



**Maldives Marketing and Public Relations Corporations**  
**Republic of Maldives**

**REQUEST FOR PROPOSALS (RFP)**  
**FOR THE PURPOSE OF HIRING A PARTY TO CONDUCT AN INFLUENCER FAM TRIP & A**  
**MEDIA FAM TRIP FROM BRAZIL**

**FOR**

**MALDIVES MARKETING AND PUBLIC RELATIONS CORPORATION**  
**H. ZONARIA, 2nd FLOOR, BODUTHAKURUFAANU MAGU, MALE', MALDIVES**

**17<sup>th</sup> July 2022**

<b>Section 1 - Instruction to Tenderers</b>		
<b>1. General</b>		
1.1	Announcement Number:	(IUL)MMPRC-PRO/MMPRC/2022/43
1.2	Announcement Date:	17 <sup>th</sup> July 2022
1.3	Project:	HIRING A PARTY TO CONDUCT AN INFLUENCER FAM TRIP & A MEDIA FAM TRIP FROM BRAZIL
1.4	Registration Deadline (Date & Time)	(24 <sup>th</sup> July 2022) via E-Mail, before (14:00) hours (MALDIVES LOCAL TIME)
1.5	Submission Deadline (Date & Time)	(3 <sup>rd</sup> August 2022) via E-Mail, before (22:00) hours (MALDIVES LOCAL TIME)
1.6	Contact Info	Mr. Hassan Shaheel General Manager, Procurement Maldives Marketing and Public Relations Corporation H. Zonaria, 2nd Floor, Boduthakurufaanu Magu, Male' Republic of Maldives Telephone: +960 3323228 Email: <a href="mailto:shaheel@visitmaldives.com">shaheel@visitmaldives.com</a> <a href="mailto:procurement@visitmaldives.com">procurement@visitmaldives.com</a>
<b>2. Procedure of Tendering</b>		
2.1	<b>Eligible Tenderers:</b>	
	a)	A Tenderer may be a sole proprietor, private entity, a registered company or government-owned entity or any combination of them in the form of a joint venture, under an existing agreement, or with the intent to constitute a legally enforceable joint venture. The Tenderer must provide an English Translation of the company registration certificate, if the original company registration certificate is in any other language, along with the original registration certificate. And this translation should be signed by authorized signatory.
	b)	The Bidder/Respondent should have at least 1 registered office in Brazil.
	c)	The Bidder/Respondent shall have minimum three years (3) of experience in a similar field.
	d)	Sound financial background.
	e)	All the documents specified in this RFP should be included in the proposal.

2.2	<p><b>Amendments to Tender Documents:</b></p> <p>(a) At any time prior to the deadline for submission of Tenders, MMPRC may amend the Tendering Document by issuing addenda.</p> <p>(b) Any addendum issued shall be part of the Tendering Document and shall be communicated in writing to all who have obtained the Tendering Document from MMPRC</p> <p>(c) To give prospective Tenderers reasonable time in which to take an addendum into account in preparing their Tenders, the Employer may, at its discretion, extend the deadline for the submission of Tenders</p>
2.3	<p><b>Registration of Tenderers:</b></p> <p>To register please email with the following information to <a href="mailto:procurement@visitmaldives.com">procurement@visitmaldives.com</a> by, Sunday, 24<sup>th</sup> July 2022 before 14:00 hrs. (Maldives Local Time).</p> <p><b>(Only registered parties shall be eligible to submit the proposal.)</b></p> <p>Company name:</p> <p>Contact person name:</p> <p>Email:</p>
2.4	<p><b>Pre-bid meeting / Info Session:</b> Monday, 25<sup>th</sup> July 2022 before 22:00 hrs. (Maldives Local Time).</p> <p><b>Meeting link (Google Meet) will be shared via email with the registered tenderers only.</b></p>
2.5	<p><b>Clarifications of Bidding document, project, scope of works:</b></p> <p>Monday, 1<sup>st</sup> August 2022 before 14:00 hrs. (Maldives Local Time).</p> <p>Email: <a href="mailto:procurement@visitmaldives.com">procurement@visitmaldives.com</a></p> <p>CC to <a href="mailto:shaheel@visitmaldives.com">shaheel@visitmaldives.com</a></p>
2.6	<p><b>Submission of Tenders:</b></p> <p>Tenders must be received by MMPRC at the address or by email and no later than the date and time mentioned below.</p> <p>Venue: Maldives Marketing &amp; Public Relations Corporation, 2<sup>nd</sup> Floor, H. Zonaria, Male'</p> <p>Date: Wednesday, 3<sup>rd</sup> August 2022</p> <p>Time: Before 22:00 hrs. (Maldives local time)</p> <p>Email: <a href="mailto:procurement@visitmaldives.com">procurement@visitmaldives.com</a></p> <p>Copied <a href="mailto:shaheel@visitmaldives.com">shaheel@visitmaldives.com</a></p>

