



**TRADE DEVELOPMENT AUTHORITY OF PAKISTAN**

**REQUEST FOR PROPOSAL (RFP)**

**SERVICES OF PR & MARKETING  
FIRM REQUIRED FOR PROMOTION  
OF FOODAG 2024**

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**SECTION-1**  
**REQUEST FOR PROPOSAL**

No(2)/A&F/FOODAG/2024

**SERVICES OF PR & MARKETING FIRMS REQUIRED FOR PROMOTION OF  
FOODAG2024**

Trade Development Authority of Pakistan (TDAP) invites proposals/ bids from experienced PR & Marketing firms registered with relevant Tax authorities for Promotion of FoodAg2024- **Pakistan's second international agro food** related event to be held from 9<sup>th</sup>-11<sup>th</sup> August, 2024 at Karachi Expo Center.

2. Detailed Bidding documents containing terms and conditions, method of procurement, procedure for submission of bids, eligibility, qualification, substantial responsiveness, bid security, bid validity, opening of bid, evaluation criteria etc. are available for the interested bidders at the Office of the Assistant Manager (Agro & Food Division), at the address given below. Bidding documents can also be downloaded from [www.tdap.gov.pk](http://www.tdap.gov.pk) and [www.ppra.org.pk](http://www.ppra.org.pk) free of cost. The interested firms who opt to download the bidding document from the website should register themselves with the office of Assistant Manager (Agro & Food Division), TDAP, Karachi for communication of any changes etc. at the email address given below.

3. Single Stage Two Envelop Procedure under PPRA rule 36 (b) will be used for open competitive bidding. Interested bidders shall submit their sealed proposals/ bids comprising single package containing two separate envelopes. Each envelope shall contain separately the 'financial' and 'technical' proposal which will be clearly mentioned in bold and legible letters on respective envelopes to avoid any confusion. The Technical Proposal shall accompany a bid security of Rs. 1,000,000/- (Rupees Ten Lac Only) in the form of Pay Order/ DD/ Banker's cheque in favour of Accounts Officer, Trade Development Authority of Pakistan, Karachi.

4. Sealed Bids, prepared in accordance with the instructions in the bidding documents, must reach, even ones mailed through courier, at the office of the Assistant Manager (Agro & Food Division), Trade Development Authority of Pakistan (TDAP), 3<sup>rd</sup> Floor, Block-A, FTC Building, Shahrah-e-Faisal, Karachi on or before 2:00 P.M. on **4<sup>th</sup> March, 2024**. Bids will be opened the same day at 2:30 P.M. in the presence of bidders who wish to be present.

5. Trade Development Authority of Pakistan reserves the right to reject any or all bids and to annul the bidding process at any time in accordance with Public Procurement Rules.

**Muqarab Abbas, Assistant Manager (Agro & Food Division)**

Trade Development Authority of Pakistan  
Government of Pakistan,  
3<sup>rd</sup> Floor, Block-A, FTC Building, Shahrah-e-Faisal, Karachi  
Email: [muqarab.abbas@tdap.gov.pk](mailto:muqarab.abbas@tdap.gov.pk)

## **SECTION-II**

### **SCOPE OF WORKS**

#### **INTRODUCTION TO THE EVENT:**

Trade Development Authority of Pakistan working under Ministry of Commerce, Government of Pakistan has announced FoodAg2024- the 2nd International Food and Agriculture Exhibition to be held at Karachi Expo Center from 9th-11th August 2024. The objective of the event is to display a diverse range of Food and Agricultural products produced and manufactured in Pakistan. The event is designed to develop a long-term business relationship and networking of Pakistani exporters with importers from other countries. To attract maximum visitor traffic to the Event and side activities during the event, TDAP is seeking a services of an experienced PR & Marketing firm for promotion of FoodAg 2024 as per scope given in the document.

#### **SCOPE OF WORK:**

The PR & Marketing Firm shall be responsible to generate high level of interest amongst the international audience to visit Pakistan for FoodAg2024 and attend side events arranged during the event at Karachi. The Agency shall remain associated with the project till its conclusion. The traveling and accommodation charges for any visits in Pakistan in connection with completion of assignment shall be the responsibility of the bidder.

The Scope of Work/Services includes, but is not limited to:

- 1) **Development of the communications and marketing strategy and the overview of the implementation of the strategy for FoodAg 2024. This should at least include:**
  - a. Timelines and pre-defined deliverables with Predicted Engagement in coordination and approved by the TDAP Team for the FoodAg 2024 Digital Campaign within 15 days from award of the contract
  - b. Content calendars & publishing content on social media platforms using social media tools.
  - c. Fortnightly reports dashboards or presentations to demonstrate the results of the digital marketing campaign
  - d. Analysis mechanism for campaign outcomes and show growth of followers and engagements on the various digital channels.
  - e. Predefined KPI targets, such as total conversions and total leads generated (i.e. registration of buyers to exhibition website) and approx. 3.0 million targeted impressions.
  - f. Monitor the performance of the FoodAg 2024 marketing campaigns and optimize them over time. Use data analytics software tools like Google Analytics to share web traffic generated and identify the best opportunities for increasing reach.
- 2) **Design, develop & update**
  - a. Digital media posts,
  - b. product specific & event specific teasers,

- c. Develop Official Teasers for FoodAg with relevance to the theme and Pakistan agro & food industry's place in the global supply chain and as a potential food basket for the world.
- d. Design for Invites for sideline events(Soft launch/Curtain Raiser, inaugural dinner and cuisine show)
- e. Updating existing product brochures and videos (cost of updation be included in the bid)

