



Visit Maldives Corporation Limited (VMC)
(Formerly known as MMPRC)
Republic of Maldives

REQUEST FOR PROPOSALS (RFP)
FOR THE PURPOSE OF HIRING AN AGENCY TO REPRESENT MALDIVES IN JAPAN FOR A
PERIOD OF 1 YEAR

1st September 2025

Section 1 - Instruction to Tenderers		
1.	General	
1.1	Announcement Number:	(IUL)VMC-PROC/VMC/2025/18
1.2	Announcement Date:	1 st September 2025
1.3	Project:	HIRING AN AGENCY TO REPRESENT MALDIVES IN JAPAN FOR 1 YEAR
1.4	Registration Deadline (Date & Time)	9 th September 2025 via E-Mail, before 1200 hours (MALDIVES LOCAL TIME) procurement@visitmaldives.com
1.5	Information Session (Date & Time)	9 th September 2025 via E-Mail, before 1400 hours (MALDIVES LOCAL TIME)
1.6	Clarification Deadline (Date & Time)	15 th September 2025 via E-Mail, before 1200 hours (MALDIVES LOCAL TIME) procurement@visitmaldives.com
1.7	Submission Deadline (Date & Time)	16 th September 2025 via E-Mail, before 1400 hours (MALDIVES LOCAL TIME) Email: tender101@visitmaldives.com
1.8	Bid Addressed to:	Mr. Hassan Shaheel Director, Procurement Visit Maldives Corporation Limited H. Zonaria, 2nd Floor, Boduthakurufaanu Magu, Male' Republic of Maldives
2.	Procedure of Tendering	
2.1	Eligible Tenderers <p>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.</p> <p>b) The Bidder/Respondent should have at least 1 registered office in Japan.</p>	

	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>Amendments to Tender Documents</p> <p>(a) At any time prior to the deadline for submission of Tenders, VMC 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 VMC</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>Registration of Tenderers:</p> <p>To register please email with the following information to procurement@visitmaldives.com by, 9th September 2025 before 1200 hrs. (Maldives Local Time).</p> <p>Tender Name or Tender No:</p> <p>Company name:</p> <p>Contact person name:</p> <p>Email:</p> <p><u>In the case of joint ventures, the companies' names should be stated.</u></p> <p>(Only registered parties shall be eligible to submit the proposal.)</p>
2.4	<p>Pre-bid meeting / Info Session: 9th September 2025 at 1400 hrs. (Maldives Local Time).</p> <p>Meeting link (Google Meet) will be shared via email with the registered tenderers only.</p>
2.5	<p>Clarifications of Bidding document, project, scope of works:</p> <p>15th September 2025 before 1200 hrs. (Maldives local time)</p> <p>(Maldives local time)</p> <p>Email: procurement@visitmaldives.com</p> <p>CC to shaheel@visitmaldives.com</p>
2.6	<p>Submission of Tenders:</p> <p>Tenders must be received by VMC at the address or by email and no later than the date and time mentioned below.</p> <p>Venue: Visit Maldives Corporation Limited (VMC), 2nd Floor, H. Zonaria, Male'</p> <p>Date: 16th September 2025</p>

	Time: Before 1400 hrs. (Maldives local time) Email: tender101@visitmaldives.com
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 VMC, 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.
3.	Preparation of Tenders
3.1	Each Respondent shall submit a single proposal.
3.2	Cost of Tendering The Tenderer shall bear all costs associated with the preparation and submission of its Tender, and VMC shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the tendering process.
3.3	Language of Tender The Tender, as well as all correspondence and documents relating to the Tender exchanged by the Tenderer and VMC, shall be written in English 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 English , in which case, for purposes of interpretation of the Tender, such translation shall govern.
3.4	Documents Comprising the Tender 3.4.1 Cover Letter as per section 5 <ul style="list-style-type: none"> - The Tender proposal <u>will be disqualified</u> if the document is not submitted as per the RFP. - The cover letter should be signed by an authorized signatory and the name of the signatory included. - The cover letter should be stamped. Cover letter should be submitted as per the template provided in section 5. All the information required must be filled.

