



Maldives Marketing and Public Relations Corporations  
Republic of Maldives

**REQUEST FOR PROPOSALS (RFP)**  
**FOR THE PURPOSE OF HIRING AN AGENCY TO REPRESENT MALDIVES IN SOUTH KOREA**  
**FOR 1 YEAR**

**05<sup>th</sup> September 2022**

<b>Section 1 - Instruction to Tenderers</b>		
<b>1.</b>	<b>General</b>	
1.1	Announcement Number:	(IUL)MMPRC-PRO/MMPRC/2022/51
1.2	Announcement Date:	05 <sup>th</sup> September 2022
1.3	Project:	HIRING AN AGENCY TO REPRESENT MALDIVES IN SOUTH KOREA FOR 1 YEAR
1.4	Registration Deadline (Date & Time)	12 <sup>th</sup> September 2022 via E-Mail, before 1400 hours (MALDIVES LOCAL TIME)
1.5	Submission Deadline (Date & Time)	20 <sup>th</sup> September 2022 via E-Mail, before 1400 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.</b>	<b>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 SOUTH KOREA	
	c) The Bidder/Respondent should have a minimum of 20 percent of the total 12 months retainer fee for the quoted price in their bank account.	

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, <b>Monday, 12<sup>th</sup> September 2022 before 1400 hrs. (Maldives Local Time).</b></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: Tuesday, 13<sup>th</sup> September 2022 at 1400hrs (Maldives Local Time).</b></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><b>Thursday, 15<sup>th</sup> September 2022 before 1400 hrs. (Maldives local time)</b></p> <p>(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><b>Date: Tuesday, 20<sup>th</sup> September 2022</b></p> <p><b>Time: Before 1400 hrs. (Maldives local time)</b></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. 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 <b>will be disqualified</b> 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 <b>will not be eligible</b> 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> <ul style="list-style-type: none"><li>- Tender proposal <u>will not be eligible</u> if the document is not submitted with the tender or if 20 percent of the total 12 months</li></ul>
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	<p>retainer fee for the quoted price not available in their bank account.</p> <ul style="list-style-type: none"> <li>- Each Tenderer/Respondent should submit proof of financial capability by submitting one of the following documents;             <ul style="list-style-type: none"> <li>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.</li> </ul> </li> </ul> <p style="text-align: center;"><b>OR</b></p> <ul style="list-style-type: none"> <li>b) Last 3 months' bank statement on the bank letterhead with the authorized signature or the stamp.</li> </ul> <ul style="list-style-type: none"> <li>- 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.</li> </ul> <p><b>3.3.7 A proof of Familiarity with Maldives as a tourist destination</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>- This document should include below information but not limited;             <ul style="list-style-type: none"> <li>• A tourist destination</li> <li>• USPs aspiring to the target</li> <li>• SOUTH KOREA Market performance to Maldives</li> <li>• Major tour operators selling Maldives</li> </ul> </li> </ul> <p><b>3.3.8 A proof of familiarity with SOUTH KOREA market</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>- This document should include below information but not limited;             <ul style="list-style-type: none"> <li>• Proof of extensive knowledge of SOUTH KOREA and including outbound travel,</li> <li>• SOUTH KOREA travel trade and media landscape</li> <li>• Competitor analysis and</li> <li>• Economic outlook.</li> </ul> </li> </ul>
3.4	<b>Period of Validity of Tender:</b>

	<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>
<p>3.5</p>	<p><b>Tender Security (If required): Not Applicable</b></p>
<p>3.6</p>	<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>
<p>3.7</p>	<p><b>Budget</b></p> <p><b>a) Monthly Retainer Fee</b></p> <p>The budget allocated for this project is 2,500.00 (US Dollar Two Thousand Five Hundred subjected 10% WITHHOLDING TAX) as a monthly retainer. If the retainer fee quoted by the bidder exceeds allocated budget, MMPRC Evaluation Committee has the discretion to disqualify the proposal during evaluation.</p> <p>The monthly retainer fee quoted should include all the administrative costs, media monitoring costs, general crisis management costs and should cover all the works as per the scope of works provided with this RFP. MMPRC will not be liable to make any additional payments relating to any of the services mentioned in the scope of work other than the quoted monthly retainer fee. General crisis management should include daily media monitoring and proactive timely reporting in cases of concern within the current scope and retainer fee.</p> <p><b>b) Major Crisis Management Fee</b></p> <p>In the event of a major crisis which requires extensive hours of additional work, it can be invoiced separately with prior written approval from MMPRC. For major crisis, the charge per hour should be stated clearly in the proposal.</p> <p><b>c) Variable Costs</b></p>