*TDAP shall provide the research material on products to be highlighted in the event. However, final product needs to be approved by TDAP before its dissemination through media*

**3) Updating design of website, handling of digital and other electronic media before, during, and post event. This should at least include:**

- a. MANAGEMENT of TDAP's Official Accounts on:
  - i. Twitter and LinkedIn
  - ii. YouTube
  - iii. Facebook
  - iv. Instagram
- b. Sharing and publishing of FoodAg 2024 Content or relevant content on all digital media accounts
- c. Use organic & paid search campaigns for website and social media will be targeted to audience based on factors like importing countries of Pakistan's agro food, CEOs and manager of international food chains, agrifood retailers and wholesalers. Paid advertisements will be optimized to achieve lead generation, website traffic, and brand awareness.
- d. Daily Postings (on social media) of posts, videos, gifs as per the approved frequency
- e. Utilization of various channels to increase awareness about FoodAg 2024
- f. Updation of FoodAg's website
- g. Influencer Engagement for events leading up to and on the event (Seminars, Soft launch/Curtain Raiser etc.) and ensure maximum coverage for the promotion of FoodAg 2024 internationally.
- h. Ensuring presence of International Influencers for promotion of FoodAg 2024
- i. identification and engagement of relevant press and media to be approved by FoodAg team for press coverage and PR releases
- j. Identifying and engagement of Media Channels (BBC Food, CNN local channels) for interview of FoodAg Team head and Event coverage
- k. Content writing
- l. Presence and coverage of the FoodAg 2024 event by an approved list of Digital Media Influencers/Agencies
- m. Presence and content sharing by an approved list of Celebrities on the FoodAg 2024 Event
- n. End-to-end coverage of the Event, Pictorial and Video graphics on all event days including sideline events
- o. Conduct, Record, Edit and Publish the interviews of major stakeholders and visitors of the Event on all event days including Soft launch/Curtain Raiser or sideline events for the promotion of FoodAg 2024

**4) Post event wrap up should at least include:**

- a. Record, Edit, Produce and Publish the Event Highlight Video
- b. Prepare Post Event Content for TDAP social media and digital magazines
- c. Event Album to be edited and published on Official FoodAg 2024 SM Accounts
- d. A compact file of all raw and refined data (Photos+ Videos) to be provided in a hard drive to the team FoodAg after the event
- e. Reports on
  - i. Media Monitoring Report of all the content, news, published blogs of FoodAg
  - ii. Paid Ad Campaign Evaluation Report
  - iii. Overall FoodAg PR Report with ROI
- f. Liaison of the agency with TDAP of FoodAg throughout the process

**5) Assisting TDAP in generating sponsorship**

- a. Assisting TDAP in connecting with major brands for generating sponsorship.

### **SECTION-III**

#### **INSTRUCTIONS TO BIDDERS/ GENERAL TERMS AND CONDITIONS**

##### **I. GENERAL TERMS AND CONDITIONS:**

- a. Only firms registered with relevant tax authorities and having experience of PR & Marketing and Promotion are eligible to submit tenders to the TDAP. Complete details and their credentials will be required for evaluation purposes
- b. Bids shall be prepared and submitted to the TDAP strictly in accordance with the instructions set forth herein.
- c. All entries in the tender are to be made in ENGLISH LANGUAGE. Corrections etc shall be signed by the authorized persons.
- d. Interested PR & Marketing Firms will submit their sealed bids comprising single package containing two separate envelopes. Each envelope shall contain separately the **“FINANCIAL”** and **“TECHNICAL”** proposal which will be clearly mentioned in bold and legible letters on respective envelopes to avoid any confusion.
- e. A Technical Proposal should enclose all documents against each requirement to substantiate their claim. The technical proposal will be considered Substantially Responsive if it scores at least 70% in the Technical evaluation with at least 50% in each component against the evaluation criteria given at **Section-IV** of the document. Financial Proposals of Substantially Responsive bidders will be opened only whereas financial proposal of technically disqualified firms will be returned up-opened. Contract shall be awarded to the most advantageous bid in terms of technically qualified and financially low explained in detail below in “S. No. XII. Award of Contract”
- f. The rate should be written in the **FINANCIAL BID FORM (Annex-I)** in figures; whereas, the total offered price should be written in figures as well as in words. In case of any mistake in the totaling, the quoted unit rate will be treated as final.
- g. Costs for preparation of this documents shall be the responsibility of the bidder.
- h. The bidder should not be involved in any corruption/ malpractice related litigation with a govt. entity/ agency. The interested parties who have defaulted and/or faced criminal charges, proceedings or cases and they are in pending litigation with TDAP or any other government agency shall not be eligible to participate in the bidding process. The bidder shall have to submit affidavit to this effect on **Annex-II**.

##### **II. METHOD OF PROCUREMENT:**

Bidding will be conducted under rule 36(b) of the Public Procurement Rules, 2004 i.e. **Single stage Two Envelope Procedure**

##### **III. ELIGIBILITY CRITERIA:**

- i. The bidder must be Pakistan based Firm and registered with Income Tax and Sales Tax Authorities and on the Active Taxpayers list
- ii. The bidder must not be blacklisted by any government entity/agency (**Affidavit to be submitted on format at Annex-III**)

**IV. SUFFICIENCY OF TENDER:**

- i. Each bidder shall be deemed to have fully satisfied himself before submitting the Tender as to the correctness and sufficiency of this Tender and prices stated in the **Financial Bid Form (Annex-I)**, which prices, except in so far as it is otherwise expressly provided in the Conditions of the Contract, must cover all his obligations under the contract and all matters and things necessary for the proper completion of the project.
- ii. No bidders shall have the right to make any objection, excuse or claim about correctness and sufficiency of this tender by the TDAP.
- iii. The bidder need to authorize a representative under Authority Letter at **Annex-IV** to sign and submit all documents for the tender.
- iv. The bidder has to undertake that all the documents and information submitted are genuine and correct. They will have to submit the undertaking to this effect on the format at **Annex-V**.
- v. The bidder has to sign and submit integrity pact on the format at **Annex-VI** confirming their being not involved in any corrupt practices.