2.7	Unless specifically stated otherwise in this RFP, all queries and communications in respect to the RFP or the tender process shall be addressed by any Respondent to MMPRC, by e-mail or in writing.
2.8	This RFP and all the entities participating in the Bid Process shall be governed by the laws of Maldives, without having regard to its principles of conflict of laws. Only the courts in Maldives shall have exclusive jurisdiction to entertain, hold trial, and adjudicate upon any dispute in relation to the RFP, Bid Process or any other aspect in relation thereto.
2.9	Clear scanned documents must be provided. If it's not possible to read the scanned documents, the evaluation committee has the discretion to disqualify.
<b>3.</b>	<b>Preparation of Tenders</b>
3.1	Each Respondent shall submit a single proposal.
3.2	<b>Cost of Tendering:</b> The Tenderer shall bear all costs associated with the preparation and submission of its Tender, and MMPRC shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the tendering process.
3.3	<b>Language of Tender:</b> The Tender, as well as all correspondence and documents relating to the Tender exchanged by the Tenderer and MMPRC, shall be written in <b>English</b> Language. Supporting documents and printed literature that are part of the Tender may be in another language provided they are accompanied by an accurate translation of the relevant passages in <b>English</b> , in which case, for purposes of interpretation of the Tender, such translation shall govern.
3.3	<b>Documents Comprising the Tender:</b> <b>3.3.1 Cover Letter as per section 5</b> - The Tender proposal <u>will be disqualified</u> if the document is not submitted with the Tender.  <b>3.3.2 Copy of registration Certificate of Sole proprietorship / Partnership / Company / Corporative Society</b> - Tender proposal <u>will not be eligible</u> if the document is not submitted with the Tender.

	<ul style="list-style-type: none"><li>- If certificates are in other language, English translation should be provided along with copy of original certificate and this translation should be signed by authorized signatory.</li></ul> <p><b>3.3.3 Letter indicating authorized signatory to sign the tender documents.</b></p> <ul style="list-style-type: none"><li>- Tender proposal <u>will be disqualified</u> if the document is not submitted with the Tender</li></ul> <p><b>3.3.4 Profile of the Tenderer</b></p> <ul style="list-style-type: none"><li>- <u>Marks will be deducted</u> if the document is not submitted or is not submitted as per the RFP.</li><li>- Profile of the tenderer should include the following;<ul style="list-style-type: none"><li>• The organizational capacity and structure.</li><li>• Proposed account team (This team should consist of a dedicated account manager with minimum 2 years' experience),</li><li>• Number of years in operation</li><li>• Location of office(s)</li><li>• Services offered directly by agency personnel</li><li>• List of the current client list</li></ul></li></ul> <p><b>3.3.5 Past experience</b></p> <ul style="list-style-type: none"><li>- Tender Proposal <u>will be disqualified</u> if no past experience letter or email is submitted.</li><li>- Past experience should be work done within the past 5 years</li><li>- The Letter or email should contain the contact details for further reference.</li><li>- The letters or email should clearly mention the type of work undertaken for the clients.</li><li>- Work order forms, agreements or award letters will not be considered as past experience letters.</li></ul> <p><b>3.3.6 Proof of financial capability</b></p>
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- Tender proposal will not be eligible if the document is not submitted with the tender or if 20 percent of the total contract price is not available in the bank account.
  - Each Tenderer/Respondent should submit proof of financial capability by submitting one of the following documents;
    - a) Bank reference letter. This letter should be in bank letterhead with authorized signature or bank stamp. The letter should state that the 20% of the quoted price is available in their bank account.
- OR**
- b) Last 3 months' bank statement on the bank letterhead with the authorized signature or the stamp.
  - If the letter or the bank statement is in other language, English translation should be provided along with copy of original letter or the bank statement and this translation should be signed by authorized signatory.

