

Consulate General of Sri Lanka in Dubai, UAE

MINISTRY OF PLANTATION INDUSTRIES

SRI LANKA TEA BOARD



Calling proposals for an appointment of Agency for Public Relation Services for Ceylon Tea in Turkey, Iran & Saudi Arabia - Procurement No: PROC/Global Campaign/PR

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 Turkey, Iran and Saudi Arabia for a period of three years. The Procurement Committee, on behalf of the Sri Lanka Tea Board, invites reputed agencies in UAE to submit their bids for providing related advertising services.

Tasks assigned

- To develop the PR strategy related to promotion of Ceylon Tea in Turkey, Iran and Saudi Arabia.
- To propose the tools/creative concepts for Public Relations campaign in Turkey, Iran and Saudi Arabia.
- To organize and Implement creative PR events to promote Ceylon Tea image in Turkey, Iran and Saudi Arabia parallel to Sri Lanka Tea Board advertising Campaign.
- To organize publicity campaigns covering major media such as TV, Press and Social media in Turkey, Iran and Saudi Arabia parallel to Sri Lanka Tea Board advertising Campaign.
- To propose a 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 handled a marketing and media management budget of over USD 50mn per annum in the past 3 years.
- Should have a fully-fledged Dubai Office.
- Should have an international network in Turkey, Iran and Saudi Arabia.
- Should have experience in creating and handling PR Campaigns in Turkey, Iran and Saudi Arabia 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 get not involved with other hot beverage campaigns during the contract period.

The Bid Document may be collected from the Director (Tea Promotion MENA), Tea Promotion Unit, Consulate General of Sri Lanka, Villa No. 02, Plot B-44, Street 322-B, 8C Street Mankhool Road, Dubai – United Arab Emirates during working hours.

If required, bidders may obtain further information from Director (Tea Promotion-MENA), Consulate General of Sri Lanka, Villa No. 02, Plot B-44, Street 322-B, 8C Street Mankhool Road, Dubai – United Arab Emirates.

Tel: +97143987871 / +97143989349 - Fax: +9714 3987872 Email: ctbureau@eim.ae working hours.

Interested bidders may submit their duly completed Bids, addressed to Director (Tea Promotion-MENA), Consulate General of Sri Lanka, Villa No. 02, Plot B-44, Street 322-B, 8C Street Mankhool Road, Dubai – United Arab Emirates under sealed registered cover on or before 3.00 p.m. on 12 December 2018 or could be deposited in the Tender Box kept in the Consulate General of Sri Lanka in Dubai at the aforesaid address. The top left hand corner of the envelope should be marked as **“proposals for the appointment an Agency for Public Relation Services for Ceylon Tea in Turkey, Iran and Saudi Arabia”**.

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

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