



Republic of Maldives

**REQUEST FOR PROPOSALS (RFP)**

**FOR THE PURPOSE OF HIRING A PR AGENCY FOR THE JAPAN FOR THE VISIT MALDIVES  
WEEK IN JAPAN 2026, FOR A PERIOD OF THREE MONTHS (AUGUST TO OCTOBER 2026)**

**16<sup>th</sup> April 2026**

<b>Section 1 - Instruction to Tenderers</b>		
<b>1.</b>	<b>General</b>	
1.1	Announcement Number:	(IUL)VMC-PROC/VMC/2026/014
1.2	Announcement Date:	16 <sup>th</sup> April 2026
1.3	Project:	<b>HIRING A PR AGENCY FOR THE JAPAN FOR THE VISIT MALDIVES WEEK IN JAPAN 2026, FOR A PERIOD OF THREE MONTHS (AUGUST TO OCTOBER 2026)</b>
1.4	Registration Deadline (Date & Time)	<b>23<sup>rd</sup> April 2026 via E-Mail, before 1200 hours (MALDIVES LOCAL TIME)</b> <a href="mailto:procurement@visitmaldives.com">procurement@visitmaldives.com</a>
1.5	Information Session (Date & Time)	<b>23<sup>rd</sup> April 2026 via E-Mail, before 1400 hours (MALDIVES LOCAL TIME)</b>
1.6	Clarification Deadline (Date & Time)	<b>30<sup>th</sup> April 2026 via E-Mail, before 1200 hours (MALDIVES LOCAL TIME)</b> <a href="mailto:procurement@visitmaldives.com">procurement@visitmaldives.com</a>
1.7	Submission Deadline (Date & Time)	<b>05<sup>th</sup> May 2026 via E-Mail, before 1400 hours (MALDIVES LOCAL TIME)</b> <b>Email: <a href="mailto:tender303@visitmaldives.com">tender303@visitmaldives.com</a></b>
1.8	Bid Addressed to:	Mr. Hassan Shaheel Director, Procurement Visit Maldives Corporation Limited H. Zonaria, 2nd Floor, Boduthakurufaanu Magu, Male' Republic of Maldives
<b>2.</b>	<b>Procedure of Tendering</b>	
2.1	<b>Eligible Tenderers</b>	
	<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>	

	b) The Bidder/Respondent should have at least 1 registered office in the Japan.
	c) The Bidder/Respondent should have a minimum of 20 percent of the total 3 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, 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><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, 23<sup>rd</sup> April 2026 before 1200 hrs. (Maldives Local Time).</p> <p><b>Tender Name or Tender No:</b></p> <p><b>Company name:</b></p> <p><b>Contact person name:</b></p> <p><b>Email:</b></p> <p>Kindly State the announcement <b>Number (IUL)VMC-PROC/VMC/2026/014</b> as the subject of the 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><b>Pre-bid meeting / Info Session: 23<sup>rd</sup> April 2026 at 1400 hrs. (Maldives Local Time).</b></p> <p>Meeting link (Google Meet) will be shared via email with the registered tenderers only.</p>
2.5	<p><b>Clarifications of Bidding document, project, scope of works:</b></p> <p><b>30<sup>th</sup> April 2026 before 1200 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	<b>Submission of Tenders:</b>

	<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), 2<sup>nd</sup> Floor, H. Zonaria, Male'</p> <p><b>Date: 05<sup>th</sup> May 2026</b></p> <p><b>Time: Before 1400 hrs. (Maldives local time)</b></p> <p><b>Email: <a href="mailto:tender303@visitmaldives.com">tender303@visitmaldives.com</a></b></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 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.
<b>3.</b>	<b>Preparation of Tenders</b>
3.1	Each Respondent shall submit a single proposal.
3.2	<p><b>Cost of Tendering</b></p> <p>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.</p>
3.3	<p><b>Language of Tender</b></p> <p>The Tender, as well as all correspondence and documents relating to the Tender exchanged by the Tenderer and VMC, 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.</p>
3.4	<p><b>Documents Comprising the Tender</b></p> <p><b>3.4.1 Cover Letter as per section 5</b></p> <ul style="list-style-type: none"> <li>- The Tender proposal <b><u>will be disqualified</u></b> if the document is not submitted as per the RFP.</li> <li>- The cover letter should be signed by an authorized signatory and the name of the signatory included.</li> </ul>

- 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.

**3.4.2 Copy of registration Certificate of Sole proprietorship / Partnership / Company / Corporative Society**

- Tender proposal **will not be eligible** 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.