**3.3.7 A proof of Familiarity with Maldives as a tourist destination**

- Marks will be deducted if the document is not submitted or is not submitted as per the RFP
- This document should include below information but not limited;
  - A tourist destination
  - USPs aspiring to the target
  - Brazil Market performance to Maldives
  - Major tour operators selling Maldives

**3.3.8 A proof of familiarity with Brazil market**

- Marks will be deducted if the document is not submitted or is not submitted as per the RFP
- This document should include below information but not limited;
  - Proof of extensive knowledge of Brazil and including outbound travel,
  - Brazil travel trade and media landscape
  - Competitor analysis and
  - Economic outlook.

	<p><b>3.3.9 Media Coverage</b></p> <ul style="list-style-type: none"> <li>- The Bidder/Contractor shall submit: <ul style="list-style-type: none"> <li>• A list of possible media and influencers (Print and Digital) who will join on the FAM Trip (This should include the number of subscriber/viewers/ranking.)</li> <li>• Number of articles that will be covered by the suggested media and influencer.</li> </ul> </li> </ul>
3.4	<p><b>Period of Validity of Tender:</b></p> <p>(a) Tenders shall remain valid for 90 calendar days after the Tender submission deadline date prescribed by MMPRC. A Tender valid for a shorter period shall be disqualified by MMPRC in the evaluation process.</p> <p>(b) In exceptional circumstances, prior to the expiration of the Tender validity period, MMPRC may request Tenderers to extend the period of validity of their Tenders. The request and the responses shall be made in writing.</p>
3.5	<p><b>Tender Security (If required): Not Applicable</b></p>
3.6	<p><b>Format of Signing of Tender:</b></p> <p>The Tenderer shall prepare one original of the documents comprising the Tender as described in Clause 3.3, and clearly mark it “Original”. Alternative Tenders, if permitted in accordance with clause 3.10, shall be clearly marked “Alternative”.</p>
3.8	<p><b>Contract Period</b></p> <p>The contract period will be 02 Months from September to October.</p>
3.9	<p><b>Taxes</b></p> <ul style="list-style-type: none"> <li>a) All Bidders shall quote the prices inclusive of Taxes.</li> <li>b) Pursuant to section 55 (a) of the Maldives Income Tax Act, all international bidders are subject to a 10% withholding tax deduction from the invoice total amount.</li> </ul>
3.10	<p><b>Alternative Tenders:</b></p> <p>It is permitted to submit Alternative Tenders.</p>
3.11	<p><b>Conflict of Interest:</b></p> <p>A Tenderer shall not have a conflict of interest. All Tenderers found to have a conflict of interest shall be disqualified. A Tenderer may be considered to have a conflict of interest with one or more parties in this tendering process, if:</p> <ul style="list-style-type: none"> <li>(a) they have a controlling partner in common; or</li> </ul>