	<p>3.4.2 Copy of registration Certificate of Sole proprietorship / Partnership / Company / Corporative Society</p> <ul style="list-style-type: none"> - Tender proposal <u>will not be eligible</u> if the document is not submitted or is not submitted as per the RFP. - The company registration certificate must be valid, and it should not have expired at the time of submission. - In the case of joint ventures and parent companies submitting proposals, a legally binding document stating their relationship should be submitted. This document must be stamped by both parties or signed by both parties with name and designation. - 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. <p>3.4.3 Profile of the Tenderer</p> <ul style="list-style-type: none"> - <u>Marks will be deducted</u> if the document is not submitted or is not submitted as per the RFP. - Profile of the tenderer should include the following; <ul style="list-style-type: none"> • The organizational capacity (including the number of staff). • Proposed account team (This team should consist of minimum 3 members and a dedicated account manager with minimum 3 years' experience), • The team proposed should not take any other similar roles at the time of submission with a competing destination and should not take part in promoting another competing destinations. • Number of years in operation (minimum 4 years in operation) • Location of office(s) • Services offered directly by agency personnel • List of the current client list
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3.4.4 Past experience

- Tender Proposal **will be disqualified** if no relevant past experience letter or email is submitted as per the RFP.
- Past experience should be similar work done within the past 5 years.
- To prove past experience, the tenderer should submit a signed letter from a contractor or a screenshot/snapshot of an email from a contractor that the tenderer has worked with. Copy-pasted texts on a document will not be accepted.
- The letter or email should contain the contact number or email address for further references.
- The letters or email should clearly mention the type of work and the period undertaken for the clients.
- Work order forms, agreements or award letters will not be considered as past experience letters.

3.4.5 Proof of financial capability

- Tender proposal **will not be eligible** if the document is not submitted as per the RFP, with the tender or if 20 percent of the total 12 months retainer fee for the quoted price **excluding the Fixed Deposits** is not available in their bank account.
- Each Tenderer/Respondent should submit proof of financial capability by submitting one of the following documents clearly indicating the currency;

Bank reference letter. This letter **should be in bank letterhead with authorized signature or bank stamp.** The letter should state that 20% of the quoted price excluding **the fixed deposits** is available in the bank account. The account balance should not be earlier than 1st August 2025.

OR

- a) Last 3 months' bank statement on the bank letterhead.
 - 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.**

	<ul style="list-style-type: none"> - The bank statement should indicate that the 20% of the quoted price is available in the bank account. - This statement should be from 1st June 2025 to 31st September 2025. <p>3.4.6 A proof of Familiarity with Maldives as a tourist destination</p> <ul style="list-style-type: none"> - <u>Marks will be deducted</u> if the document is not submitted or is not submitted as per the RFP - This document should include below information but not limited to; <ul style="list-style-type: none"> • Maldives as a tourist destination • USPs aspiring to the target • Japanese market performance to Maldives • Major tour operators selling Maldives <p>3.4.7 A proof of familiarity with Japanese market</p> <ul style="list-style-type: none"> - <u>Marks will be deducted</u> if the document is not submitted or is not submitted as per the RFP - This document should include below information but not limited to; <ul style="list-style-type: none"> • Proof of extensive knowledge of the Japan market including outbound travel, • Japan market travel trade and media landscape • Competitor analysis • Economic outlook.
	<p>Period of Validity of Tender</p> <p>(a) Tenders shall remain valid for 90 calendar days after the Tender submission deadline date prescribed by VMC. A tender valid for a shorter period shall be disqualified by VMC in the evaluation process.</p> <p>(b) In exceptional circumstances, prior to the expiration of the tender validity period, VMC 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	Tender Security (If required): Not Applicable
3.6	Format of Signing of Tender

