

Embassy of Sri Lanka and UAE - Sri Lanka Tourism Promotion Bureau

INSTRUCTIONS TO BIDDERS (ITB)

1. Bids are called for **Social Media Advertising Campaign for Kingdom of Saudi Arabia (KSA), UAE, Israel and Qatar from May to August 2021**, by the Chairman, Procurement Committee of Sri Lanka Embassy in UAE.
2. Procurement Method - LIB
(Limited / Restricted International Bidding)
3. Bids to be sealed in accordance with clause 5 of this ITB, addressed to Chairman, Procurement Committee, Sri Lanka Embassy in UAE, 18/A, Sector E 18/3, Salam Street, P.O. Box: 46534, Abu Dhabi, United Arab Emirates and delivered to the following address.

Mr. Mohamed Rizvi
First Secretary
Sri Lanka Embassy in UAE
18/A, Sector E 18/3, Salam Street,
P.O. Box: 46534, Abu Dhabi,
United Arab Emirates.

4. Bids will be closed at **1500 hrs on 24 May 2021** and will be opened at the Sri Lanka Embassy in UAE.

5.1. Bids shall be submitted in one original and one duplicate. The Original and the duplicate should be sealed in two separate envelopes and the two envelopes shall be enclosed in "**Social Media Advertising Campaign for Kingdom of Saudi Arabia, UAE, Israel and Qatar**" on the top left-hand corner of the envelope.

5.2. Following documents have to be completed and submitted with the signature of the authorize officer of the bidder and **company seal** along with other necessary attachments to prove eligibility and capacity to earlier in to contract.

1. **Bid Submission Form**
2. **Price Schedule**

6. Number of Bids - bidders can be forward only one bids. Alternate options will not be considered

7. Cost of Bidding - **entirely responsibility of the bidders. Any courier charges or postal charges will not be borne by Sri Lanka Embassy in UAE. Therefore, the supplier should take the responsibility for such payments. Otherwise, the bids will be rejected.**

8. Clarifications of the bidding document can be made latest three working days prior to the deadline of bid submission. All clarifications have to be emailed to the addresses given below in English language.

Addressed to: slemb.abudhabi@mfa.gov.lk

Copy To: mohamed.rizvi@mfa.gov.lk and chami@srilanka.travel

9. Amendments of bid documents – may be issued at any time prior to the dead line for submission of bids. Amendments should be a part of bid documents.

10. Language of document – English

11. Bid Currency- AED

12. The Format and signing of bid document – original document of bids shall be typed or written in indelible ink and signed by authorized signatories with the seal of relevant authorities.

13. Soft version of the proposed design and hard copy shall be submitted along with the bid proposal.

14. Deadline for submission of bids may be extended at the discretion of SLTPB.

15. Late bids – bids receive after the deadline will be rejected.

16. Opening of bids- The Bids will be opened at Sri Lanka Embassy in UAE by a bid opening committee appointed by the Procurement Committee of the Mission.

17. Preliminary examination – completeness and substantial responsiveness of each bid will be examined.

18. Bidder or local authored agent can participate at the bid opening time.

19. Eligibility: The bidders who have valid business registration for the scope of the work of this procurement and permanent office located in UAE *or Bidders from KSA, Qatar, Israel, and Sri Lanka* with sufficient experience and professional staff are eligible for the contract.

20. Completeness and substantial responsiveness of each bid will be examined by considering the following factors.

Past Experience

Quoted Price

Company Profile

Design Concept & Creativeness

21. Award of contract – contract will be award to lowest responsive attractive, innovative concept of evaluated bidder.
22. Acceptation or rejection of bids – The Chairman, Procurement Committee reserved the right to accept, reject any bid or part of the bid submitted.
23. Notification of award – The selected bidder will be notified by fax, telex or E-mail and followed by a letter with the payment terms.
24. Validity period of the quotation should be 150 days from the date of opening.
25. The price shall include all the costs related to Social Media Advertising Campaign including all the third-party costs.
26. Company profile with past experience and Business Registration to be attached to the proposal.
27. If you have missed any item (which have not mentioned price) will be loaded the average value for missing item at the stage of evaluation and average loaded price will not be liable to paid.
28. Social Media Advertising Campaign process to be finished on or before
31st August 2021
29. You are requested to forward your proposal, only if you are agreed with the TOR & ITB.
30. Bidders not comply with TOR and ITB bid will be rejected.
31. Bids will not be accepted via Email. (price quotations through email shall not be accepted or shall lead to rejection of the proposal.) However Bidders who are submitting documents through Post/courier can notify the Embassy via slemb.abudhabi@mfa.gov.lk email that they are submitting the BID to the Embassy.

SOCIAL MEDIA ADVERTISING CAMPAIGN IN KINGDOM OF SAUDI ARABIA, UAE, ISREAL AND QATAR

Price Schedule

No.	Cost item	Cost (AED)
1	Production of Creative	
2	Design & Development of Microsite	
3	Reporting	
4	Coordination and Staff allocation	
5	Digital/Social Media Buying	
	Facebook	
	Facebook - Videos	
	Instagram	
	Twitter	
	You tube	
	Snap chat	
	Trip Advisor	
	Google Display Ads	
	Search Engine Advertising	
	Campaign Microsite and SEO campaign	

6	Preparation & distribution of Newsletters	
	Sub Total	
Total before VAT		
VAT		-
Grand Total		

	Name	Company Seal
	Designation	
	Date	
	Signature	