	<p>The bidder should include an estimate of the variable costs regularly incurring in the normal course of business, such as local transportation, postage/communications expenses, telecommunication costs relating to media coordination, stationary costs, directly related to the PR and trade activities for MMPRC.</p> <p>Variable costs should explicitly be agreed upon between the contractor and MMPRC in advance and hence will be allotted or budgeted by MMPRC. In addition, this contractor should be willing to bear the payments on behalf of MMPRC (with prior approval) for the events organized by the corporation. The expenses for such services and activities can be invoiced in the following month with the retainer fee. The selected contractor will be compensated for its services by MMPRC upon an agreed schedule of payments including pre-approved and out of pocket expenses. Invoices will be paid on a monthly basis following MMPRC receipt and approval of the monthly status report and appropriate supporting documentation.</p> <p>In case if urgent payments are required to be made, the selected party should be able to make the payment on behalf of MMPRC and MMPRC will reimburse the amount upon prior written approval.</p>
3.8	<p><b>Contract Period</b></p> <p>The contract period will be 01 year with possibility of extension, if the work conducted by the selected party meets the expectations of MMPRC. In case if the contract is renewed by MMPRC, the monthly retainer fee can be increased by a maximum of 20% of the existing contract price depending on the changes in the “Scope of the Work’ proposed.</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</p>



	<p>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> <li>(b) they receive or have received any direct or indirect subsidy from any of them; or</li> <li>(c) they have the same legal representative for purposes of this Tender; or</li> <li>(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</li> <li>(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</li> <li>(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</li> <li>(g) a Tenderer, or any of its affiliates has been hired (or is proposed to be hired) by MMPRC.</li> </ul>
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> <ul style="list-style-type: none"> <li>(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.</li> </ul>

	(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.
4.2	<p><b>Late Tender:</b></p> <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.</p>
4.3	<p><b>Withdrawal and Re-submission:</b></p> <p>The Respondents may withdraw at any time before the Proposal Due Date.</p>
4.4	<p><b>Best Value Selection and Negotiation</b></p> <p>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.</p>
<b>5</b>	<b>Disqualification</b>
5.1	<p>MMPRC shall have absolute discretion to disqualify any Proposal made by a Respondent on any one or more of the following grounds;</p> <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</li> </ul>