**V. VERBAL INSTRUCTIONS BE IGNORED:**

TDAP shall not assume any responsibility for information, interpretation and deduction, the Bidders may make from the date furnished by the TDAP. No verbal understanding, agreement or conversation with any officer, employee or agent of the TDAP, either before, during or after the execution of the contract, shall affect or modify any of the terms or obligations contained in the tender documents.

**VI. COST OF TENDERING:**

Bidders shall have no claim for reimbursement of any expenses of any kind whatsoever incurred in connection with the preparation and submission of their tenders.

**VII. INCOMPLETE TENDER:**

Incomplete or partially submitted bid shall be dealed non-responsive in terms of Public Procurement Rules.

**VIII. BID SECURITY:**

- i. The original tender (Technical Proposal) shall be accompanied by a bid security equivalent to Rs. 1,000,000/- (Rupees Ten Lac Only) and with minimum validity of 90 days in the form of Pay order/Demand Draft/ Bankers Cheque issued by a scheduled bank of Pakistan in favour of Accounts Officer, Trade Development Authority of Pakistan (TDAP). The bid security of the unsuccessful bidders will be



refunded/ returned after award of Contract and acceptance thereof by the selected bidder.

- ii. The Bid Security of the successful bidder will be returned when the bidder has furnished the required Performance Security.
- iii. The tender without bid security will not be considered and such bid will be rejected without any evaluation. Any reason/justification for non-submission of Bid Security, whatsoever may be, will not be accepted

**IX. SUBMISSION OF TENDER:**

The Bids/ Proposals can be delivered in person or by registered mail or through courier service at the following address:

**Muqarab Abbas, Assistant Manager, TDAP**  
Trade Development Authority of Pakistan  
3<sup>rd</sup> Floor, Block-A FTC Building Shahra e Faisal Karachi  
Email: muqarab.abbas@tdap.gov.pk

The bids must reach on or before the time and date given in the notice of tender, including ones sent through courier, at which time and place they will be opened in presence of the representative of the bidders, who may wish to be present

**X. TECHNICAL PROPOSAL:**

The Technical Proposal should contain all documents to substantiate their experience and qualification. However, minimum of following documents are required:

- a. A covering letter addressed to the Assistant Director (Agro & Food Division), categorically confirming that the agency fully meets the aforementioned Eligibility Criteria.
- b. Copy of the agency's certificate of incorporation
- c. Tax Registration Certificates of Bidder
- d. Qualification and Experience Documents as required in Technical Evaluation.
- e. Work Plan- Concept and timeliness.
- f. Detailed presentation (not more than 20 Minutes) on PR & Marketing and Promotion strategy
- g. Bid Security of **Rs. 1,000,000** in the form of Pay Order/ DD/ Banker's cheque in favor of Accounts Officer, Trade Development Authority of Pakistan, Karachi

***The proposal shall be declared substantially non-responsive if it fails to achieve the qualifying technical score of 70 Marks with at least 50% in each component.***

**XI. FINANCIAL PROPOSAL:**

- a. The Financial Proposal must be filled in on the format at **(Annex-I)** in Pak Rupees and printed on the letterhead of the bidder. All Payments will be made in Pakistan in Pak Rupees

- b. The Financial Proposal document duly signed on each page (Each correction also duly signed and stamped without any over writing) shall be sealed and clearly marked in an envelope.
- c. Only the name of the bidders and the total prices shall be announced by the TDAP at the time of the opening of the Financial bid/ Tender.
- d. In case of any calculation errors detected during scrutiny of the Bid, the unit rate quoted by the bidder shall be taken as final and the tender value would be corrected accordingly.

**XII. AWARD OF CONTRACT:**

- a. The contract shall be awarded to the most advantageous bid scoring 70% marks in Technical Bid with at least 50% in each component and financially low in price (in terms of Public Procurement Rules 2004 as amended in 2020)
- b. As explained in S. No. X above, an eligible bidder shall be required to score 70% in Technical proposal with at least 50% in each component to become substantially Responsive and for opening of Financial proposal.
- c. Once the TDAP has arrived at the decision, a written Letter of Award to the successful bidder (s) will be issued which shall also mention the accepted contract price. Thereafter, the successful bidder (s) will be required to furnish a formal Contract agreement duly signed on a judicial stamp paper of appropriate value in the prescribed form (**Annex-VII**) to the TDAP within three working days from the award of Tender. In case of failure of the bidder to do so, the bid security will be forfeited.

**XIII. PERFORMANCE GUARANTEE:**

The highest ranked bidder shall be required to submit a Performance Guarantee equivalent to 10% of the Contract amount within 10 days of the issuance of Letter of Award. The Performance Guarantee shall be, at the option of the bidder, in the form of Deposit at Call or a Bank Guarantee issued by a Scheduled Bank in Pakistan or from a foreign bank duly counter-guaranteed by a Scheduled Bank in Pakistan.