	The Tenderer shall prepare one original of the documents comprising the Tender as described in Clause 3.3, and clearly mark it "Original".
3.7	<p>Budget</p> <p>a) Monthly Retainer Fee</p> <p>The budget allocated for this project is 4,000.00 (US Dollar Four Thousand only subjected to 10% WITHHOLDING TAX) as a monthly retainer. If the retainer fee quoted by the bidder exceeds the allocated budget, VMC 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. VMC 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) Major Crisis Management Fee</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 VMC. For major crisis, the charge per hour should be stated clearly in the proposal.</p> <p>c) Variable Costs</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 VMC.</p> <p>Variable costs should explicitly be agreed upon between the contractor and VMC in advance and hence will be allotted or budgeted by VMC. In addition, this contractor should be willing to bear the payments on behalf of VMC (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 VMC upon an agreed schedule of payments including pre-approved and out of pocket expenses. Invoices will be paid on a monthly basis following VMC receipt</p>

	<p>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 VMC and VMC will reimburse the amount upon prior written approval.</p>
3.8	<p>Contract Period</p> <p>The contract period will be 01 year from the date of signing the contract, with possibility of extension, if the work conducted by the selected party meets the expectations of VMC. In case if the contract is renewed by VMC, the monthly retainer fee can be increased by a maximum of 20% of the existing contract price.</p>
3.9	<p>Taxes</p> <p>a) All Bidders shall quote the prices inclusive of Taxes.</p> <p>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.</p>
3.10	<p>Alternative Tenders</p> <p>It is not permitted to submit Alternative Tenders.</p>
3.11	<p>Conflict of Interest</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> <p>(a) they have a controlling partner in common; or</p> <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,</p>

	this does not limit the inclusion of the same subcontractor in more than one Tender.
3.12	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.
3.13	Authorization The original tender shall be signed by a person duly authorized to sign on behalf of the tenderer. The name and position held by the person signing the tender must be typed or printed below the signature.
4.	Submission and Opening of Tenders
4.1	Deadline for Submission of Tenders (a) Tenders must be received by VMC at the address or by email and no later than the date and time mentioned in clause 2.6 of this document. (b) VMC 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 VMC and Tenderers previously subject to the deadline shall thereafter be subject to the deadline as extended.
4.2	Late Tender VMC shall not consider any Tender that arrives after the deadline for submission of Tenders, in accordance with clause 2.6. Any Tender received by VMC after the deadline for submission of Tenders shall be declared late, rejected, and returned unopened to the Tenderer.
4.3	Withdrawal and Re-submission The Respondents may withdraw or re-submit at any time before the Tender submission deadline.
4.4	Best Value Selection and Negotiation VMC may select the response(s) which demonstrates the best overall value, that will achieve the goals of VMC. VMC 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.
5	Disqualification

5.1	<p>VMC 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"> a) The Proposal is not accompanied by documents required to be submitted (as detailed in clause 3.6) in accordance with this RFP; b) If the Respondent submits incorrect/ inaccurate/ misleading information or conceals/suppresses any relevant information c) Where the Respondent seeks to modify the Proposal after Proposal Due Date without the consent of VMC d) Any Proposal that is received after the Proposal Due Date 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 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 VMC g) If any bidder failed to attend or withdraw from the presentation evaluation. h) If the budget proposed by the Bidder exceeds the budget mentioned in clause 3.7.
6.	Evaluation
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, VMC 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 VMC 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 VMC 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 VMC in the examination, evaluation, ranking of Bids may result in the rejection of the respective Bidder's Bid.

7.	Tender Security and Performance Guaranty (Not applicable)
8.	Advance Payment - (Not applicable) Advance Payment Guaranty (Not applicable)
9.	Award of Contract
9.1	VMC 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, VMC 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	VMC 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 VMC’s action.
9.5	Upon VMC’s request, the Selected Respondent shall provide any component missing from the proposed design as per the specification and scope provided by VMC in Appendix A of this RFP, without any additional cost.
10	Penalty & Contract Termination
10.1	Penalty VMC 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	Contract Termination If the Selected Party fails to carry out any obligation under the Agreement, VMC may by notice require the Contractor to make good the failure and to remedy it within a specified reasonable time.