	<p>obligations as specified and/ or as required in/under this RFP and the Agreement; and/ or</p> <p>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</p>
<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	<b>Penalty:</b>	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.									
10.2	<b>Contract Termination:</b>	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.									
<b>Section 2 - Evaluation Criteria</b>											
	<table border="1"> <thead> <tr> <th style="text-align: center;">Area</th> <th style="text-align: center;">Details</th> <th style="text-align: center;">Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Retainer Fee</td> <td>The Bid proposing the lowest “Retainer Fee” shall receive a maximum score of Thirty (30) marks, and marks will be allocated to other Bids according to pro-rata basis. The retainer fee quoted should include general crisis management.</td> <td style="text-align: center;">30</td> </tr> <tr> <td style="text-align: center;">Major Crisis Management Fee</td> <td>For major crisis, the charge per hour should be stated in the proposal. The Bid proposing the lowest “Major Crisis Management Fee” shall receive a maximum score of</td> <td style="text-align: center;">10</td> </tr> </tbody> </table>		Area	Details	Marks	Retainer Fee	The Bid proposing the lowest “Retainer Fee” shall receive a maximum score of Thirty (30) marks, and marks will be allocated to other Bids according to pro-rata basis. The retainer fee quoted should include general crisis management.	30	Major Crisis Management Fee	For major crisis, the charge per hour should be stated in the proposal. The Bid proposing the lowest “Major Crisis Management Fee” shall receive a maximum score of	10
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Familiarity with Maldives as a tourist destination	Marks will be given considering the below-mentioned points in the report submitted. 1. Maldives as a tourist destination 2. USPs aspiring to the target market 3. SOUTH KOREA Market performance to Maldives 4. Major tour operators selling Maldives	20
Familiarity with the SOUTH KOREA market.	Marks will be given considering the below- mentioned points in the report submitted. 1. Proof of extensive knowledge of SOUTH KOREA and including outbound travel, 2. SOUTH KOREA travel trade and media landscape 3. Competitor analysis and 4. Economic outlook.	20
Company Profile	Marks will be given considering the below mentioned points; a) The organizational capacity and structure. b) Proposed account team (This team should consist of a dedicated account manager with minimum 2 years' experience in destination or related field), c) Number of years in operation d) Location of office(s) e) Services offered directly by agency personnel f) List of the current client list	10
Past Experience	Marks for experience with related works will be given as mentioned below. a) 3 letters/email: 10 marks b) 2 letters/email: 6 marks c) 1 letter/email: 3 marks 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.	10

	If the Tenderer/respondent has worked with MMPRC and if the performance is found to be unsatisfactory, then marks will be deducted.	
	<b>TOTAL</b>	<b>100</b>

<b>Section 3 - Scope of Work</b>	
<b>Scope of Work</b>	
1.	<p>Work in close collaboration with MMPRC to achieve the strategic marketing objectives for the respective target markets derived from the key global marketing objectives of the destination which are to</p> <ol style="list-style-type: none"> <li>a) Increase arrival to achieve the organizational strategic goal.</li> <li>b) Re-orient the perception of Maldives solely as a honeymoon, luxury destination.</li> <li>c) Increase the benefits of tourism to the community through greater emphasis on experiential tourism.</li> <li>d) Maintain tourism sustainability: Increase yield by stimulating balanced incremental growth that delivers the greatest economic impact through programs/activities that focus on;               <ul style="list-style-type: none"> <li>· Sustaining growing visitor volume</li> <li>· Increasing spending (through design of wholesome tourist experiences)</li> <li>· Extending length of stay</li> <li>· Increasing visit frequency and visitor retention</li> <li>· Reducing the gap between seasonal highs and lows</li> <li>· Encouraging travel to various atolls/regions</li> </ul> </li> </ol>
2.	<p>Assist MMPRC to utilize various marketing tactics in the target market to achieve the marketing strategies.</p>

	<p>2.1 Promote Maldives as a premier luxury destination with various options to experience it.</p> <ul style="list-style-type: none"><li>a) Promoting and maintaining the image of the Maldives around the globe as a premium luxury beach destination</li><li>b) Promote the affordable options of Maldives.</li><li>c) Promote Brand Maldives under one umbrella.</li><li>d) Communicate various options to experience the Maldives under the unified umbrella of Brand Maldives which includes resorts, guesthouses, and safaris.</li><li>e) Communicate specific features of regional destinations including specific atolls and islands to include resorts and guesthouses.</li></ul>
	<p>2.2 Promote Maldives as a safe tourist destination</p> <ul style="list-style-type: none"><li>a) Continue to promote the Maldives as one of the safest destinations in the world due to its geography.</li><li>b) One-island-one-resort, guesthouse islands, safaris.</li><li>c) Safety measures in place</li><li>d) Control of infection rates (when that happens)</li></ul>
	<p>2.3 Promote the diverse experiences offered (not just a honeymoon destination)</p> <ul style="list-style-type: none"><li>a) Promote diverse holiday experiences in Maldives under one umbrella. Focus on nature; preservation, beaches, reefs and other natural attractions such as mangroves.</li><li>b) Communicate various experiences, nature, cuisine, culture, diving, beaches, MICE.</li><li>c) Greater focus on various types of resorts; luxury, fun and adventure, family.</li></ul>



