



Government of Pakistan
Ministry of Commerce
Trade Development Authority of Pakistan



Request For Proposal (RFP)
Services of firms specializing in PR & Marketing required for
Pakistan's participation in Expo 2025, Osaka
13th April-13th October, 2025

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SECTION-I
REQUEST FOR PROPOSAL



**Government of Pakistan
Ministry of Commerce
Trade Development Authority of Pakistan**



No. TDAP-1(3)/DD/EXPO/OSAKA/2025

Request for Proposal

Hiring of Services of firms specializing in PR & Marketing required for Pakistan's participation in Expo 2025, Osaka (13th April-13th October, 2025)

Trade Development Authority of Pakistan (TDAP), invites Request for Proposal (RFP) of well reputed and experienced PR & Marketing Firm to provide integrated PR & Marketing services for Expo 2025, Osaka, Japan (13th April-13th October, 2025)

2. The detailed bidding document containing scope of work, terms and conditions, method of procurement, procedure for submission of bids, bid security, bid validity, opening of bid, evaluation criteria, clarification / rejection of bids etc. are available for the interested bidders at PPRA EPADS website (<https://eprocure.gov.pk/>) at the cost of PKR 2,000/- in the form of pay order in the favor of TDAP.
3. **Single Stage Two Envelope** Procedure will be used for open competitive bidding. Interested Individuals/ Firms will submit their sealed bids comprising a single package containing two separate envelopes. Each envelope shall contain separately the 'financial' and 'technical' proposals which will be clearly mentioned in bold and legible letters on respective envelopes to avoid any confusion. Moreover, the technical and financial proposals must also be submitted on EPADS
4. Sealed Request for Proposals, prepared in accordance with the instructions in the bidding documents, must reach at the office of the Assistant Director, Trade Development Authority of Pakistan (TDAP), Headquarters, Karachi (5th Floor, FTC Building, Shahrah e Faisal, Karachi) before **11:30 A.M. on 11th July, 2024**. Moreover, the technical and financial proposals must also be submitted on EPADS by 11th July 2024, at 11:30 AM too. Technical Bids will be opened the same day at **12:00 P.M.**
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.

**Muhammad Ahmed Khan
Assistant Director (Osaka Expo 2025)**

Trade Development Authority of Pakistan

Ministry of Commerce, Government of Pakistan

5th Floor, FTC Building, Shahrah e Faisal, Karachi

Tel:021-9925810 Email: ahmed.khan@tdap.gov.pk

SECTION-II

SCOPE OF WORK

Scope of Work

Introduction to the Event:

Trade Development Authority of Pakistan (TDAP), is a Federal Government Organization working under administrative control of the Ministry of Commerce. TDAP has been entrusted with responsibility to represent Pakistan at World Expo 2025, Osaka scheduled from 13th April till 13th October, 2025 at Osaka, Japan. The theme of the Expo 2025, Osaka is “Designing Future Society for Our Lives,” and the sub-themes are “Saving Lives” “Empowering Lives” and “Connecting Lives”. Through its participation, TDAP aims to represent Pakistan internationally at World Expo 2025, Osaka as a futuristic nation by aligning its products/services with the SDGs and promoting local enterprises, e-commerce, product sophistication, creativity & technological advancements. The exhibition will be a six months long display of products/services/virtual display with a blend of commercial and promotional activities. It will involve showcasing of Pakistani products as per the theme and sub-theme of the exhibition. The exhibition will consist of an exquisite display through a thematic composite (53 sqm.), of high-end product range/services from Pakistan and an additional space of 15 sqm for commercial activities. Besides, a virtual Expo will also be managed by the organizers of Expo 2025, providing the participants with a virtual space to showcase the potential of their respective nations.

For this purpose, TDAP intends to hire services of reputable and experienced PR & marketing firms duly registered with concerned tax authorities and relevant legal entities to provide PR & marketing services for Pakistan’s participation in Expo-2025 Osaka, subject to terms & conditions specified in the Bidding Document.