**BLACKLISTING:**

All the papers/documents and the information furnished by the bidder along with the bid and/or during the contract / tender execution must be genuine and true in the terms of their contents and that if established otherwise at any later stage during the processing of bid / execution of tender/contract, the company will be liable to blacklisting, besides other action that the authority might deem fit to take. The **affidavit on stamp paper of PKR 100/-** must be submitted alongwith the bid, on the prescribed proforma given at **ANNEXURE-V** of Tender Terms.

## SECTION-IV

### EVALUATION CRITERIA

**TECHNICAL EVALUATION:** The evaluation criteria for technical proposal will be as under:

S. No	Parameters against which technical evaluation shall be done	Scoring brackets	Total points allocated
<b>1.</b>	<b><u>COMPANY PROFILE</u></b>		<b><u>40</u></b>
<b>1.1</b>	<b><u>No. of Employees</u></b>		<b><u>10</u></b>
	More than 10 Employees on payroll	10	
	Between 5 to 9 Employees	05	
	Between 2 to 4 Employees	00	
	Less than 2 Employees – 0 Points	00	
<b>1.2</b>	<b><u>Relevant Qualification of Management and Team</u></b>		<b><u>15</u></b>
	Relevant to Designing especially with ref to Social Media management (Inclusion of Social media relevant & certified people, relevant certified people in the team	15	
	None of the designing or brand creation – 0 points	00	
<b>1.3</b>	<b><u>Business/ sales/ cash Turnover during last three years</u></b>		<b><u>15</u></b>
	Average of last three years 50 Million PKR and above	15	
	Average of last three years between 30 to 49 Million PKR	10	
	Average of last three years between 15 to 29 Million PKR	05	
	Average of last three years less than 15 Million PKR	00	
<b>2.</b>	<b><u>EXPERIENCE</u></b>		<b><u>40</u></b>
<b>2.1</b>	<b><u>Years of Experience in Social media marketing &amp; branding</u></b>		<b><u>20</u></b>
	More than 10 Years	20	
	Between 8-10 Years	15	
	Between 6-8 Years	10	
	Between 2 – 4 Years	05	
	Less than 2 years	00	
<b>2.1</b>	<b><u>Web portal Design, Operation and Maintenance</u></b>	<b><u>05</u></b>	<b><u>10</u></b>
<b>2.2.</b>	<b><u>Social Media Followership of your Company</u></b>		<b><u>05</u></b>
	<u>Social Media Following of the Company ≥ 20 k</u>	05	
	<u>Social Media Following of the Company ≥ 15 k</u>	03	
	<u>Social Media Following of the Company ≥ 10 k</u>	02	
<b>2.3</b>	<b><u>Clientele:</u></b>		<b><u>05</u></b>
	More than 20 MNCs and Leading National companies	5	
	Between 10 to 19 MNCs and Leading National companies	2.5	
	Between 5 to 9 MNCs and Leading National companies	1	
<b>3</b>	<b><u>RECOGNIZED AWARDS RECEIVED FOR PERFORMANCE DELIVERY</u></b>		<b><u>05</u></b>
<b>4</b>	<b><u>PRESENTATION ON: (20 MINUTES)</u></b>		<b><u>15</u></b>

	1. Overview & Company Profile 2. Work plan for FoodAg 2024 based on theme of sustainability and its linkage with industry viz-a-viz international demand 3. PR/PR & Marketing/Branding strategy regarding FoodAg2024 (including City Branding) and its theme (both local & international) 4. Past portfolio of events organized and feedback 5. Timelines and Deliverables (with measurable targets)		
	<b>TOTAL</b>		<b><u>100</u></b>

*Minimum Passing Marks are 70.*

**Note:**

**The Event & PR firm will be required to give a comprehensive presentation prior to the technical evaluation process. The final decision of technical qualification or disqualification of any firm will be made on the basis of their presentation.**

**FINANCIAL BID FORM****(To be printed on Letterhead of the Firm or Stamped)**

- a. **Name & Address of Bidder:** \_\_\_\_\_
- Telephone: \_\_\_\_\_
- Fax: \_\_\_\_\_
- Email: \_\_\_\_\_
- Sales Tax No. \_\_\_\_\_
- National Tax No. \_\_\_\_\_

- b. We are ready for Provision of services given in the scope of services for an accumulated fee in Pakistan Rs..... inclusive of Sales Tax in words ..... as per details given hereunder:

<b>DIGITAL MEDIA PROMOTION &amp; BRANDING- BOQ FOR FoodAg 2024</b>			
<b>Items Description</b>	<b>Quantity</b>	<b>Unit Rate</b>	<b>Total</b>
<b>A. Creative Digital Campaign planning, building and implementation</b>			
1) Development of the communications and PR & Marketing strategy and the overview of the implementation of the strategy for FoodAg 2024 as per actual. This should at least include: <ul style="list-style-type: none"> <li>a. Timelines and pre-defined deliverables with Predicted Engagement in coordination and approved by the TDAP Team for the FoodAg 2024 Digital Campaign within 15 days from award of the contract</li> <li>b. Content calendars &amp; publishing content on social media platforms using social media tools.</li> <li>c. Fortnightly reports dashboards or presentations to demonstrate the results of the digital PR &amp; Marketing campaign</li> <li>d. Analysis mechanism for campaign outcomes and show growth of followers and engagements on the various digital channels.</li> <li>e. Predefined KPI targets, such as total conversions and total leads generated (approx. 3.0 million targeted impressions).</li> <li>f. Monitor the performance of the FoodAg 2024 PR &amp; Marketing campaigns and optimize them over time. Use data analytics software tools like Google Analytics to</li> </ul>	Lump sum		

