

**Democratic Socialist Republic of Sri Lanka**  
**Ministry of Tourism**  
**Sri Lanka Tourism Promotion Bureau**



**Invitation for International Bid Proposals from Reputed and Experienced Agencies for Selection of a Public Relations Company in the Republic of Poland to Facilitate Public Relations and Communication Activities of the Global Communication Campaign 2021 – 2025 of Sri Lanka Tourism**

**Tender Ref. No. SLTPB/GCC/2020/DA/020**

1. The Chairman, Standing Cabinet Appointed Procurement Committee of the Ministry of Tourism, invites sealed bid proposals from reputed and experienced agencies for selection of a Public Relations Company in the Republic of Poland to facilitate Public Relations and Communication activities of the Global Communication Campaign 2021- 2025, in coordination with the Campaign Management Unit on behalf of the Sri Lanka Tourism Promotion Bureau (SLTPB).
  - The total contract value will be **US\$ 750,000 /-** over a period of five years for a Public Relations Company in the Republic of Poland, and the required funds shall be allocated by the Sri Lanka Tourism Promotion Bureau.
  - A complete set of **Bidding documents** in the English language could be received by the interested bidders on submission of a written application via email to:

[gcc2021@srilanka.travel](mailto:gcc2021@srilanka.travel)

2. Bids must be delivered to the **Embassy of the Democratic Socialist Republic of Sri Lanka**, Chorągwi Pancernerj 8, 02-951 Warsaw, on or before the deadline at **2:00 p.m. Poland Time on 5<sup>th</sup> October 2021**. Bids will be opened immediately after the bid closing time at the Embassy of Sri Lanka in Warsaw in the presence of the bidder's representatives, who choose to attend in person.

3. Prospective bidders shall have the following qualifications and experience;
  - i. Company duly registered in the Republic of Poland as a legal entity and having an operational office in the Republic of Poland;
  - ii. Minimum 10 years of experience in Public Relations;
  - iii. Proven track record in handling minimum of Three (03) accounts on Public Relations, of the value over US\$ 250,000/- (each project) for local or international clients from 2015 to 2019.
  - iv. The company should have minimum annual turnover of US\$ 2 million per year during 2015 to 2019 with a profitability.
4. Bidding will be conducted adopting International Competitive Bidding Method through the Two Envelope system under the National Procurement Guideline 2006 (<http://oldportal.treasury.gov.lk/web/guest/Procurement-Manual>).
5. The interested eligible bidders may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau sending a request to:

gcc2021@srilanka.travel
6. Late Bids will be rejected.
7. **Important:** Sri Lanka Tourism Promotion Bureau has not appointed any party or agent in any country for coordination of the bidding process. Any attempt by bidders themselves, or by any person(s) acting at their instigation, directly or indirectly, by means of written communication or otherwise, to canvas or influence over the selection process will be a disqualification.
8. More information and the bid notice can be downloaded from the following link:

<https://www.srilanka.travel/documents/tender2021/Selection-of-Eight-Destination-Representation-Companies.pdf>

**Embassy of Sri Lanka in Poland**  
**26.08.2021**



**Democratic Socialist Republic of Sri Lanka**

**Ministry of Tourism  
Sri Lanka Tourism Promotion Bureau**



## Invitation for Bids

### **SELECTION OF EIGHT DESTINATION REPRESENTATION COMPANIES AND EIGHT PUBLIC RELATIONS COMPANIES TO FACILITATE THE GLOBAL COMMUNICATION CAMPAIGN 2021 - 2025 OF SRI LANKA TOURISM**