Scope of Work

The PR & Marketing Firm shall be responsible to generate a high level of interest amongst the international audience to visit Pakistan Pavilion at Expo site, Osaka as well as Pakistan’s virtual space provided by the organizers, during the 6-month duration of the Expo. The Agency shall remain associated with the project till its conclusion, as per contract. The agency shall work in coordination with team TDAP and Individual Curator/Curator company hired for the Project

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

A. Brand/ Identity Creation, Communication Designing & Content Development:

- i. Development of PR & Marketing material for Pakistan Pavilion in coordination with the Individual Curator/Curator company hired for the Project and TDAP team
- ii. Develop Designs (Logo + Applications) & key messages
- iii. Development of Information Designs (Wayfinding, Directional, Fascia, & Signage)
- iv. Development of Interactive Design (Videos, Cinematics, Interactive graphics etc) for virtual expo, web, electronic and other social media and electronic media
- v. Media Relations (development of content & execution) in association:
 - a. Press Conferences & press releases in Pakistan & Japan

- b. Interviews and Media Tours etc. in Pakistan & Japan
 - c. Media coverage of the pavilion; including tours of the pavilion during specified visits
 - d. Newsletters in Pakistan & Japan
- vi. Design Pamphlets, information brochures/ leaflets under guidance of the Individual Curator/Curator company and development of written content detailing the exhibits at display in Pakistan Pavilion (exhibit and commercial space)
 - vii. Designing of Ambient Communication (BillBoards, Hoarding, Streamers etc)
 - viii. Designing of Stage Backdrops for National Day (14th August) different Side events
 - ix. Design Digital Communication (Banners, posts, Flags etc)

B. Web Page, Social Media Branding, virtual expo, Operation and continuous updation:

- i. Design, develop and Operate web page and continuously update content
- ii. Design, develop the material for Virtual Expo Mobile App/ Applications and continuously coordinate with organizers to update the content
- iii. Design, Develop and Operate FB page, Twitter account, Instagram, blogs and any other social media platforms available and continuously update content
- iv. Dovetail Pakistan's communication strategy with overall marketing activities of Expo2025
- v. Any other related assignment

SECTION-III

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

INSTRUCTIONS TO BIDDERS

SERVICES OF PR & MARKETING FIRM REQUIRED

GENERAL TERMS AND CONDITIONS

GENERAL TERMS:

- a) Trade Development Authority of Pakistan (hereinafter referred as "TDAP") invites proposals/bids from reputable and experienced PR & Marketing Firm to provide integrated solution for PR & Marketing for Pakistan's Participation in Expo 2025, Osaka.
- b) Only qualified and experienced professionals (Individuals through consortium/Consultants) registered with concerned authorities are eligible to submit bids to the TDAP for the work mentioned in scope of work.
- c) Single Stage Two Envelope Procedure will be used for selection under Quality and cost based selection method in accordance with Public Procurement Rules.
- d) Bids shall be prepared and submitted to the TDAP strictly in accordance with the instructions set forth herein.
- e) Interested Individuals / Companies will submit their sealed bids comprising a 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.
- f) The contract shall be awarded on the basis of Quality and cost method based on 70% weightage for technical bid and 30% weightage for financial bid.
- g) All entries in the tender are to be made in ENGLISH LANGUAGE. Corrections etc. shall be signed by the authorized person.
- h) The rate should be written in Bid Form (Appendix 'B') in figures (inclusive of Taxes); 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.
- i) The Team/Consultants shall be stationed in Pakistan. The Team /Consultants may be required to depute its team at Osaka, Japan and at Pakistan simultaneously, to execute the contract.

- j) The Interested Parties (IP) who have been defaulter and/or in litigation with TDAP or any other government organization at any time, shall not be eligible to participate in the bid. Besides, IP should not have faced any criminal charges, proceedings or cases **(Individual/Company shall have to submit an affidavit to this effect)**.
- k) The Team/Consultant will be required to give a comprehensive presentation for technical evaluation purposes.