share web traffic generated and identify the best opportunities for increasing reach. This needs to be approved by TDAP			
<b>B. DESIGNING AND CONTENT CREATION (payment on actual basis:</b>			
Designing & printing of FoodAg2024 Brochures including Updation of product brochures as per actual	30	Per brochure	
Design and Develop digital media posts as per actual	1000	Per Design	
Develop Official teaser for FoodAg2024 with relevance to FoodAg2024 theme and Pakistan agro & food sector's place in the global supply chain and as a potential food basket for the world as per actual	16	Per Teaser	
Design invites, and other relevant promotional materials for sideline events (soft launch, curtain raiser, inaugural dinner & sideline shows) as per actual	06	Per design	
Updation of digital product videos as per actual	30	Per video	
Designing & printing of standees for FoodAg 24 as per actual	15	Per design	
<b><u>Media Engagement</u></b>			
LinkedIn: B2B and B2G involvement	Minimum 2 posts per week from 1 <sup>st</sup> of March & 3 posts per day from 1 <sup>st</sup> of July	Lump sum	
Twitter : B2B and B2G engagement (e.g. clicks, likes, retweets, replies, mentions, direct messages, website visits, lead generation, etc.)	Minimum 3 posts per week from 1 <sup>st</sup> of March & 3 posts per day from 1 <sup>st</sup> of July	Lump sum	
Facebook posts- videos and other approved designs (boosters to be billed at actual)	2 posts per week from 1 <sup>st</sup> of March & 2 posts per day from 1 <sup>st</sup> of July	Lump sum	
Instagram posts- Videos and other approved designs (boosters to be billed at actual)	2 Posts per week from 1 <sup>st</sup> March from & 2	Lump Sum	

	posts from 1 <sup>st</sup> of July		
Up gradation and operation of FoodAg Website till 15 <sup>th</sup> August 2024	Lump Sum		
Run (targeted country-specific) YouTube ads for reaching out to the international FoodAg2024 audience		Lump sum	
<b><u>Attendance of Digital Media International Bloggers/ Influencers (350k followers or above) as per actual</u></b> <ul style="list-style-type: none"> <li>Ensuring presence and coverage of the FoodAg event by an approved list of Digital Media Blogs/ Agencies</li> </ul>	05	Per blogger/ influencer	
<b><u>Coverage (including Live) of Soft Launch (1 day) and on Event (3days) as per actual</u></b> <ul style="list-style-type: none"> <li>Social Media Coverage of FoodAg2024 on all the FoodAg2024 Official Accounts</li> <li>Conduct, Record, Edit and Publish the interviews of major stakeholders and visitors of the Event on all event days including Soft Launch/Curtain Raiser or sideline events for the promotion of FoodAg2024</li> <li>Pictorial and Video end-to-end coverage of the Event, Pictorial and Video graphics on all event days including sideline events</li> </ul>	4 days	Complete coverage/ day	
<b>C. POST-EVENT SERVICES</b>			
<b>a.</b> Record, Edit, Produce and Publish the Event Highlight Video <b>b.</b> Prepare Post Event Content for TDAP social media and digital magazines <b>c.</b> Event Album to be edited and published on Official FoodAg 2024 SM Accounts <b>d.</b> A compact file of all raw and refined data (Photos+ Videos) to be provided in a hard drive to the team FoodAg after the event <b>e.</b> Reports on: <ul style="list-style-type: none"> <li><b>i.</b> Media Monitoring Report of all the content, news, published blogs of FoodAg</li> <li><b>ii.</b> Paid Ad Campaign Evaluation Report</li> <li><b>iii.</b> Overall FoodAg PR Report with ROI</li> </ul> <b>f.</b> Liaison of the agency with TDAP of FoodAg throughout the process			Lump sum
<b>TOTAL</b>			

Cumulative total bid with taxes shall count towards financial evaluation.			
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- c. We shall abide by all the terms and conditions of the tender.
- d. We understand that in case of any difference of quoted price in words and digits , any such arithmetical errors will be rectified on the following basis:

If there is a discrepancy between the unit price and total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If there is a discrepancy between the words and figures the amount in words shall prevail. If there is a discrepancy between the Total Bid price entered in Form of Bid and the total shown in Schedule of Prices-Summary, the amount stated in the Form of Bid will be corrected by the Employer in accordance with the Corrected Schedule of Prices.

e.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

CNIC No. \_\_\_\_\_(copy  
enclosed)

Date: \_\_\_\_\_

Stamp: \_\_\_\_\_



**ANNEXURE-II**

**ON STAMP PAPER OF PKR.100/-**

**AFFIDAVIT ON DECLARATION OF NO DEFAULT OR LITIGATION**

I/We \_\_\_\_\_, resident of/having office at \_\_\_\_\_, Holding CNIC/National ID/Company Registration No. \_\_\_\_\_ and passport no. \_\_\_\_\_ (where applicable).

1. That the company or BOD Member have fulfilled their previous contractual obligations with TDAP before Tender opening date.
2. The company/bidder has not defaulted and/or faced criminal charges, proceedings or cases and they are pending litigation with TDAP or any other Government/Autonomous bodies.
3. That whatever is stated above is true and correct to the best of my/our knowledge and belief.

DEPONENT(S)

Messrs. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Official Stamp

Solemnly affirmed before me on this \_\_\_\_\_ day, by the deponent(s) named above with whose identity I am satisfied on the basis of his/her/their CNIC/passport.

