

**MARKETING & BRANDING CONSULTANTS FOR LIFETSYLE PAKISTAN**  
**(APRIL, 2013)**

The Trade Development Authority of Pakistan (TDAP) is organising a four (4) day event "Lifestyle Pakistan 2013" in New Dehli, in April, 2013 to showcase export quality products of Pakistan to the Indian buyers and also provide an opportunity to the Pakistani producers of high quality products to introduce their brand in Indian market. The exhibition would be set up in the Hall 18 at the Praigathi Maidan, New Dehli.

2. **TDAP is seeking consultancy services of a specialized marketing and branding consultancy firm, specializing in developing marketing strategy, communication plan, branding, design and advising on media and publicity at the Exhibition hall and on the side events. The firm would be required to manage short timelines while advising on cost effective quality marketing and branding solutions of international standards.**

3. Bidding documents and other related information for the purpose can be obtained, on written request along with pay order of Rs. 500/- (non-refundable) in favor of "Accounts Officer EMDF, TDAP, Karachi", during working hours starting October 24<sup>th</sup> to 7<sup>th</sup> November, 2012 from Expo Pakistan Secretariat at the address given below. The firm will submit their sealed Technical and Financial proposal in separate envelopes clearly marked as "Technical Proposal" and "Financial Proposal" in bold and legible letters to avoid any confusion.

4. Financial proposals should accompany a bid security equivalent to two per cent (2%) of the bid amount in the form specified in the Bidding documents.

5. **Least cost method in accordance with Procurement of Consultancy Services Regulations 2010 shall be used for the Open Competitive Bidding. Sealed Financial Proposals of only those companies will be opened which have been technically qualified against the parameters defined in Tender documents.**

6. Sealed tender documents shall be submitted latest by 12:00 noon on Thursday 8<sup>th</sup> November, 2012 with the Expo Pakistan Secretariat and the Technical Proposals shall be opened on the same day at 12:30 p.m. in the presence of representatives of the participating firms.

7. Trade Development Authority of Pakistan reserves the right to reject any or all bids and to annul the bidding process at any time, however, reasons for rejection or annulling bid process will be communicated to the concerned bidder (s) in accordance with the Procurement Rules.

Director  
Expo Pakistan Secretariat

**Trade Development Authority of Pakistan**

**Ministry of Commerce**

**Government of Pakistan**

3<sup>rd</sup> Floor, Block - A, Finance & Trade Centre, Shahrah-e-Faisal, Karachi

Tel: 021-99206472, 99201501 Fax: 021-99206474