

## MINISTRY OF PLANTATION INDUSTRIES

## SRI LANKA TEA BOARD



Calling proposals for an appointment of Agency for Public Relation Services for Global Campaign for Ceylon Tea In Germany, Japan, UAE, USA, Australla, UAE & Chile  
Procurement No: PROC/GC/PR - (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 Germany, Japan, UAE, USA, Australla, UAE & Chile for a period of 2019-2021 years. The Cabinet Appointed Procurement Committee on behalf of the Sri Lanka Tea Board invites eligible agencies (hereinafter referred to as the bidders) registered with the Registrar of Companies, Sri Lanka, for the submission of bid proposal for the services described herewith. Interested bidder must provide information indicating that they are qualified to perform the services (description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). Bidder may associate with overseas AOR (Agencies of Records) to enhance and strengthen their capacity.

**Tasks assigned**

- To develop the PR strategy related to promotion of Ceylon Tea in all above mentioned the six countries as per the technical guidelines given in the R.F.P.
- To propose the creative concepts for Public Relations campaign in those countries.
- To organize and implement creative PR events to promote Ceylon Tea image in all the six countries in parallel to Sri Lanka Tea Board advertising campaign.
- To organize publicity campaigns covering major media such as TV, Press and Social media in those six countries in 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 25mn per annum in the past 5 years.
- Should be financially stable and profit making entity in last five years
- Should have a fully-fledged offices in Colombo, Sri Lanka.
- Should have experience in creating and handling PR Campaigns in above mentioned countries for mega beverage brands.

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- 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 get not involved with other hot beverage campaigns during the contract period.
- Advertising Agencies who are engaged with Media planning work of Ceylon Tea Global Promotional Campaign are not entitled to apply for this tender.

The Bid Document may be collected from the Assistant Director General -- Administration of Sri Lanka Tea Board, 574, Galle Road, Colombo 03, from 27<sup>th</sup> May 2019 during working hours by making a payment of Rs. 5,000/- per set of documents. All payments should be made to the Finance Division, 4<sup>th</sup> Floor, New Building, Sri Lanka Tea Board, 574, Galle Rd, Colombo 3 between 10:00AM to 2:00PM on any working day till 8<sup>th</sup> July 2019.

If required, bidders may obtain further information from Director Promotion, Sri Lanka Tea Board on Tel; 00-94-112587814 from 9.30a.m to 3.30pm (Sri Lankan time) on working days.

Pre-bid meeting will be conducted on 20<sup>th</sup> June 2019 at 2.00 pm at Sri Lanka Tea Board, 574, Galle Road, Colombo 03.

Bid Security of USD 6,500/= obtained from a reputed Commercial Bank which is registered under the Central Bank of Sri Lanka for "Ceylon Tea PR Services for Global Campaign for Ceylon Tea In Germany, Japan, UAE, USA, Australia and Chile" valid for 180 days from the date of opening of the bids as required in the Bid Document, addressed to the Chairman, Procurement Committee, Sri Lanka Tea Board, 574, Galle Rd, Colombo 3.

Interested bidders may submit their duly completed Bids, addressed to Director General, Sri Lanka Tea Board, 574, Galle Road, Colombo 03 under sealed registered cover on or before 3.00 p.m. on 09<sup>th</sup> July 2019 or could be deposited in the Tender Box kept in the Sri Lanka Tea Board 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 Global Campaign for Ceylon Tea In Germany, Japan, UAE, USA, Australia and Chile".

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

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

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