Lanka's Marine and Offshore Services Sector Globally Through the Engagement of a Public Relations Firm				
Item	Description	Quantity	Unit Price (LKR)	Total Price (LKR)
1.0 Strategic PR and Communication Strategy				
1.1	Inception Report & PR Strategy (Section 3.1)	1 Job		
2.0 Content Development & Creative Assets				
2.1	Feature Articles (800–1,000 words)	10 Units		
2.2	Social Media Posts (Min. 10 per month for 4 months)	40 Posts		
2.3	Digital Creative Assets (Banners/Infographics)	12 Units		
2.4	Short Video Clip Adaptation (30s and 60s)	3 Clips		
2.5	Email Marketing Content Sets	5 Units		
3.0 Campaign Execution & Media Placement				
3.1	Placements in International Sector Media	3 Placements		
3.2	Digital Ad Management & Placement (4 Months)	1 Job		
4.0 Monitoring and Evaluation				
4.1	Monthly Progress & Performance Reports	4 Reports		
4.2	Final Completion & Evaluation Report	1 Report		
Total Bid Price (Exclusive Government taxes)				
Government taxes (elaborate applied taxes separately with %)				
Total Bid Price with (Inclusive. Government taxes)				