



PROCUREMENT NOTICE

Ministry of Tourism Development and Christian Religious Affairs

Invitation for Bids

Calling Bids from Advertising Agencies to carry out an International Advertising Campaign to Promote Colombo International Shopping Festival - October, 2017

The Chairperson, Ministry Procurement Committee of the Ministry of Tourism Development and Christian Religious Affairs invites sealed bids from eligible Advertising Agencies to carry out an International Advertising Campaign in India, Pakistan, Maldives and Bangladesh to promote Colombo International Shopping Festival 2017 to be held from 01st October to 31st October 2017 organized by the Ministry of Tourism Development and Christian Religious Affairs in collaboration with the Sri Lanka Retailers' Association.

This International Advertising Campaign which is to be carried out from 1st to 31st October 2017 should contain creative strategy, development of creatives, media strategy, media buying and campaign monitoring.

Description (Title)	Estimated Amount (Rs. Mn.)
International Advertising Campaign to Promote Colombo International Shopping Festival - October, 2017	45

Bidding will be conducted following the National Competitive Bidding method.

Qualification requirements of the bidders for eligibility:

1. Should have a registered office in Sri Lanka.
2. Should have the active presence in the selected four key markets mentioned above.
3. Minimum 05 years' Experience in handling overall advertising campaigns including ATL (Above the Line), Digital and Social Media for globally recognized brands.

A complete set of bidding documents may be purchased by interested bidders from the Assistant Secretary (Procurement), Procurement Division, Ministry of Tourism Development and Christian Religious Affairs, 6th Floor, Rakshana Mandiraya, No.21, Vauxhall Street, Colombo 02 during working days from 1st to 17th August 2017 between 9.00 a.m. and 3.00 p.m. on submission of a written request with a payment of a non-refundable fee of Rs. 5,000.00. A certified copy of Business Registration Certificate should also be submitted along with the above.

Duly filled and sealed bidding documents in duplicate, marked as **"Colombo International Shopping Festival"** on the top left-hand corner of the envelope should either be sent by Registered Post to the following address or deposited in the tender box kept at the Procurement Division at the Ministry of Tourism Development & Christian Religious Affairs, 6th Floor, No. 21, Rakshana Mandiraya, Colombo 2 on or before 2.00 p.m. on the 22nd August 2017.

Bids will be opened immediately after the bid closing time. Late bids will be rejected. The bidder may be represented at the bid opening.

A pre-bid meeting for all the parties who have collected the bid documents will be held on the 18th August 2017 at 2.00 p.m. at the below address.

Chairperson,
Ministry Procurement Committee,
Ministry of Tourism and Christian Religious Affairs,
6th Floor, Rakshana Mandiraya, No.21, Vauxhall Street, Colombo 02.