Section 2 - Evaluation Criteria		
Document Evaluation - 100 marks		
Area	Details	Marks
Retainer Fee	The Bid proposing the lowest “Retainer Fee” shall receive a maximum score of Twenty-Five (25) marks, and marks will be allocated to other Bids according to pro-rata basis. The retainer fee quoted should include general crisis management.	25
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 Ten (10) marks, and marks will be allocated to other Bids according to pro-rata basis.	10
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. Japanese market performance to Maldives 4. Major tour operators selling Maldives	20
Familiarity with the Japanese market.	Marks will be given considering the below- mentioned points in the report submitted. 1. Proof of extensive knowledge of Japan and including outbound travel, 2. Japanese 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 (including number of staff). b) Proposed account team (This team should consist of a minimum of 3 members and a dedicated	10

	<p>account manager with minimum 3 years' experience in destination or related field),</p> <p>c) Number of years in operation (minimum 4 years)</p> <p>d) Location of office(s)</p> <p>e) Services offered directly by agency personnel</p> <p>f) List of the current client list</p> <p>Marks will be deducted if the tender has a competing destination in their current client list.</p>	
Past Experience	<p>Marks for experience with related works will be given as mentioned below.</p> <p>a) 3 letters/email: 15 marks</p> <p>b) 2 letters/email: 10 marks</p> <p>c) 1 letter/email: 6 marks</p> <p>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.</p> <p>If the Tenderer/respondent has worked with VMC and if the performance is found to be unsatisfactory, then marks will be deducted.</p>	15
	TOTAL	100

Presentation Evaluation - 100 Marks

After a careful evaluation, based on the evaluation criteria the highest 03 bidders will be invited for a presentation evaluation.

The presentation invitation will be sent to 03 bidders at least three days prior to the day of the presentation.

If any bidder failed to attend or withdraw the presentation evaluation, the bidder **will be disqualified** from the evaluation.

The presentation should cover all the points mentioned below

Duration of the presentation - 20 minutes

Q & A - 5 minutes

Marks will be awarded based on the following areas;

- Overall knowledge in Maldives as a tourist destination (15 marks)
- Familiarity with Japan travel market (15 marks)
- Proposed marketing plan for Maldives (15 marks)
- One detailed marketing activity carried out in the past (case study of PR activity related to the scope of work) (25 marks)
- Q & A (30 marks)

Final marks calculation based on the technical evaluation and presentation.

Submitted Documents	
Retainer Fee	25
Major Crisis Management Fee	10
Familiarity with Maldives as a tourist destination	20
Familiarity with the Japanese Market	20
Company Profile	10
Past Experience	15
Total (Submitted Documents)	100
Percentage (Submitted Documents)	70%
Total (Presentation)	100
Percentage (Presentation)	30%
Final Marks	70% + 30% = 100%

<u>Section 3 - Scope of Work</u>	
1	Japanese mainland market + Japanese in overseas market arrivals to Maldives growth to pre-COVID-19 era figures
2	<p>Establish strongly the perception of Maldives as a;</p> <ul style="list-style-type: none"> (1) Honeymoon (2) Diving (3) Culinary (4) Adventure (5) MICE (6) Experiential destination (7) Luxury (8) Safe and peaceful destination (9) Beach holiday (10) Young people's cultural travel
3	Create new awareness in terms of 10 aimed perceptions about Maldives throughout the year, aligned with the year's theme, "the Ocean Nation"
4	Maintain growth into the summer promotion season of the Maldives - May into October, and help the Maldives sustain growth in this period, in addition to the winter promotion season
5	Create overall destination awareness in new and modern styles that educate current audiences and new target groups
6	<p>Define for Visit Maldives Corporation new target groups and collectively strategize each target group</p> <ul style="list-style-type: none"> 1. Honeymoon traveller 2. Luxury Honeymoon traveller 3. Luxury Family traveller 4. Family traveler 5. Dive traveler 6. Modern companies exploring offshore MICE travels 7. Destination Weddings, small scale