ELIGIBILITY CRITERIA:

This tender invitation is open to all bidders/firms in Pakistan fulfilling the following eligibility criteria:

- a) The bidder must possess valid registration/ trade licenses with concerned authorities in Pakistan.
- b) The bidders under a declaration of ineligibility for corrupt and fraudulent practices issued by any Government (Federal, Provincial or Local) or a public sector organization of Pakistan are NOT ELIGIBLE. The firm must provide an undertaking as required to this effect.
- c) The bidder should not be involved in litigation with any Government department of Pakistan. The firm must provide an undertaking as required to this effect.
- d) The bidder should have relevant experience of providing curation services in Pakistan/abroad. Reference/ details to be provided in the technical proposal
- e) Should be Pakistan Based.

SUFFICIENCY OF TENDER:

- a) Each bidder shall be deemed to have fully satisfied itself before submitting the Tender as to the correctness and sufficiency of this Tender and prices stated in the Bid Form (Appendix 'B'), which prices, except in so far as it is otherwise expressly provided in the Conditions of the Contract, must cover all their obligations under the contract and all matters and things necessary for the proper completion of the project.
- b) No bidders shall have the right to make any objection, excuse or claim about correctness and sufficiency of their tender by the TDAP.

VERBAL INSTRUCTIONS BE IGNORED:

TDAP shall not assume any responsibility for information, interpretation and deduction, the Bidder 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 Document.

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.

INCOMPLETE TENDER:

Incomplete or partially submitted bids shall be liable for rejection by the TDAP.

BID SECURITY:

- a) The original tender shall be accompanied by a bid security equivalent to 2% of the financial bid and with minimum validity of 30 days, in the form of Pay Order/Demand Draft/Bankers Cheque issued by a scheduled bank of Pakistan in favor of TDAP. The bid security of bidders will be refunded after award of Tender and acceptance thereof by the responsive bidder.

- b) 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.

SUBMISSION OF TENDER:

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

ASSISTANT DIRECTOR (EXPO-2025 CELL)

Trade Development Authority of Pakistan

5th Floor, Block-A FTC Building

Shahrah e Faisal, Karachi

Ph No. 021-9925810

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.

TECHNICAL BID:

A proposal shall be rejected if it does not respond to important aspects of the RFP, or if it fails to achieve the qualifying technical score (70 marks) as indicated in the Data Sheet. The Technical Proposal should contain minimum of following documents:

- a) A covering letter addressed to the ASSISTANT DIRECTOR (EXPO 2025 CELL) TDAP, categorically confirming that Individuals/Company fully meet the aforementioned Eligibility Criteria. Any shortcoming in meeting any of the critical criteria must be clearly stated.
- b) Copy of the Agreement forming Consortium of Consultants or Incorporation Certificates (in case of company).
- c) Copy of NTN registration in case of Company/Individuals.
- d) Copies of Qualifications and Experience.
- e) Detailed presentation including approach & methodology and competency of the Company/Individual as mentioned in the Data Sheet;
- f) Bid Security of 2% of quotation 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

FINANCIAL BID:

- a) The Financial Bid must be filled in on the format at Appendix 'B' printed on the letterhead of the applying Firm/Company.
- b) Financial Bid should also contain the Tender Document duly signed on each page (each of correction also duly signed and stamped without any overwriting) along with the prescribed bid security shall be sealed and clearly marked in an envelope and delivered in person or by registered mail or through courier service to the TDAP Karachi address.
- c) The bids must reach on or before the time and date given in the notice of tender at which time and place they will be opened in presence of the representative of the bidders, who may wish to be present. Only the name of the bidders and the total prices shall be announced by the TDAP at the time of the opening of the tenders.
- 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, if applicable.