**COMMISSIONER FOR TAKING AFFIDAVITS**

**ANNEXURE-III**

**ON STAMP PAPER OF PKR.100/-**

**(AFFIDAVIT ON COMPANY NON-BLACKLISTED)**

I/We \_\_\_\_\_, resident of/having office at \_\_\_\_\_,  
Holding CNIC/National  
ID/Company Registration No. \_\_\_\_\_ and passport no.  
\_\_\_\_\_ (where applicable).

1. That either the company or his member BOD has never been black listed by TDAP or any Government department/autonomous body.
2. That whatever is stated above is true and correct to the best of my/our knowledge and belief.

DEPONENT(S)

Messrs. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Official Stamp

Solemnly affirmed before me on this \_\_\_\_\_ day, by the deponent(s) named above with whose identity I am satisfied on the basis of his/her/their CNIC/passport.

**COMMISSIONER FOR TAKING AFFIDAVITS**

(To be printed on the letterhead of the Bidder)

**REPRESENTATIVE AUTHORITY LETTER**

We hereby certify that M/s \_\_\_\_\_ with their head office located at \_\_\_\_\_ have been appointed to act as our Representatives for TDAP PR Tender No..... dated .....and given full authority to purchase tender documents, submit offers, negotiate and sign contracts and other documents on our behalf.

2. In case of any litigation and/or arbitration between TDAP and us, summons or any other legal process served on the above Representative shall be admitted and held as valid as if served upon us.

\_\_\_\_\_  
\_\_\_\_\_

<Name>

Designation authorized One

<Name>

Designation Authorized Signatory Two

**ON STAMP PAPER OF PKR.100/-**

**AFFIDAVIT ON GENUINENESS OF DOCUMENTS**

I/We \_\_\_\_\_ son/daughter/wife of \_\_\_\_\_, resident of/having office at \_\_\_\_\_, Holding CNIC bearing no. \_\_\_\_\_ and passport bearing no. \_\_\_\_\_.

1. That all the papers/documents and information furnished to the Trade Development Authority of Pakistan in Tender No..... dated .....,are true and genuine. If, at any time, any information or document is found false or incorrect, I/We shall be liable for blacklisting under TDAP's blacklisting procedure, besides any other action which the TDAP may take under the law.
2. That whatever is stated above is true and correct to the best of my/our knowledge and belief.

DEPONENT(S)

Messrs \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Official Stamp

Solemnly affirmed before me on this \_\_\_\_\_ day, by the deponent(s) named above with whose identity I am satisfied on the basis of his/her/their CNIC/passport.

**COMMISSIONER FOR TAKING AFFIDAVITS**

**(INTEGRITY PACT)**

**DECLARATION OF FEES, COMMISSION AND BROKERAGE ETC. PAYABLE BY THE  
SUPPLIERS OF GOODS, SERVICES & WORKS IN CONTRACTS**

Contract No. \_\_\_\_\_ Dated \_\_\_\_\_

Contract Value: \_\_\_\_\_

Contract Title: \_\_\_\_\_

..... [name of Supplier] hereby declares that it has not obtained or induced the procurement of any contract, right, interest, privilege or other obligation or benefit from Government of Pakistan (GoP) or any administrative subdivision or agency thereof or any other entity owned or controlled by GoP through any corrupt business practice.

Without limiting the generality of the foregoing, [name of Supplier] represents and warrants that it has fully declared the brokerage, commission, fees etc. paid or payable to anyone and not given or agreed to give and shall not give or agree to give to anyone within or outside Pakistan either directly or indirectly through any natural or juridical person, including its affiliate, agent, associate, broker, consultant, director, promoter, shareholder, sponsor or subsidiary, any commission, gratification, bribe, finder's fee or kickback, whether described as consultation fee or otherwise, with the object of obtaining or inducing the procurement of a contract, right, interest, privilege or other obligation or benefit in whatsoever form from GoP, except that which has been expressly declared pursuant hereto.

[name of Supplier] certifies that it has made and will make full disclosure of all agreements and arrangements with all persons in respect of or related to the transaction with GoP and has not taken any action or will not take any action to circumvent the above declaration, representation or warranty.

[name of Supplier] accepts full responsibility and strict liability for making any false declaration, not making full disclosure, misrepresenting facts or taking any action likely to defeat the purpose of this declaration, representation and warranty. It agrees that any contract, right, interest, privilege or other obligation or benefit obtained or procured as aforesaid shall, without prejudice to any other rights and remedies available to GoP under any law, contract or other instrument, be voidable at the option of GoP.

Notwithstanding any rights and remedies exercised by GoP in this regard, [name of Supplier] agrees to indemnify GoP for any loss or damage incurred by it on account of its corrupt business practices and further pay compensation to GoP in an amount equivalent to ten times the sum of any commission, gratification, bribe, finder's fee or kickback given by [name of Supplier] as aforesaid for the purpose of obtaining or inducing the procurement of any contract, right, interest, privilege or other obligation or benefit in whatsoever form from GoP.

Name of Buyer: .....

Signature: .....

[Seal]

Name of Seller/Supplier: .....

Signature: .....

[Seal]

**FORM OF AGREEMENT**  
**(TO BE PRINTED ON STAMP PAPER)**

This Agreement is made at ....., on this ..... day of .....2024

**BETWEEN**

**TRADE DEVELOPMENT AUTHORITY OF PAKISTAN, KARACHI** having its office located at 3<sup>rd</sup> and 5<sup>th</sup> Floor of Block-A, FTC Building Shahra e Faisal Karachi through Director General (Agro & Food Division) (herein after referred to as 'TDAP' which expression shall include its successor-in-interest, executors and administrators, legal representative and assigns) of the **FIRST PART**.