	<p>2.4 Build and establish image of the Maldives as a top of the mind destination in target markets</p> <ul style="list-style-type: none"><li>a) Strategically target individual markets to raise awareness and raise the Maldives as the top of the mind destination. (Measurable on Google search rankings etc.)</li><li>b) Use of various communications tools and platforms to raise awareness in important markets through a more localized approach.</li><li>c) Greater use of local languages,</li><li>d) Use of people from nationality in ads and PR programs both on conventional and digital media.</li><li>e) Depictions on how the destination caters to tastes and preferences of specific nationalities.</li></ul>
	<p>2.5 Propose and assist in the development and expansion of effective social media platforms and programs for direct engagement, while maintaining effective offline presence.</p> <ul style="list-style-type: none"><li>a) Continue the development of effective social media platforms developed during the pandemic, for direct communication and engagement with various stakeholders.</li><li>b) Webinars</li><li>c) Online press conferences</li><li>d) Engagement directly with travel agents in various countries</li><li>e) Achieve the perfect balance between offline and online activities as the opportunity for offline activities increase, with the easing of restrictions imposed due to Covid-19 around the world.</li></ul>
	<p>2.6 Promote strategic partnership with travel service providers.</p> <ul style="list-style-type: none"><li>a) Identify effective partnerships with international travel and tourism stakeholders such as airlines and tour operators which serve the Maldives.</li><li>b) Focused joint promotional activities with such stakeholders to boost arrivals from specific source markets and for specific time periods.</li><li>c) Drive towards uniform marketing themes with local industry stakeholders.</li></ul>

	<p>2.7 Maintaining the perfect balance between B2C and B2B promotional campaigns and activities.</p> <ol style="list-style-type: none"> <li>a) Conduct scheduled online B2C destination specific and global campaigns throughout the year.</li> <li>b) Identify and organize effective offline B2C activities in various source markets.</li> <li>c) Localize B2C online and offline campaigns to suit the source market in which activities are conducted.</li> </ol>
	<p>2.8 Building greater capacity in MMPRC to conduct effective localized campaigns with emphasis on conducting activities in the local language of the source markets.</p> <ol style="list-style-type: none"> <li>a) Creating the means to access language resources in the languages of the main source markets such as Chinese, Russian, German, Italian, Japanese, Arabic and French.</li> </ol>
<p>3.</p>	<p>3.1 Monthly market report (to be submitted before the end of the first week of every month). The report format should consist of two parts,</p> <ol style="list-style-type: none"> <li>a) Market report: (consisting of market research/intelligence information and current economic and market trends as well as competitor activity analysis) and</li> <li>b) Report and presentation of activities undertaken during the month such as: <ul style="list-style-type: none"> <li>· Brief summary of the meeting held with stakeholders and their contact name email address, phone number and;</li> <li>· trade-related activities undertaken by the Agency on behalf of MMPRC, media clippings).</li> <li>· Metrics/ROI for each activity conducted and reach generated through PR influence</li> </ul> </li> </ol>
<p>4.</p>	<p>Plan, coordinate and execute a minimum of 2 group familiarization trips (approximately 5 representatives in every group) and a stream of individual familiarization trips (as agreed in initial roll-out plan) throughout the contract period of 12 months. That is, 1 group Travel agent/media fam trip and an agreed number of individual media/influencers/KOL/celebrity/blogger fam trips.</p> <p>Representative of PR agency to join group familiarization trips where necessary.</p>
<p>5.</p>	<p>Production &amp; distribution of bi-monthly Newsletter and press releases distributed to the media travel trade database. Database should include all major travel trade, mainstream news, travel trade and relevant tourism industry contacts.</p>