AWARD OF CONTRACT:

- a) The contract shall be awarded on Quality and cost Based Selection Method to the bidder with 70% weightage of Technical Proposal and 30% weightage of Financial Proposal.
- b) A combined evaluation of the Technical and Proposal will be done to ascertain the highest ranked bid as per following formula:
 - i. Weightage of Technical Proposal Score: 70%
 - ii. Weightage of Financial Proposal Score: 30%

The substantially responsive bid which has the lowest financial quote will get full marks for the Financial Proposal and the next higher will accordingly get a lower score for the same and so on.

Formula for calculating Financial Proposal Score:

(Lowest bid amount divided by bid amount of bidder) x 30 = Score of

Financial Proposal (lowest will get full 30 score)

Highest Ranked bid = (Technical evaluation score) x 0.7 + Financial Proposal score

- 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 Agreement duly signed on a judicial stamp paper of appropriate value in the prescribed Form of Agreement (Appendix 'C') to the TDAP within three working days from the Award of Tender. In case of failure of the bidder(s) to do so, the bid security will be forfeited.

PERFORMANCE GUARANTEE:

The most advantageous bidder (after calculation of 70% technical weightage and 30% financial weightage) shall be required to submit a Performance Guarantee equivalent to 10% of the Contract amount within 28 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 or an insurance company having at least AA rating from PACRA/JCR in favor of the Employer valid for a period 30 days beyond the Event conclusion date.

PAYMENT TERMS:

- a) All payments shall be made in PKR on the project basis after deduction of applicable taxes as per payment schedule (completion of task is subject to approval by TDAP):

- i. 10% on presentation of complete media strategy including logos, social media handles, web portal etc
- ii. 10% on launch of media campaign
- iii. 10% on finalization of content for virtual expo
- iv. 20% after every 2 months of Expo 2025 (60% in total for 6 months)
- v. 10% upon closing of Expo 2025

b) All the payments will be made in the form of payees cheques.

SECTION-IV
EVALUATION CRITERIA

EVALUATION CRITERIA:

This is quality and cost based procurement procedure minimum qualifying marks for the technically responsive bidder shall be 70% whereas contract shall be awarded to the most advantageous bidder calculated as 70% weightage of Technical Proposal and 30% weightage of Financial Proposal. The Company/Individual must have been in operation for minimum of 07 years as on the date of issuance of this RFP in designing/production of creatives/commercials for various media, including print, TV, Radio online, outdoor etc as well as publicity material including brochures, posters, maps calendars etc

DATASHEET FOR TECHNICAL EVALUATION:

Sr No	Particulars	Max. Marks
01	A. Qualification and Experience: (Relevant documents to be submitted)	55
	Qualification: i. Relevant to Designing – 05 points ii. Relevant to Brand creation or Designing – 03 points iii. None of the designing or brand creation – 0 points	05
	Experience & Clientele: i. No. of work experience in the relevant field a) More than 10 years’ experience--- 10 points b) Between 07-10 years’ experience---07 points c) Between 05-07 years’ experience---05 points d) Less than 05 years’ experience--- 02 points ii. No. of clientele (national + international) a) More than 20 MNCs/Listed Companies in any trade- 10 Points b) Between 15-19 MNCs/Listed Companies in any trade-07 Points c) Between 10-14 MNCs/Listed Companies in any trade-05 Points d) Less than 10 MNCs/Listed Companies in any trade-02 Points	10
	iii. Turnover of the firm a) More than PKR 50 million—05 points b) Between PKR 30-49 million—03 points c) Between PKR 10-29 million—02 points	05

	<p>d) Less than PKR 09 million— 01 point</p> <p>iv. Experience of Brand creation, PR and Marketing</p> <p>a. Identity development/ brand creation for international businesses (MNC) – 08 Points</p> <p>b. Identity development/ brand creation for local Business – 05 Points</p> <p>c. Web portal Design, Operation and Maintenance -07 Points</p> <p>d. Social Media outreach, including trend setting– 05 points</p>	25
02	B. Presentation	45
	<p>i. Concept</p> <p>ii. Proposed Work Plan</p>	25 20
TOTAL SCORE		100
Minimum Qualifying Score		70%

Note: The PR & Marketing Firm will be required to give a comprehensive presentation for the technical evaluation process. The final decision of technical qualification or disqualification of PR & Marketing Firm will be made on the basis of their presentation.

