

Embassy of the Sri Lanka in the Russian Federation

MINISTRY OF PLANTATION INDUSTRIES

SRI LANKA TEA BOARD



Calling proposals for an appointment of Agency for Public Relation Services for Ceylon Tea in China - Procurement No: PROC/GC/PR – China (2019)

The Sri Lanka Tea Board Incorporated by the Tea Board Law No 14 of 1975 and appointed by the Government of Sri Lanka as, the apex body of the tea industry is also responsible for the promotion of Ceylon Tea locally and globally. The Board intends to obtain the services of a reputed PR agency to handle Public Relations activities in China for a period of three years. The Procurement Committee, on behalf of the Sri Lanka Tea Board, invites reputed agencies in China to submit their bids for providing related advertising services.

Tasks assigned

- To develop the PR strategy related to promotion of Ceylon Tea in China.
- To propose the tools/creative concepts for Public Relations campaign in China.
- To organize and implement creative PR events to promote Ceylon Tea image in China parallel to Sri Lanka Tea Board advertising campaign.
- To organize publicity campaigns covering major media such as TV, Press and Social media in China parallel to Sri Lanka Tea Board advertising campaign.
- To propose methodology for monitoring and evaluation process.

Qualification & Experience

- Should have at least 7 years experience in PR industry.
- Needs at least 5 years' experience in FMCG PR campaign handling.
- Should have turnover exceeding USD 50mn per annum in the past 5 years.
- Should be financially stable and profit making company for last five years
- Should have a fully-fledged China (Beijing) Office.
- Should have experience in creating and handling PR Campaigns in China for mega beverage brands.
- Agencies that have won recognition awards and/or handled large international branding campaigns and with proven human talent on international branding consultancy campaigns will be given preference.
- Local entity should not get involved with other hot beverage campaigns during the contract period.

The Bid Document may be collected from the Third Secretary, Tea Promotion Unit, Sri Lanka Embassy, No.3, Jlan Hua Lu, Beijing-100600, People's Republic of China during working hours.

If required, bidders may obtain further information from Third Secretary, Sri Lanka Embassy in Beijing, on Tel: 00-86-1065321861, 00-86-1065321862 - Fax: 00-86-65325426 Email: lkembj@slemb.com from 9.30 a.m. to 3.30 p.m. on working days.

Pre-bid meeting will be conducted on May 2019 atam/pm at Embassy of the Democratic Socialist Republic of Sri Lanka, 24, Schepkina Street, Moscow 129090, Russia.

The Bid Security shall be from a Commercial Bank operating (approved by the Republic of China) for RMB 17,500/= drawn in favor of the Secretary, Sri Lanka Tea Board valid for 180 days from the date of closing the Bid.

Interested bidders may submit their duly completed Bids, addressed to H. E. Ambassador, Sri Lanka Embassy No.3, Jlan Hua Lu, Beijing-100600, People's Republic of China under sealed registered cover on or before 2.00 p.m. on 6th June 2019 or could be deposited in the Tender Box kept in the Sri Lanka Embassy in Beijing at the aforesaid address. The top left hand corner of the envelope should be marked as "Proposals for the Appointment of an Agency for Public Relation Services for Ceylon Tea in China".

The Procurement Committee reserves the right to short-list suitable applicants.

**Chairman
Procurement Committee
Sri Lanka Tea Board,
574, Galle Road,
Colombo 3.**