6.	<p>Managing and updating a media and tour operator database for MMPRC. Databases should be shared with MMPRC at a mutually agreed date at the beginning of the contract and updated and shared every quarter. The database should be updated with all the information that is required by MMPRC. To share contact details of participants of events, sales calls, etc. held during the contract periods.</p>
7.	<p>PR Agency should monitor the media as part of regular monthly tasks, except for the cases where the PR Agency is requested to use a specialized monitoring firm by MMPRC in writing to carry out such monitoring outside the monthly scope of work. Media monitoring reports should identify PR generated articles (through news blasts/newsletters, familiarization trips and other means) and other clippings of the destination generated in the market, their reach and media value. Monitoring reports should give an analysis of general topics of interest about the destination in the market, identify positive vs. negative articles and include professional advice on recommended actions to diffuse negative impact to the destination that may arise. This report should be shared with MMPRC within the first 10 days of each month.</p> <p>Issues that need immediate addressing, especially that may cause negative rift to the destination image should be proactively addressed to MMPRC in a timely manner.</p>

8.

Attend, assist and represent Maldives in exhibitions/fairs in the target market, assist MMPRC to arrange meetings and interviews with travel professionals (tour ops/travel agents, airlines, hotel representatives, etc.) during travel trade fairs and follow-up on meetings conducted and other requests such as promotional material requests, etc.

In the event that MMPRC officials do not travel to the exhibition due to various reasons (such as restrictions to travel due to Covid-19 or due to any other unforeseen reason), PR should manage the stand and conduct activities throughout the exhibition on behalf of MMPRC.

No additional management costs should be charged to MMPRC. In the case of the event being held in a city other than the city where the agency office is located then MMPRC will bear the cost for food, lodging and transport. This cost should be pre-approved by MMPRC in writing.

Database of all contacts established during the event including Name of person, title, Agency, address, phone number and email addresses, should be shared with MMPRC along with the follow up report within 10 working days after the close event.

9.

Organize and manage a minimum of one Roadshow in multiple cities OR a marketing event approved by MMPRC based on the annual marketing plan for the target market within the year.

All arrangements from planning to execution, including recommendation for potential cities, quotation options for various venues (venue hire, food and beverage, AV, etc.), rate negotiations, internal travel options for Maldives officials and industry participants (travel itinerary, booking trains/airline, negotiating special rates at host hotels, booking hotels, provision of database of top travel trade invitees in each respective city prior to the event and invitations management should be conducted by the Agency with written request from MMPRC.

No additional management costs should be charged to MMPRC. In the case of the event being held in a city other than the city where the agency office is located then MMPRC will bear the cost for food, lodging and transport. This cost should be pre-approved by MMPRC in writing. All costs related to hosting the Roadshow will be borne by MMPRC.

Agency should provide a confirmed list of attendees for the roadshow (by city) 2 weeks in advance of the date of the event, allowing Maldives industry partners lead time to pre-schedule meetings as required.

Database of all contacts established during the event including Name of person, title, Agency, address, phone number and email addresses, should be shared with MMPRC along with the follow up report within 10 working days after the close event.

A “Management Fee” can be applied to organize additional road shows or marketing events. This management fee will have to be pre-approved in writing by MMPRC.

10.	<p>Actively seek out opportunities in the market for promoting Maldives and advise MMPRC. Particular emphasis should be given to identifying traditional PR opportunities to generate positive PR for the destination through non-paid collaborations/barter arrangements and joint campaigns. Minimum of two such high impact campaigns should be carried out throughout the year within the retainer fee.</p>
11.	<p>Liaise with stakeholders including tour operators (online and offline) and airlines to develop partnership opportunities and build relationships and handle trade inquiries through establishment of effective information service for the travel trade. The Agency should be able to answer questions and fulfil inquiries on all Maldives aspects. Trade inquiries will be fulfilled by distribution of digital information or fact sheets/brochures, product news/information, videos, photos, slides and other content.</p> <p>Actively seek out and propose a minimum of 2 (two) opportunities with Airlines, at least 1 (one) for non- paid joint collaborations (e.g.: social media updates/campaigns, familiarization trip support in return for exposure).</p>
12.	<p>Assist MMPRC with Agency-know-how to establish and maintain close contact to all sectors of the travel trade industry such as tour operators, travel agencies, airlines, incentive and congress organizers, major commercial accounts and other potential organizations.</p>
13.	<p>Maintain media relations and actively pitch to relevant media on a regular basis to generate positive coverage of the Maldives.</p>
14.	<p>Suggest most appropriate media to be selected for destination promotion and purchase media slots on behalf of MMPRC (where advised) for Agent rates and coordination with MMPRC in executing the task. Assistance should be provided in the content development, specifically is required in the localized language. Messaging and creatives will be provided by MMPRC.</p>
15.	<p>Propose roll-out campaign for the market for a period of one year in line with the marketing strategies, assist MMPRC through professional guidance to identify the most relevant tactical plan for the year and assist in executing the various activities (as advised and approved by MMPRC).</p>