FINANCIAL EVALUATION:

- a) The financial proposal of only technically highest scoring bidder shall be opened in the presence of bidders, who may wish to be present, on the date and time notified later. The financial proposal of the bidder whose technical proposal has not been shortlisted shall be returned unopened to the respective bidder.
- b) The contract shall be awarded on Quality and cost Based Selection Method to the bidder with 70% weightage of Technical Proposal and 30% weightage of Financial Proposal.
- c) A combined evaluation of the Technical and Proposal will be done to ascertain the highest ranked bid as per following formula:
 - i. Weightage of Technical Proposal Score: 70%
 - ii. Weightage of Financial Proposal Score: 30%

The substantially responsive bid which has the lowest financial quote will get full marks for the Financial Proposal and the next higher will accordingly get a lower score for the same and so on.

Formula for calculating Financial Proposal Score:

(Lowest bid amount divided by bid amount of bidder) x 30 = Score of

Financial Proposal (lowest will get full 30 score)

Highest Ranked bid = (Technical evaluation score) x 0.7 + Financial Proposal score

SECTION-V
SPECIAL STIPULATIONS-APPENDIX ‘A’
BID FORM- APPENDIX ‘B’
FORM OF AGREEMENT- APPENDIX ‘C’
INTEGRITY PACT – APPENDIX ‘D’

**SPECIAL
STIPULATIONS**

**(TENDER FOR HIRING OF SERVICES OF PR & MARKETING
FIRM IN RESPECT OF PAKISTAN'S PARTICIPATION IN
EXPO 2025, OSAKA)**

1.	Works	Contract for Hiring of PR & Marketing firm for Expo 2025, Osaka
2.	TDAP	5th Floor, FTC Building, Shahrah e Faisal, Karachi
3.	TDAP's Representative	Assistant Director, Expo 2025, TDAP, Karachi
4.	Bid security	2% of the financial bid in the form of Pay Order/Demand Draft
5.	Performance Security	10% of the financial bid
6.	Period of Contract	From signing of contract till Completion of Project
7.	Delivery Period	<ul style="list-style-type: none">● Theme/ concept including logos, color scheme, key messages = within 15 days of contract signing● Content development for virtual Expo= within 60 days of contract signing till project completion 2024● Social media/web portal for Pakistan pavilion at Expo 2025, Osaka= within 45 days of contract signing till project completion● Media & PR outline= within 30 days of contract signing till project completion● Inner Journey & Media coverage= during event
8.	Payment Schedule	<ul style="list-style-type: none">● Project based, applicable to admissible taxes with following schedule (completion of task is subject to approval by TDAP):<ul style="list-style-type: none">i. 10% on presentation of complete media strategy including logos, social media handles, web portal etcii. 10% on launch of media campaign

		<p>iii. 10% on finalization of content for virtual expo iv. 20% after every 2 months of Expo 2025 (60% in total for 6 months) v. 10% upon closing of Expo 2025</p>
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(To be printed on Letterhead of the Company/Individual)

Financial Proposal
BID FORM

a. Name & Address of Bidder: _____
 Telephone: _____
 Fax: _____
 Sales Tax No. _____
 National Tax No. _____

b. We are ready for Provision of services given in the scope of services for an accumulated fee of PKR...../ (in words... ..) as per details given hereunder:
 as per details given hereunder:

S. No	PARTICULARS	Total Price in PKR
A	Brand/ Identity Creation, Communication Design and PR & Marketing Plan and Strategy (Development of content & Execution)	
(i)	Creation of Brand/ Identity and finalization of communication design in coordination with Principal Curator/ TDAP	
(ii)	Development of Key Messaging – and related session	
(iii)	Strategy Development (PR & Marketing, Marketing activations, campaigns, online and offline)	
(iv)	Theme development for Virtual Expo	
(v)	PR & Media Relations (content development & execution):	
	a) At least 5 Press Conferences 3 in Japan & 2 in	