	8. Culinary experiences traveller - assist in defining new groups
7	Prepare Japanese Market Marketing plan with tools, KOLs, Viral news creation ideas, target arrival setting, target media and newspaper reach, target airline promotions, etc
8	Frequently propose new modern ways of marketing that are trending in Japan, and explore using these tools with the Visit Maldives corporation
9	Take timely action on trends, and share market research in a timely manner
10	Frequency of the Maldives on Japanese news and the Ambassador's strong assistance from the Maldives and the consulate in Japan, with Japan-Maldives awareness programs several times a year in Tokyo
11	Assist with Trade shows, roadshows with Tour Operators, roadshows with Media companies, and other stakeholders, and new and established resort webinar arrangements
12	Assist with Destination Guide translation + other translations for social media, ongoing chats, video dubbing in Japanese, and other trending platforms
13	Quarterly Report updates on all marketing efforts + Once every two weeks call with Visit Maldives Director and Market Relation executive + Monthly call to summarize the month's achievements and plan for next quarter
14	Developing a Japanese market Database of stakeholders together with Visit Maldives Corporation for Bi Monthly Destination Newsletter and other news alerts sharing
15	Media management assistance - monitor media and take counteraction in times of distress, wrongful information about the Destination
16	Assistance in main exhibitions with a staff assistant where translations are required. One trained staff member to represent Destination in small meetings or exhibitions on behalf of Visit Maldives Corporation (cost borne by VMC - Visit Maldives Corporation) and share networks and report in such cases
17	Frequent guidance on Japanese cultural awareness and tourist requirements for all tourist segments, feedback, and Japanese news to ensure Visit Maldives Corporation is equipped with the best knowledge about the Japanese market and its stakeholders

18	Postage of the destination guide and other material planned to circulate within the year
19	Act as a liaison office for Destination Marketing and PR, and Communications for the Maldives
1.	<p><u>Scope of work during a crisis</u></p> <p>The agency should pro-actively monitor and be the first to alert VMC on possible crisis situations which result in negative publicity to the destination. Timely action, professional advice on minimising the impact, formulation of action plan and implementation as advised by VMC should be included in crisis management.</p>
2.	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 VMC.
3.	For major crisis an hourly rate should be charged, and this has to be mentioned in the cost breakdown provided in the proposal.
4.	<p>Additional Information</p> <p>a) The price quoted by the bidder should include all the aforementioned activities mentioned in the scope and general crisis management. VMC should not be borne to pay any additional charge.</p> <p>b) The shortlisted parties shall make a presentation of 10 minutes with an additional 15 minutes for Q&A.</p>
<u>Japanese PR - KPIs</u>	
1	Ensure to achieve 43,000 total arrivals from Japan
2	Ensure to develop a database of more than 10,000 stakeholders whom we will benefit from sharing Destination News
3	Ensure the Destination Guide Luxury coffee table book and Destination Guide adventure magazine are posted to 1000 key locations
4	Arrange 2 KOLs from media/ micro and macro influencers per month throughout the year

5	Arrange 2 media/news inserts monthly in Japanese media
6	Feature and impactful TV program in Japan, or a YouTube video prior to the season to kick off the season
7	Strengthen the database for the destination with all B2C small agents selling the Maldives
8	Progress reporting to be submitted with measured success and increased reach numbers
9	Maintain a Japanese chat cafe with Destination news or similar tasks and measure engagement
10	Achieve the arrival target figures per season

Section 4 - Contract Price & Payment Terms	
1.	Payment will be made by VMC in the manner set out below;
1.1	In consideration of this Agreement, VMC will pay the Agency a monthly retainer fee 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, VMC 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 VMC 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 VMC'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 VMC.
1.5	Third Party Costs; Third Party Costs incurred on behalf of VMC shall be approved in writing by VMC 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 (Please submit the cover letter in this template)

Date:

The CEO & Managing Director,
Visit Maldives Corporation Limited (VMC)
H. Zonaria, 2nd Floor,
Boduthakurufaanu Magu, Male'
Republic of Maldives

Dear Sir,

Sub: Bid to hire an Agency to represent Maldives in Japan for 1 year.

Having examined all the information provided, we the undersigned offer to represent Maldives in Japan 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 VMC on all matters related to the Work.