1. The Chairman, Standing Cabinet Appointed Procurement Committee of Ministry of Tourism, invites sealed bid proposals from reputed and experienced agencies for selection of eight Destination Representation Companies and eight Public Relations Companies to facilitate PR and Communication activities of Global Communication Campaign 2021 – 2025, in coordination with Campaign Management Unit on behalf of Sri Lanka Tourism Promotion Bureau (SLTPB).
2. The purpose of the proposed integrated global marketing campaign is to promote Sri Lanka as a tourist destination to achieve national target of the tourism sector.
3. The maximum total contract value over the period of five years for country specific Destination Representation Companies and Public Relations Companies will be as per the schedule below for the period of five years and the required funds shall be allocated by Sri Lanka Tourism Promotion Bureau.
4. Prospective bidders shall have following Qualifications and experience;
  - I. Company duly registered in the specified country as a legal entity and having an operational office in the specified country;
  - II. Minimum 10 years of experience in Destination Representation/ Public Relations;
  - III. Proven track records in handling minimum of Three (03) accounts on Destination Representation / Public Relations, of the value over US\$ 250,000/- (each project) for local or international clients from 2015 to 2019.
  - IV. The company should have minimum annual turnover of US\$ 2 million per year during 2015 to 2019 with a profitability.
5. Bidding will be conducted adopting International Competitive Bidding Method through Two Envelope system under National Procurement Guideline 2006 (<http://oldportal.treasury.gov.lk/web/quest/Procurement-Manual>).
6. Interested eligible bidders may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau sending a request to [gcc2021@srilanka.travel](mailto:gcc2021@srilanka.travel).
7. A complete set of Bidding documents in English language could be received by interested bidders on submission of a written application via email to [gcc2021@srilanka.travel](mailto:gcc2021@srilanka.travel).
8. A Pre-Bid Meeting in this regard will be held at the Board Room, Sri Lanka Institute of Tourism and Hospitality Management (Hotel School) No 80, Galle Road, Colombo 03 as per the schedule below. Interested bidders are invited to join the pre bid meeting in person or online via <https://meet.google.com/xwn-nvha-qui>.
9. Bids must be delivered to the respective Sri Lanka Mission on or before the deadline mentioned below. Bids will be opened immediately after the bid closing time at respective Missions in presence of the bidder's representatives who choose to attend in person.
10. Late bids will be rejected.
11. Important: Sri Lanka Tourism Promotion Bureau has not appointed any party or agent in any country for coordination of the bidding process. Any attempt by bidders themselves, or by any person(s) acting at their instigation, directly or indirectly, by means of written communication or otherwise, to canvas or influence over the selection process will be a disqualification.

Ref No	Procurement	Contract Value (US\$)	Bid Submission		Time of the Pre-Bid Meeting
			Bid Submission Deadline	Venue of Bid Submission	
SLTPB/GCC/2020/DA/005	Selection of a Destination Representation Company for United Kingdom	5,250,000	2:00 pm London Time on 5th October 2021	High Commission of the Democratic Socialist Republic of Sri Lanka, No. 13, Hyde Park Gardens, London, W2 2LU, United Kingdom.	3:00 PM Sri Lanka Time (GMT + 5.5) on 24 <sup>th</sup> August 2021