	<p>(b) they receive or have received any direct or indirect subsidy from any of them; or</p> <p>(c) they have the same legal representative for purposes of this Tender; or</p> <p>(d) they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or influence on the Tender of another Tenderer, or influence the decisions of the Employer regarding this tendering process; or</p> <p>(e) a Tenderer participates in more than one Tender in this tendering process. Participation by a Tenderer in more than one Tender will result in the disqualification of all Tenders in which the party is involved. However, this does not limit the inclusion of the same subcontractor in more than one Tender; or</p> <p>(f) a Tenderer or any of its affiliates participated as a consultant in the preparation of the design or technical specifications of the contract that is the subject of the Tender; or</p> <p>(g) a Tenderer, or any of its affiliates has been hired (or is proposed to be hired) by MMPRC.</p>
3.12	<p>The Bidder shall not engage in corrupt or fraudulent practices in the preparation or lodgment of a Bid. The Bidder shall not have any commercial mutual benefits with other Bidder(s) submitting the Bids on the date of submission of the Bid.</p>
3.13	<p><b>Authorization:</b></p> <p>The original and the Alternative Tender shall be signed by a person duly authorized to sign on behalf of the Tenderer. This authorization shall consist of a written confirmation and shall be attached to the Tender. The name and position held by each person signing the authorization must be typed or printed below the signature.</p>
4.	<p><b>Submission and Opening of Tenders</b></p>
4.1	<p><b>Deadline for Submission of Tenders:</b></p> <p>(a) Tenders must be received by MMPRC at the address or by email and no later than the date and time mentioned in clause 2.6 of this document.</p> <p>(b) MMPRC may, at its discretion, extend the deadline for the submission of Tenders by amending the Tendering Document, in which case all rights and obligations of the MMPRC and Tenderers previously subject to the deadline shall thereafter be subject to the deadline as extended.</p>
4.2	<p><b>Late Tender:</b></p>



	MMPRC shall not consider any Tender that arrives after the deadline for submission of Tenders, in accordance with clause 1.5 Any Tender received by MMPRC after the deadline for submission of Tenders shall be declared late, rejected, and returned unopened to the Tenderer.
4.3	<b>Withdrawal and Re-submission:</b> The Respondents may withdraw at any time before the Proposal Due Date.
4.4	<b>Best Value Selection and Negotiation</b> MMPRC may select the response(s) which demonstrates the best overall value, including proposed alternatives that will achieve the goals of MMPRC. MMPRC and a selected bidder may negotiate a change in element of contract performance or cost identified in the original proposal or the selected bidder's response which results in lower costs or more cost effective or better value than was presented in the selected bidder's original value.
<b>5</b>	<b>Disqualification</b>
5.1	MMPRC shall have absolute discretion to disqualify any Proposal made by a Respondent on any one or more of the following grounds; <ul style="list-style-type: none"> <li>a) The Proposal is not accompanied by documents required to be submitted (as detailed in clause 3.6) in accordance with this RFP;</li> <li>b) If the Respondent submits incorrect/ inaccurate/ misleading information or conceals/suppresses any relevant information</li> <li>c) Where the Respondent seeks to modify the Proposal after Proposal Due Date without the consent of MMPRC</li> <li>d) Any Proposal that is received after the Proposal Due Date</li> <li>e) Pending, active, or previous legal action by/ against a Tenderer /Respondent that may prevent its participation in the Tender Process or prevent it from fulfilling its respective obligations as specified and/ or as required in/under this RFP and the Agreement; and/ or</li> <li>f) If the Respondent is in breach of any of its material contractual obligations at any of its previous contracts with the Government of Maldives or MMPRC</li> </ul>
<b>6.</b>	<b>Evaluation</b>

6.1	The tender evaluations will be carried out as per the evaluation criteria stated under Section 2 of this document. No other evaluation criteria or methodologies shall be permitted.
6.2	To assist in the examination, evaluation, and comparison of Bids, MMPRC may, at its discretion, ask any Bidder for clarification of its Bid. The request for clarification and the response shall be in writing, but no change in the price or substance of the Bid shall be sought, offered, or permitted except as required to confirm the correction of arithmetic errors discovered by MMPRC in the evaluation of the Bids.
6.3	From the Bid Due Date until the issue of the Letter of Award, if any Bidder wishes to contact MMPRC on any matter related to the Bid or the Bid Process, it should be done in writing.
6.4	Any effort on the part of the Bidders to influence MMPRC in the examination, evaluation, ranking of Bids may result in the rejection of the respective Bidder's Bid.
<b>7.</b>	<b>Tender Security and Performance Guaranty (Not applicable)</b>
<b>8.</b>	<b>Advance Payment - (Not applicable)</b> <b>Advance Payment Guaranty (Not applicable)</b>
<b>9.</b>	<b>Award of Contract</b>
9.1	MMPRC will issue the Letter of Award to the Respondent whose Proposal has been determined to be responsive and has the highest score (the "Selected Respondent").
9.2	The Letter of Award will be issued to the Selected Respondent or posted to the Selected Respondent's address, or a scanned version of the Letter of Award shall be sent via e-mail at the address given in the Proposal and such handing or posting or e-mail shall be deemed good service of such a notice.
9.3	If the Selected Respondent fails to sign the Agreement within the period prescribed in the Letter of Award, MMPRC shall have the right at its absolute discretion to select the Proposal with the highest score among the remaining responsive Respondents or annul the Tender Process.
9.4	MMPRC reserves the right to annul the Tender Process and reject all Proposals, at any time prior to signing of the Agreement, without thereby incurring any liability to the Respondents, or any obligation to inform the Respondents of the grounds for MMPRC's action.