**AND**

**M/s.....and M/s .....**, having its principal office at ..... through its....., (hereinafter referred to as 'SERVICE PROVIDER' which expression shall include its successor-in-interest, executors, administrators, legal representative and assigns) of the **SECOND PART**.

1. Whereas SERVICE PROVIDER is qualified to perform the work/ jobs mentioned in the Tender Documents (detailed above) issued regarding provision of Services on the Basis of which M/s..... has been selected as the successful bidders and that such performance will be in furtherance of organization of FoodAg2024 being held from 9th-11th August, 2024.

2. The Tender Document No.....dated..... as well as the Letter of Award issued by the TDAP, stating the contract price as Rs\_\_\_\_\_ (Rupees\_\_\_\_\_ only), shall be deemed to form and be read and considered as part of this agreement:

- a) Technical Proposal
- b) Scope of Work
- c) Instruction to Bidders/General Terms & Conditions
- d) Bid Form
- e) Form of Agreement
- f) Integrity Pact

3. Now, THEREFORE, in consideration of the mutual covenants set forth herein and intending to be legally bound, to honor these covenants, the parties hereto agree as follows:

**3.1 SERVICE PROVIDER:**

- 3.1.1 The SERVICE PROVIDER is awarded the services of PR & PR & Marketing Solution to carry out the works as per scope given in clause ..... for .....of FoodAg2024 and to be responsible for the provision of services as per scope of work given in the Tender Document.

### **3.2 CONTRACT PERIOD AND TERMINATION CLAUSE:**

- 3.2.1 This contract covers the period from the date of signature of this contract till the completion of event and conditions rendered under this contract;
- 3.2.2 Signing of this contract: ....., 2024;
- 3.2.3 Expected duration of Event: August 9<sup>TH</sup>-11<sup>TH</sup>, 2024;
- 3.2.4 This contract may be terminated by TDAP at any time by giving Fifteen (15) days' notice to the SERVICE PROVIDER. However it (the contract) may immediately be terminated by TDAP if:
  - a. The SERVICE PROVIDER breaches any of its obligations under this contract or fails to provide services as specified under this contract and the SERVICE PROVIDER has failed, after Fifteen (15) days' notice of such breach to address the same; or
  - b. The SERVICE PROVIDER has committed an act of bankruptcy.
- 3.2.5 Upon termination of this contract as stated above, TDAP shall release remunerations till the time of termination to the SERVICE PROVIDER.

### **3.3. PAYMENT TERMS:**

- 3.3.1 **All the payments shall be made in Pakistan in PKR and as per payment terms given in the Tender Document No.....dated.....**

### **3.4. OBLIGATIONS OF TDAP:**

- 3.4.1 As per Tender document

### **3.5. OBLIGATIONS OF SERVICE PROVIDER**

- 3.5.1 The SERVICE PROVIDER shall provide TDAP with relevant services as mentioned in the Tender Document No.....dated..... carefully and diligently by utilizing professional skills according to the relevant Laws and requirements of this contract.
- 3.5.2 Without the prior written approval from TDAP the SERVICE PROVIDER shall not transfer its rights or obligations under this Contract nor entrust, license or subcontract the services under this contract, except for using the services of the Creative Agency identified to and approved by TDAP under the Tender Documents.
- 3.5.3 The SERVICE PROVIDER shall ensure that it has authentic and effective qualification to provide services during the term of this contract.
- 3.5.4 The SERVICE PROVIDER shall ensure transparent and efficient delivery of assignment during FoodAg 2024.

### **3.6 SERVICE GUARANTEE OF SERVICE PROVIDER**

- 3.6.1 The SERVICE PROVIDER shall not connect the service under this contract with any other products or services.
- 3.6.2 The SERVICE PROVIDER shall not use Licensed Symbols or any other logos, symbols, slogans or titles without prior permission of TDAP. However, Licensed Symbols in any way which is inconsistent with the requirements of FoodAg 2024 shall not be used.
- 3.6.3 The SERVICE PROVIDER warrants that its services are in line with the relevant Environmental Protection Standards of Pakistan and the relevant requirements of FoodAg 2024.
- 3.6.4 The SERVICE PROVIDER warrants that the labor conditions for its employees shall be in accordance with the applicable laws and relevant industrial standards.
- 3.6.5 The SERVICE PROVIDER warrants that when exercising its rights and performing its obligations under this contract, the SERVICE PROVIDER shall comply with all applicable rules, regulations guidelines and notifications issued from time to time.
- 3.6.6 The SERVICE PROVIDER shall submit a Performance Guarantee equivalent to 10% of the Contract amount within 8 days of the issuance of Letter of Award. The Performance Guarantee shall be, at the option of the Service Provider, in the form of Deposit at Call or a Bank Guarantee issued by a Scheduled Bank in Pakistan or from a foreign bank duly counter-guaranteed by a Scheduled Bank in Pakistan.