	Pakistan	
	b) Press Releases (12 each to be released in Japan & Pakistan)	
	c) Op-eds/ Features/ Articles in Japan (x4)	
	d) At least 1 Media Tour – of Pakistan Pavilion – Journalists both from Pakistan & Japan	
	e) Newsletters (x6) (in Japan)	
	f) Develop and update Social Media Content (from the date of Contract till conclusion of event)	
(vii)	Physical activations pre-expo in the public areas such as shopping malls, exhibition centers, venues etc. in Japan	
(viii)	Physical and digital activations at the Pakistan Pavilion to attract visitors, tourists and engaging investors to Pakistan	
(ix)	Collaborating with the Event Management Company and supporting them in PR & Marketing for the side events throughout the six months of Expo	
(x)	Design Pamphlets, information brochures/ leaflets under guidance of the Principal Curator and development of written content detailing the exhibits at display to be placed in different sections of the Pavilion	
(xi)	Designing and compiling of a booklet about overview of Pakistan’s export potential and investment opportunities	
(xii)	Designing of Ambient Communication (BillBoards, Hoarding, Streamers etc) wherever required	
(xiii)	Designing of Stage Backdrops for different promotional & media events	
	Sub- Total	
	Virtual Expo, Web page, social media branding, operation and continuous updating	

(i)	Design, develop and operate web page and continuously update content	
(ii)	Design & provide content for virtual expo in coordination with organizers and continuously update content:	
	a) At least 10 videos (content, filming, editing etc)	
	b) At least 10 presentations (content, editing, graphics etc)	
	c) Regular updation and uploading of content for virtual space	
(iii)	Design, develop and operate FB page, Twitter Account, Instagram, blogs and other social media platforms and continuously update content	
	Sub-Total	
	Total of Component A & B	
	ST (VAT) applicable in Pakistan (%)	
	Cumulative Total Bid with Taxes	

c. We agree with the given payment schedule (completion of task is subject to approval by TDAP):

- i. 10% on presentation of complete media strategy including logos, social media handles, web portal etc
- ii. 10% on launch of media campaign
- iii. 10% on finalization of content for virtual expo
- iv. 20% after every 2 months of Expo 2025 (60% in total for 6 months)
- v. 10% upon closing of Expo 2025

- d. We shall abide by all the terms and conditions of the tender.
- e. We understand that, in case of any difference of quoted price in words and digits, the lowest quoted price will be considered, as quoted price.

Signature: _____

Name: _____

Designation: _____

CNIC No. _____ (Copy Attached)

Date: _____

Stamp: _____

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. Having its principal office at 5th Floor, FTC Building, Shahrah e Faisal, Karachi through. (hereinafter 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..... (PR Firm) 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 appointment of.. on the Basis of which M/shas been selected as the successful bidder and that such performance will be in furtherance of Pakistan's participation in Expo 2025, Osaka.
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) Request for Proposal
 - b) Scope of Work
 - c) Instruction to Bidders/General Terms & Conditions
 - d) Special Stipulations
 - e) Bid Form
 - f) Form of Agreement
 - g) 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 appointed as PR Firm to carry out the works as per scope given in clause. for of Pakistan’s Participation Expo 2025, Osaka to be coordinated with TDAP or its nominated representative and with the Mission in Japan 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 Expo 2025 i.e. 13th April-13th October 2025

3.2.4 This contract may be terminated by TDAP at any time by giving twenty (20) 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 twenty (20) days’ notice of such breach to cure 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 PKR as per payment schedule (completion of task is subject to approval by TDAP:

- i. 10% on presentation of complete media strategy including logos, social media handles, web portal etc
- ii. 10% on launch of media campaign
- iii. 10% on finalization of content for virtual expo
- iv. 20% after every 2 months of Expo 2025 (60% in total for 6 months)
- v. 10% upon closing of Expo 2025

3.4 OBLIGATIONS OF SERVICE PROVIDER

3.4.1 The SERVICE PROVIDER shall provide TDAP with relevant services as mentioned in this contract carefully and diligently’ by utilizing professional skills according to the relevant Laws and requirements of this contract.