16.	<p>Serve as a liaison office in the target market between MMPRC/local tourism related companies and Respective travel trade and tourism industry at large of the target market.</p> <p>Type of inquiries received, liaisons, and recommendations for efficiency and improvement should be specified in the reports.</p>
17.	<p>Assignment of dedicated telephone number and email address for “Maldives” PR and travel trade inquiries. All communications should be via email address created within the visit Maldives domain provided by MMPRC.</p>
18.	<p>Organize in-house or virtual presentations with the most important tour operators and incentive houses (minimum 4 group presentations per year) to increase Maldives awareness, push destination interest for sales and communicate the latest news updates with presentations.</p> <p>If the situation allows, these meetings are to be organized at the respective tour operator offices. This allows reach to all key personnel of the agency in one session (average of 10/20 people).</p>
19.	<p><b>Sales calls &amp; meetings with;</b></p> <ul style="list-style-type: none"> <li>a) tour operators featuring the Maldives to push sales and include all product segments in the brochure</li> <li>b) other potential tour operators to encourage them to include the destination in their brochure and for more people to sell the Maldives</li> </ul>
20.	<p>Sales calls &amp; meetings with scheduled airlines and charter companies servicing the Maldives to develop partnership opportunities and mediate connection between MMPRC with potential airlines to start charter operations or schedule flights to Maldives (various regional airports).</p>
21.	<p>Postage of brochures to travel trade contacts (tour ops, travel agents, airlines, etc.) This will have to be pre-approved and the list of posted brochures to be sent to MMPRC by email.</p>

22.	Conduct a bi-annual review / tour operator audit to relate the changing TO landscape, identify number of tour operators featuring the Maldives in their brochure and how PR intervention has led to increase in this number. This comprehensive study should feature the tour operators/product managers' full contact name and address, the content of the packages (number of room nights, category, prices, etc.) of the featured products (resorts/guest houses/liveboards/hotels), connecting airlines against a clear picture of competitors featured and how Maldives can gain an edge.
23.	Organization of an annual media event independently or in conjunction with major events held in the target market. The purpose of this event is to provide news about the destination and to maintain a close relationship with the media. This should be proposed as a component of the annual campaign activities and approved by MMPRC. Costs for hosting the event will be borne by MMPRC.
24.	Develop content plan, manage, and run campaigns on Visit Maldives dedicated social accounts in localized language to the target market throughout the year to achieve pre-set KPIs. Costs related to boosting and campaigns will be borne by MMPRC.
25.	A management fee of not more than USD 1,200 per month can be charged by the Agency to promote the Maldives in all social media platforms in their respective language other than the social media platforms of MMPRC. This should include a minimum of 1 post daily and for boosting the social media handles in local language. The actual cost has to be pre-approved in writing with MMPRC.
26.	Measuring success: Recommend and develop a “measure of success” for the annual PR and Trade plan.