### **3.7 CONFIDENTIALITY**

- 3.7.1 TDAP and the SERVICE PROVIDER shall keep confidential all documents and information involving TDAP which may be obtained in the course of performing this contract, whatever their form and whatever the methods by which they are obtained, except to the extent already known or in the public domain, or later disclosed by a third party not in violation of any confidentiality agreement or later required to be disclosed by a court of competent jurisdiction, government organization or stock exchange (“Confidential Information”) or profited to any other authorized subcontractor on need-to-know basis.
- 3.7.2 The parties agree to use Confidential Information only for the purpose of executing this contract and shall not disclose, use or authorize any third party to use all or any part of the confidential information for any other purpose without the permission for TDAP

### **3.8 INTELLECTUAL PROPERTY:**



- 3.8.1 The intellectual property rights of any works and/or service products created or produced by the SERVICE PROVIDER when performing the obligations under this Contract shall belong to TDAP.
- 3.8.2 Each party guarantees to the other that they shall not be confronted with any requests, claims or objections from any third party with regard to the intellectual property rights used in the pavilion, if use of such intellectual property right was in conformity with the provision this agreement.
- 3.8.3 The parties agree and acknowledge that the Licensed Symbols or the intellectual property of FoodAg 2024 embodies in the works and/or service products of this Contract shall not be considered as licensed in any form to the SERVICE PROVIDER or TDAP which is the sole rights holder of such intellectual property.

### **3.9 MUTUAL OBLIGATIONS / COPYRIGHTS**

- 3.9.1 Within the scope of this Contract, the parties agree to support each other in reaching the mutually beneficial success of FoodAg 2024 and provide communication structures to maintain an efficient exchange of relevant information.
- 3.9.2 The copyright of the products of this Contract belongs to TDAP, and the right of authorship by the SERVICE PROVIDER is asserted. After the end of FoodAg 2024, the presentation of the Pavilion may be used by both parties for internal PR & Marketing and similar purposes, and mention of the other party and their role is accepted. The SERVICE PROVIDER shall be allowed to use the presentation of the Pavilion only to portray the works done by the SERVICE PROVIDER.

### **3.10. DISPUTE RESOLUTION/ ARBITRATION (Rule 49 PPRA 2004) :**

- 3.10.1 Should any dispute of difference of any kind whatsoever arise between the parties herein, the matter in question shall be settled amicably. On occurrence of any dispute, the affected party immediately conveys to the other party his reservations/disputed matter and the other party shall formally consider the request. If the dispute still remains unsettled, the aggrieved party can avail other remedies.

### **3.11 FORCE MAJEURE:**

- 3.11.1 Neither party shall be considered to be in default or in breach of its obligations under the Contract if the performance of such obligations is prevented by any event of force majeure arising after the date hereof.
- 3.11.2 The term “force majeure” means acts of God, strikes, lock-outs or other industrial disturbances, acts of the public enemy, wars whether declared or not, blockades, insurrection, riots, terrorism, epidemics, landslides, earthquakes, storms, lightening, floods, washout, civil disturbances, exposition and any other

similar unforeseeable events which are beyond the parties' control and cannot be overcome by due diligence.

### **3.12 MISCELLANEOUS:**

- 3.12.1 The parties agree that the validity and interpretation of this contract shall be in accordance with the Laws of Pakistan. For the resolution of all disputes which cannot be settled by the parties, the parties shall submit to the exclusive jurisdiction of the court in Pakistan.
- 3.12.2 This contract shall be executed in English by both parties.
- 3.12.3 All relevant documents under this contract shall be in English.
- 3.12.4 The appendices of this contract shall be an integral part hereof and shall have the same legal effect as the text of this contract itself.
- 3.12.5 Any modification and/or change of the contract scope of work, adjustment of service fees or any other terms of this contract, if any, shall be legally binding only if made by written agreement signed by the parties.
- 3.12.6 This contract contains the entire agreement between the parties and supersedes any and all previous understanding and agreements between the parties concerning the same subject matter.

### **3.13 PENALTY:**

- 3.13.1 In addition to the right of TDAP to invoke risk purchase clause and without prejudice to any other rights and /or remedies the TDAP may have hereunder or at law, the TDAP shall have to right to blacklist the Service Provider and his/her team, if:
  - a. The SERVICE PROVIDER breaches any of their obligations under this contract or fails to provide services as specified under this contract.
  - b. The damage is caused to the TDAP due to any negligent and malafide acts omissions/commission on part of the Service Provider and/or its employees and agents with reference to services provided under this contract.

### **3.14 RISK PURCHASE CLAUSE:**

- 3.14.1 In case of breach of any terms and conditions of this Contract, TDAP shall be at liberty to procure the services from some other source and any extra payment made in this respect will be charged from the SERVICE PROVIDER and /or adjusted against it dues and the SERVICE PROVIDER will be liable to compensate TDAP against any/all damages/extra costs accruing to TDAP in this context: In witness whereof the parties have caused this Contract to be executed as of the date first above written sign stamp.

### **3.16 NOTICES**

Any and all notices and communications in connection with this contract shall be addressed as follows:

To  
 Director General (Agro & Food Division), Trade Development Authority of Pakistan  
 5<sup>th</sup> floor Block-A, FTC Building Shahr-e Faisal Karachi  
 Tel: 021- 99206480  
 Ext: 106  
 Email: athar.khokhar@tdap.gov.pk  
 To The SERVICE PROVIDER

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FOR AND ON BEHALF OF  
**THE SERVICE PROVIDER**

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FOR AND ON BEHALF OF  
**THE TDAP**

(SEAL)

( SEAL)

Signed and delivered by <b>the SERVICE PROVIDER</b> above named in the presence of:	Signed and delivered by <b>the TDAP</b> above named in the presence of:
<b><u>WITNESSES:</u></b>	<b><u>WITNESSES:</u></b>
1. _____	1. _____
2. _____	2. _____