

**TENDER NOTICE FOR MARKETING/BRANDING CONSULTANT FOR**  
**EXPO PAKISTAN 2013**

Building on the success of “Expo Pakistan” events since 2005, the Trade Development Authority of Pakistan (TDAP) is organising a four (4) day event “Expo Pakistan 2013” from 26th September to 29th September, 2013 to project export quality products of Pakistan to the foreign buyers and also provide an opportunity to the Pakistani producers of high quality products to introduce their brand in local Pakistani market. The exhibition would be set up in the 6 halls at the Karachi Expo Centre. Similarly TDAP is also planning to hold “Lifestyle Pakistan” exhibition at Pragati Maidan, New Delhi in March, 2014. The exhibition will showcase the top quality of Pakistan’s textiles including high end designer wear and lawn, furniture, leather, rice etc. The exhibition will be leveraged with a Pakistani food court where Pakistani cuisine will be served to public. On the sidelines of the main exhibition, a series of fashion shows and musical evenings will also be arranged.

**2. TDAP is seeking consultancy services of a specialized marketing and branding consultancy firm, specializing in developing marketing strategy including sponsorship, 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 from 29<sup>th</sup> June to 9<sup>th</sup> August 2013 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 12<sup>th</sup> August, 2013 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.

Assistant Director  
Expo Pakistan Secretariat

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