<p>27.</p>	<p>Monthly meetings of all PR representatives with MMPRC in the Maldives on a pre-scheduled date by MMPRC as a web conference. The objective of the meeting would be for all PR representatives of the destination to meet and exchange views and to.</p> <ul style="list-style-type: none"> <li>a) Understand MMPRC’s overall destination marketing directive,</li> <li>b) Educate about the latest product information and new developments in the destination,</li> <li>c) Share information about the individual market situations,</li> <li>d) How to streamline work in spreading consistent PR message across the markets of focus</li> <li>e) Discuss on how to effectively address possible challenges in implementing most effective PR and trade strategy for the destination and</li> <li>f) How to measure the return on investment</li> <li>g) Present current issues and suggestion on how it can be solved</li> </ul> <p>Respective PR Agency should present an overview of the respective market with latest information and suggested plan for Maldives together with justification as to why particular activities were chosen as well as suggestions on how to effectively measure ROI of each activity and current issues in the market with suggestions on how it can be solved.</p>
<p>28.</p>	<p>Translation and Proof reading of materials such as, but not limited to: newsletters, press releases, social media posts, destination guides provided by MMPRC to the respective language of the PR.</p>
<p><b>Scope of work during a crisis</b></p>	
	<p>The agency should pro-actively monitor and be the first to alert MMPRC on possible crisis situations which result in negative publicity to the destination. Timely action, professional advice on minimizing the impact, formulation of action plan and implementation as advised by MMPRC should be included in crisis management.</p>

	<p>General crisis management should include daily media monitoring, preparation of PR statements and proactive timely reporting in cases of concern within the current scope and retainer fee. In the event of a major incident the implementation of plan and extensive media monitoring work, reporting, communication with stakeholders, press formulation and distribution, etc can be invoiced separately with prior written approval from MMPRC.</p>
	<p>For major crisis an hourly rate should be charged, and this has to be mentioned in the cost breakdown provided in the proposal.</p>
	<p>4.1 Additional Information</p> <ul style="list-style-type: none"><li>a) The price quoted by the bidder should include all the aforementioned activities mentioned in the scope and general crisis management. MMPRC should not be borne to pay any additional charge.</li><li>b) The shortlisted parties shall make a presentation of 10 minutes with an additional 15 minutes for Q&amp;A.</li></ul>

<b>Section 4 - Contract Price &amp; Payment Terms</b>	
1.	Payment will be made by MMPRC in the manner set out below;
1.1	In consideration of this Agreement, MMPRC will pay the Agency a monthly retainer fee USD..... for PR and Trade activities excluding the withholding tax during the period of agreement. Payment of Representation Fee shall be executed within 30 working days of Maldives Post Exchange of formal contract. In addition, MMPRC hereby agrees to compensate the Agency for other charges and expenses as agreed by both the parties.
1.2	The Agency will be compensated for its services by MMPRC upon an agreed schedule of payments (including, without limitation, the scheduled contained in Section 1.1 hereof), including pre-approved expenses. All expenses including out of pocket expenses shall be approved in advance in writing.
1.3	Invoices will be paid on a monthly basis, following MMPRC’s receipt and approval of the monthly status report and appropriate supporting documentation.
1.4	Activities arranged during major crisis must be invoiced separately with prior approval from MMPRC.
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; itemised 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: Bid to hire an Agency to represent Maldives in SOUTH KOREA for 1 year.**

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

We agree to undertake and complete the Work for a monthly retainer fee of USD ..... (\$ .....) (The 'Monthly Retainer Fee') inclusive subjected to deduction of 10% as Withholding Tax). A summary of the annual breakdown of the Contract Price is provided below;

Description	Fee (\$)
Monthly Retainer Fee	
Major crisis management fee (per hour rate)	

**Note: 10% Withholding Tax will be deducted from the total invoice amount. This applies to both monthly retainer fee and major crisis.**

The details of the key personnel who shall undertake the Works are provided below;

Name	Qualification	Designation	Experience including number of years

Of the personnel mentioned in the table above, ..... shall be the team leader, who shall oversee the Work and liaise with MMPRC on all matters related to the Work.

Registered Office Address	
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Bank account number to transfer the monthly payments.

Bank Account Name	Bank Account Number

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 this day of 2022.

\_\_\_\_\_

(Signature)

Duly authorized to sign Bid for and on behalf of:

(Company/business's name)