

Request for Proposal

SERVICES OF PR & MARKETING FIRMS REQUIRED FOR PROMOTION OF FOODAG-2024

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 first international agro food related event to be held from **9th-11th 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 and 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. 10, 00,000/- (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), 3rd Floor, Block-A, FTC Building, Shahrah-e-Faisal, Karachi on or before 2:00 P.M. on **4th 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,
3rd Floor, Block-A, FTC Building, Shahrah-e-Faisal, Karachi
Email: muqarab.abbas@tdap.gov.pk