3.4.2 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 PR & marketing firm identified to and approved by TDAP under the Tender Documents.

3.4.3 The SERVICE PROVIDER shall ensure that it has authentic and effective qualification to provide services during the term of this contract.

3.4.4 The SERVICE PROVIDER shall ensure transparent and efficient delivery of assignment.

3.5 SERVICE GUARANTEE OF SERVICE PROVIDER

3.5.1 The SERVICE PROVIDER shall not connect the service under this contract with any other products or services.

3.5.2 The SERVICE PROVIDER warrants that the labor conditions for its employees shall be in accordance with the applicable laws and relevant industrial standards.

3.5.3 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 CONFIDENTIALITY

3.6.1 TDAP and the SERVICE PROVIDER shall keep confidential all documents and information involving the other party, 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 INTELLECTUAL PROPERTY:

3.7.1 The intellectual property rights of any goods and/or service products created or produced by the SERVICE PROVIDER when performing the obligations under this Contract shall belong to TDAP.

3.8 MUTUAL OBLIGATIONS, COPYRIGHTS

3.8.1 Within the scope of this Contract, the parties agree to support each other in reaching the mutually beneficial Success of Pakistan’s Participation in Expo 2025, Osaka and provide communication structures to maintain an efficient exchange of relevant information.

3.8.2 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 the event, the presentation of the concept/composite may be used by both parties for internal 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 Composite only to portray the works done by the SERVICE PROVIDER.

3.9 ARBITRATION:

3.9.1 Should any dispute of difference of any kind whatsoever arise between the parties herein, the matter in question shall be settled amicably. However, when such settlement cannot be reached, the matter shall be referred to Arbitrator(s) in accordance with the provisions of Arbitration Act. 1940, It is hereby agreed that each party shall appoint one arbitrator and the decision shall be conclusive and binding on the parties herein. The language of the Arbitration shall be English and the venue of Arbitration shall be TDAP Karachi.

3.10 FORCE MAJEURE:

3.10.1 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.

3.10.2 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.

3.11 MISCELLANEOUS:

3.11.1 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.

3.11.2 This contract shall be executed in English by both parties.

3.11.3 All relevant documents under this contract shall be in English.

3.11.4 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.

3.11.5 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.

3.11.6 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.

3.12 PENALTY:

- a. 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 PR Firm and his/ her team, if:
- b. The SERVICE PROVIDER breaches any of their obligations under this contract or fails to provide services as specified under this contract.
- c. 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.

3.13 RISK PURCHASE CLAUSE:

3.13.1 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.

3.14 NOTICES

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

To,
Assistant Director, Expo 2025
5th Floor, FTC Building, Shahrah e Faisal, Karachi
Tel: Email: ahmed.khan@tdap.gov.pk

FOR AND ON BEHALF OF THE
SERVICE PROVIDER
(SEAL)

FOR AND ON
BEHALF OF THE
TDAP
(SEAL)

Signed and delivered by the SERVICE PROVIDER above named in the presence of:	Signed and delivered by the TDAP above named in the presence of:
WITNESSES:	WITNESSES:

1.	1.
2.	2.

Appendix ‘D’

(INTEGRITY PACT)

**DECLARATION OF FEES, COMMISSION AND BROKERAGE ETC.
PAYABLE BY THE SUPPLIERS OF GOODS, SERVICES & WORKS
IN CONTRACTS WORTH RS. 10.00 MILLION OR MORE**

Contract No. _____ Dated _____

Contract Value: _____ Contact 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: _____

Name of Seller: _____

Signature: _____

Signature: _____

(Seal)

(Seal)