Registered Office Address in Japan	
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Bank account number to transfer the 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 VMC. 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 VMC, this Bid, together with written acceptance thereof and VMC's notification of award, shall constitute a binding contract if we are selected as the Successful Bidder.

Date this day of 2024.

Details of authorized personnel to sign Bid for and on behalf of:

Company/Business Name: _____

Name of the authorized personnel to sign: _____

Signature of the authorized personnel to sign: _____

Stamp of the company/Business: _____

Date: _____

Section 6 - Submission Checklist

SUBMISSION CHECKLIST FOR PR HIRE FOR JAPAN

#	SUBMISSION OF DOCUMENTS	OUTCOME			
1	Cover letter				
	Is the cover letter submitted in the format given	Yes	Qualified	No	Disqualified
2	Copy of Registration Certificate				
	Is the company registration certificate submitted?	Yes	Eligible	No	Not eligible
	If the registration Certificate is not in English, is an English translation submitted with the original copy?	Yes	Eligible	No	Not eligible
	Is the English translation signed by authorized signatory?	Yes	Eligible	No	Not eligible
3	Profile of the tenderer				
	Is the profile of the tenderer submitted?	Yes	Marks will be awarded	No	Marks will be deducted
	Does the profile include organizational capacity and structure?	Yes	Marks will be awarded	No	Marks will be deducted
	Does the profile include the proposed account team (This team should consist of a dedicated account manager with minimum 2 years' experience),	Yes	Marks will be awarded	No	Marks will be deducted
	Number of years in operation	Yes	Marks will be awarded	No	Marks will be deducted
	Location of office(s)	Yes	Marks will be awarded	No	Marks will be deducted
	Services offered directly by agency personnel	Yes	Marks will be awarded	No	Marks will be deducted
	List of the current client list	Yes	Marks will be awarded	No	Marks will be deducted
4	Past experience letters				
	Are Past experience letters or emails submitted?	Yes	Qualified	No	Disqualified

	Does the past experience letters or emails indicate PR related works done within the past five years	Yes	Qualified	No	Disqualified
	Does the letter or email have the contact details for further reference?	Yes	Qualified	No	Disqualified
	Is it clearly mentioned on the letter or email the type of work and period undertaken for the clients?	Yes	Qualified	No	Disqualified
5	Proof of financial capability				
	Is the bank reference letter or bank statement submitted?	Yes	Eligible	No	Not eligible
	Is the bank reference letter or bank statement on the bank letterhead?	Yes	Eligible	No	Not eligible
	Is the bank balance not earlier than 1 st August 2025.	Yes	Eligible	No	Not eligible
	Does the bank reference letter or bank statement have an authorized signature of the bank or bank stamp?	Yes	Eligible	No	Not eligible
	Does the bank reference letter or bank statement indicate that 20% of the quoted price is available?	Yes	Eligible	No	Not eligible
	Is the bank statement dated from 1st June 2025 to 31st September 2025.	Yes	Eligible	No	Not eligible
	If the document is not in English, is a translation provided with the original copy?	Yes	Eligible	No	Not eligible
	Is the translated document signed by authorized signatory	Yes	Eligible	No	Not eligible
6	Proof of Familiarity - Maldives				
	Does the submitted document contain the following:				
	Familiarity of Maldives as a tourist destination	Yes	Marks will be awarded	No	Marks will be deducted
	USPs aspiring to the target Market	Yes	Marks will be awarded	No	Marks will be deducted
	Japanese market performance to Maldives	Yes	Marks will be awarded	No	Marks will be deducted
	Major tour operators selling Maldives	Yes	Marks will be awarded	No	Marks will be deducted
7	Proof of familiarity - Japanese Market				
	Does the submitted document contain the following:				

	Proof of extensive knowledge of Japanese market including outbound travel	Yes	Marks will be awarded	No	Marks will be deducted
	Japanese market travel trade and media landscape	Yes	Marks will be awarded	No	Marks will be deducted
	Competitor analysis	Yes	Marks will be awarded	No	Marks will be deducted
	Economic Outlook	Yes	Marks will be awarded	No	Marks will be deducted