SLTPB/GCC/ 2020/DA/006	Selection of a Destination Representation Company for Germany	5,250,000	2:00 pm Berlin Time on 5th October 2021	Embassy of the Democratic Socialist Republic of Sri Lanka, Niklasstrasse 19, 14163 Berlin.	3:00 PM Sri Lanka Time (GMT + 5.5) on 24 <sup>th</sup> August 2021
SLTPB/GCC/ 2020/DA/007	Selection of a Destination Representation Company for France	5,250,000	2:00 pm Paris Time on 5th October 2021	Embassy of the Democratic Socialist Republic of Sri Lanka, No.16, Rue Spontini, 75016, Paris.	3:00 PM Sri Lanka Time (GMT + 5.5) on 24 <sup>th</sup> August 2021
SLTPB/GCC/ 2020/DA/008	Selection of a Destination Representation Company for India	5,250,000	2:00 pm New Delhi Time on 5th October 2021	High Commission of the Democratic Socialist Republic of Sri Lanka, 27, Kautilya Marg, Chanakyapuri, New Delhi -110 021, India.	3:00 PM Sri Lanka Time (GMT + 5.5) on 24 <sup>th</sup> August 2021
SLTPB/GCC/ 2020/DA/009	Selection of a Destination Representation Company for China	5,250,000	2:00 pm Beijing Time on 5th October 2021	Embassy of the Democratic Socialist Republic of Sri Lanka, No. 03, JianHua Lu, Beijing – 100600.	12:00 noon Sri Lanka Time (GMT + 5.5) on 24 <sup>th</sup> August 2021
SLTPB/GCC/ 2020/DA/010	Selection of a Destination Representation Company for Australia	5,250,000	2:00 pm Canberra Time on 5th October 2021	High Commission of the Democratic Socialist Republic of Sri Lanka, 61, Hampton Circuit, Yarralumla, Canberra, ACT 2600, Australia.	12:00 noon Sri Lanka Time (GMT + 5.5) on 25 <sup>th</sup> August 2021
SLTPB/GCC/ 2020/DA/011	Selection of a Destination Representation Company for Russia	5,250,000	2:00 pm Moscow Time on 5th October 2021	Embassy of the Democratic Socialist Republic of Sri Lanka, UlitsaSchepkina – 24, Moscow 129090, Russia.	12:00 noon Sri Lanka Time (GMT + 5.5) on 25 <sup>th</sup> August 2021
SLTPB/GCC/ 2020/DA/012	Selection of a Destination Representation Company for Middle East	5,250,000	2:00 pm Dubai Time on 5th October 2021	Consulate General of the Democratic Socialist Republic of Sri Lanka, Villa No.2 Plot B – 4, 8 C Street, AL Hudhaiba Dubai, UAE.	12:00 noon Sri Lanka Time (GMT + 5.5) on 25 <sup>th</sup> August 2021
SLTPB/GCC/ 2020/DA/013	Selection of a Public Relations Company for United States of America (USA)	750,000	2:00 pm Washington Time on 5th October 2021	Embassy of the Democratic Socialist Republic of Sri Lanka, 3025 Whitehaven Street NW, Washington D.C. 20008 USA.	9:30 PM Sri Lanka Time (GMT + 5.5) on 25 <sup>th</sup> August 2021
SLTPB/GCC/ 2020/DA/014	Selection of a Public Relations Company for Spain	750,000	2:00 pm Paris Time on 5th October 2021	Embassy of the Democratic Socialist Republic of Sri Lanka, No.16, Rue Spontini, 75016, Paris, France.	2:00 PM Sri Lanka Time (GMT + 5.5) on 26 <sup>th</sup> August 2021
SLTPB/GCC/ 2020/DA/015	Selection of a Public Relations Company for Italy	750,000	2:00 pm Milan Time on 5th October 2021	Consulate General of the Democratic Socialist Republic of Sri Lanka, Embassy, Via London N2, 20154, Milan, Italy.	2:00 PM Sri Lanka Time (GMT + 5.5) on 26 <sup>th</sup> August 2021
SLTPB/GCC/ 2020/DA/016	Selection of a Public Relations Company for Scandinavia	750,000	2:00 pm Stockholm Time on 5th October 2021	Embassy of the Democratic Socialist Republic of Sri Lanka, Strandvägen 39, 1tr, P.O.Box 240 55, 114 56, Stockholm, Sweden.	2:00 PM Sri Lanka Time (GMT + 5.5) on 26 <sup>th</sup> August 2021

SLTPB/GCC/ 2020/DA/017	Selection of a Public Relations Company for Japan	750,000	2:00 pm Tokyo Time on 5th October 2021	Embassy of the Democratic Socialist Republic of Sri Lanka, 2-1-54, Takanawa, Minato-ku, Tokyo 108-0074, Japan.	11:00 AM Sri Lanka Time (GMT + 5.5) on 25 <sup>th</sup> August 2021
SLTPB/GCC/ 2020/DA/018	Selection of Public Relations Company for Korea	750,000	2:00 pm Seoul Time on 5th October 2021	Embassy of the Democratic Socialist Republic of Sri Lanka No. 39, Dongho-ro, 10-gil, Jung-Gu, Seoul 100-450, Republic of Korea.	11:00 AM Sri Lanka Time (GMT + 5.5) on 25 <sup>th</sup> August 2021
SLTPB/GCC/ 2020/DA/019	Selection of Public Relations Company for Netherlands	750,000	2:00 pm Hague Time on 5th October 2021	Embassy of the Democratic Socialist Republic of Sri Lanka, Javastraat 2c, 2585 AM, the Hague, the Netherlands.	2:00 PM Sri Lanka Time (GMT + 5.5) on 26 <sup>th</sup> August 2021
<b>SLTPB/GCC/ 2020/DA/020</b>	<b>Selection of Public Relations Company for Poland</b>	<b>750,000</b>	<b>2:00 pm Warsaw Time on 5th October 2021</b>	<b>Embassy of the Democratic Socialist Republic of Sri Lanka, Choragwi Pancernej 8, 02-951 Warsaw, Poland.</b>	<b>2:00 PM Sri Lanka Time (GMT + 5.5) on 26<sup>th</sup> August 2021</b>

The relevant documents and the links, including the E-mail address to request further information/documents are as follows:

gcc2021@srilanka.travel

<https://www.srilanka.travel/tender-documents>

<https://www.srilanka.travel/documents/tender2021/Selection-of-Eight-Destination-Representation-Companies.pdf>

Chairman,  
Standing Cabinet Appointed Procurement Committee  
Sri Lanka Tourism Promotion Bureau  
No. 80, Galle Road, Colombo 03