9.5	Upon MMPRC’s request, the Selected Respondent shall provide any component missing from the proposed design as per the specification and scope provided by MMPRC in Appendix A of this RFP, without any additional cost.
<b>10</b>	<b>Penalty &amp; Contract Termination</b>
10.1	<p><b>Penalty:</b></p> <p>MMPRC shall have the right to withhold any payment of the Contract Price, if the Selected party fails to deliver any Works in accordance with the terms of the Agreement.</p>
10.2	<p><b>Contract Termination:</b></p> <p>If the Selected Party fails to carry out any obligation under the Agreement, MMPRC may by notice require the Contractor to make good the failure and to remedy it within a specified reasonable time.</p>

<b>Section 2 - Evaluation Criteria</b>		
<b>Area</b>	<b>Details</b>	<b>Marks</b>
Contract Price: Management Fee	The bid proposing the lowest “Management Fee” shall receive a maximum score of Thirty (30) marks, and points will be allocated to other Bids according to pro-rata basis.	35
Media Coverage	The Bidder/Contractor shall submit: <ul style="list-style-type: none"> <li>- a list of possible media and influencers who will join on the FAM Trip (This should include the number of subscribers/followers/viewers/ranking/readership/circulation frequency)</li> <li>- number of articles that will be covered by the suggested Media and influencers. Marks will be given based on the proposed number of media and the coverage that will be received.</li> </ul>	40
Past Experience	Marks for experience with related works will be given as mentioned below. <ul style="list-style-type: none"> <li>a) 3 letters: 15 marks</li> <li>b) 2 letters: 10 marks</li> <li>c) 1 letter: 5 marks</li> </ul> Marks will be awarded based on the work mentioned in the reference letters or emails and their relatedness to the scope of work mentioned in the RFP. If the Tenderer/respondent has worked with MMPRC and if the performance is found to be unsatisfactory, then marks will be deducted.	15
Company Profile	Marks will be given considering the below mentioned points; <ul style="list-style-type: none"> <li>a) The organizational capacity and structure.</li> <li>b) Proposed account team (This team should consist of a dedicated account manager with minimum 2 years’ experience),</li> <li>c) Number of years in operation</li> <li>d) Location of office(s)</li> <li>e) Services offered directly by agency personnel</li> <li>f) List of the current client list</li> </ul>	10
	<b>TOTAL</b>	<b>100</b>

<b>Section 3 - Scope of Work</b>	
<b>Scope of Work</b>	
1.	<p>Main Scope of the project is a PR to organize a press &amp; influencer familiarisation trip to Maldives from Brazil. To generate current destination information via opinion leaders by means of exclusive reportage and to maintain close contact with key media and travel trade and at the same time increase arrivals from Belgium. Promotion of Maldives and the various experiences via top influencers from the market also creates buzz around the destination digitally. The scope of work includes the following:</p> <ol style="list-style-type: none"> <li>1. The media group should consist of 5 journalists and 1 PR (to confirm) representative from the mentioned markets.</li> <li>2. The influencer group should consist of 5 influencers that are well known among south American markets</li> <li>3. The proposal for the media should include expected coverage from each media. The coverage should include a guaranteed number of articles from each media and its circulation as well as the readership details. The proposal should also include the amount of coverage the resort would receive from each media.</li> <li>4. The proposal for the influencer should include their respective social profiles with follower figures, average likes &amp; engagement rate.</li> <li>5. PR Should submit relevant “Themes” for the FAM trip depending on the current source market trends and need</li> <li>6. Draft and distribute an invitation of the familiarisation trip with prior approval from MMPRC</li> <li>7. The PR representative will work with MMPRC to develop and confirm final itinerary for the trip</li> <li>8. Full board accommodation, internal transfers and bed tax will be covered by MMPRC, All extras will have to be borne by the journalists.</li> <li>9. After the Press Trip, Coverage and Press Cuttings of published articles should be submitted electronically to MMPRC and relevant resort (Copied to MMPRC) along with the translation. Media Value, Media Coverage and reach of the published articles should be informed to MMPRC</li> </ol>

	<p>10. The agency should be able to negotiate with relevant airlines for best airfare or possible FOC tickets</p> <p>11. Proposed period for the Media and Influencer fam trip: During September and October 2022</p> <p>12. The price quoted by the bidder should include all the aforementioned requirements, MMPRC should not be borne to pay any additional charges</p>
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<b>Section 4 - Contract Price &amp; Payment Terms</b>	
1.	Payment will be made by MMPRC in the manner set out below;
1.1	The Total Price quoted shall be transferred by MMPRC to the Selected Respondent/Contractor, after the end of the event within 15 working days
1.2	Days will start counting after MMPRC receives the invoice from the bidder.
1.3	The Contract Price may only be adjusted by the parties as per the terms and conditions of the Agreement.
1.4	In case the payment for advance booking or any other such advance payments, it should be paid by the Selected Respondent/Contractor on behalf of MMPRC. These payments should be pre-approved and MMPRC will reimburse the payment upon submission of invoice and supporting documents.
1.5	Third Party Costs; Third Party Costs incurred on behalf of MMPRC shall be approved in writing by MMPRC in advance. The agency will provide an estimate and quotation so that payment can be provided to the Agency in advance of the date due to the third party. For the purpose of this clause, Third Party Costs may include, but not limited to venue rentals; outside staff hire (e.g. MCs, celebrities, models, dancers, photographers, videographers, translators, guides, hostesses, drivers, etc.); hardware production costs; audio-visual equipment rental; finished art; mechanical production; bulk printing; display materials; mail-drop services; itemized long distance phone calls; entertainment, travel and accommodation for the Agency's staff; outside supplier costs; photography; premiums; rights; talent; bulk photocopying; bulk notional or international postage or couriers; any and all services purchased from outside of the Agency; and any and all other components of the public relations program not included in the Services.
1.6	Payment shall be in US Dollar/s with the mode of payment to be telegraphic transferred to designated bank account upon receiving the invoices.
1.7	No Commission will be paid for the General Marketing and Promotional Expenses or for the handling charges.

**Section 5 - Cover Letter**

Date: .....

The Managing Director,  
 Maldives Marketing and Public Relations Corporation  
 H. Zonaria, 2nd Floor,  
 Boduthakurufaanu Magu, Male'  
 Republic of Maldives

Dear Sir,

**Sub: FOR THE PURPOSE OF HIRING A PARTY TO CONDUCT AN INFLUENCER FAM TRIP & A MEDIA FAM TRIP FROM BRAZIL**

Having examined all the information provided, we the undersigned offer to represent Maldives in Brazil as per the requirements of the RFP (the "Works") as set out in this Bid.

We agree to undertake and complete the Works for a total sum of USD (\$..... (In words) USD (\$) ..... (In numbers). (The "Contract Price") inclusive of all applicable taxes (including/Withholding Tax). A summary of the annual breakdown of the Contract Price is provided below;

Description	Fee (\$)
Management Fee	

We undertake, if our Bid is accepted, to complete the Work within the proposed Delivery Period and as per the specifications provided by MMPRC. We have examined the RFP and have no reservations to the RFP Documents, including Addenda issued.

We are not insolvent, in receivership, bankrupt or being wound up. Our affairs are not being administered by a court or a judicial officer and our business activities are not being suspended and not the subject of legal proceedings for any of the foregoing.

Until a formal agreement is executed with MMPRC, this Bid, together with written acceptance thereof and MMPRC's notification of award, shall constitute a binding contract if we are selected as the Successful Bidder.

Date: .....

Name of the Bidder/Respondent: .....

Signature of the Authorized Person: .....

Name of the Authorized Person: .....

Company rubber stamp/seal

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