**3.4.3 Profile of the Tenderer**

- **Marks will be deducted** if the document is not submitted or is not submitted as per the RFP.
- Profile of the tenderer should include the following;
  - 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 5 years in operation)
  - Location of office(s)
  - Services offered directly by agency personnel
  - List of the current client list

**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 from the date of this announcement.
- 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 3 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;

##### **a) 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 **16<sup>th</sup> March 2026.**

**OR**

##### **b) 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"> <li>- The bank statement should indicate that the 20% of the quoted price is available in the bank account.</li> <li>- This statement should be from <b>16<sup>th</sup> January 2026 to 16<sup>th</sup> April 2026.</b></li> </ul> <p><b>3.4.6 A proof of Familiarity with Maldives as a tourist destination</b></p> <ul style="list-style-type: none"> <li>- <b><u>Marks will be deducted</u></b> 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 to; <ul style="list-style-type: none"> <li>• Maldives as a tourist destination</li> <li>• USPs aspiring to the target</li> <li>• Japan market performance to Maldives</li> <li>• Major tour operators selling Maldives</li> </ul> </li> </ul> <p><b>3.4.7 A proof of familiarity with Japan market</b></p> <ul style="list-style-type: none"> <li>- <b><u>Marks will be deducted</u></b> 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 to; <ul style="list-style-type: none"> <li>• Proof of extensive knowledge of the Japan market including outbound travel,</li> <li>• Japan market travel trade and media landscape</li> <li>• Competitor analysis</li> <li>• Economic outlook.</li> </ul> </li> </ul>
	<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 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	<b>Tender Security (If required): Not Applicable</b>
3.6	<p><b>Format of Signing of Tender</b></p> <p>The Tenderer shall prepare one original of the documents comprising the Tender.</p>
3.7	<p><b>Budget</b></p> <p><b>a) Monthly Retainer Fee</b></p>

	<p>The budget allocated for this project is a total of 10,000.00 (US Dollar Ten Thousand only subjected to 10% WITHHOLDING TAX) for three months. <b>If the retainer fee quoted by the bidder exceeds the allocated budget, VMC Evaluation Committee has the discretion to disqualify the proposal during evaluation.</b></p> <p>The 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.</p> <p>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 VMC. 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 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 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	<b>Contract Period</b>

	The contract period will be 03 months from the date of signing the contract, with possibility of extension, if the work conducted by the selected party meets the expectations of VMC and if further assistance is required. In case if the contract is renewed by VMC, the monthly retainer shall remain the same as of the existing contract price.
3.9	<p><b>Taxes</b></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><b>Alternative Tenders</b></p> <p>It is not 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> <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, this does not limit the inclusion of the same subcontractor in more than one Tender.</p>
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	<p><b>Authorization</b></p> <p>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.</p>
4.	<b>Submission and Opening of Tenders</b>

4.1	<p><b>Deadline for Submission of Tenders</b></p> <p>(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.</p> <p>(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.</p>
4.2	<p><b>Late Tender</b></p> <p>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.</p>
4.3	<p><b>Withdrawal and Re-submission</b></p> <p>The Respondents may withdraw or re-submit at any time before the Tender submission deadline.</p>
4.4	<p><b>Best Value Selection and Negotiation</b></p> <p>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.</p>
5	<p><b>Disqualification</b></p>
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"> <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 VMC</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> </ul>

	<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 VMC</p> <p>g) If any bidder failed to attend or withdraw from the presentation evaluation.</p> <p>h) <b>If the total budget proposed by the Bidder exceeds the budget mentioned in clause 3.7.</b></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, 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.
<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	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 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 proposal as per the scope provided by VMC in Appendix A of this RFP, without any additional cost.
<b>10</b>	<b>Penalty &amp; Contract Termination</b>
10.1	<b>Penalty</b> 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	<b>Contract Termination</b> 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**

<b>Document Evaluation - 100 marks</b>		
<b>Area</b>	<b>Details</b>	<b>Marks</b>
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 separately. 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. Japan market performance to Maldives 4. Major tour operators selling Maldives	20

Familiarity with the Japan 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. Japan 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 account manager with minimum 3 years experience in destination or related field), c) Number of years in operation (minimum 5 years) d) Location of office(s) e) Services offered directly by agency personnel f) List of the current client list  Marks will be deducted if the tender has a competing destination in their current client list.	10	
Past Experience	Marks for experience with related works will be given as mentioned below. a) 3 letters/email: 15 marks b) 2 letters/email: 10 marks c) 1 letter/email: 6 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.  If the Tenderer/respondent has worked with VMC and if the performance is found to be unsatisfactory, then marks will be deducted.	15	
	<b>TOTAL</b>	<b>100</b>	

### 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 - 10 minutes

Q & A - 15 minutes

Marks for the presentation will be awarded based on the following areas;

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

Final marks calculation based on the technical evaluation and presentation.

<b>Submitted Documents</b>	
Retainer Fee	25
Major Crisis Management Fee	10
Familiarity with Maldives as a tourist destination	20
Familiarity with the Japan 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%

### Section 3 - Scope of Work

Work in close collaboration with Visit Maldives Corporation (VMC) as a three-month PR hire to support strategic marketing efforts in the Japanese market, assisting in the planning, preparation, and execution of Visit Maldives week in Japan scheduled 28th September to 02nd October 2026

Responsibilities include coordination of logistics, scheduling of meetings, media engagement, and other required arrangements, such as the distribution and circulation of the Maldives Destination Guide, ensuring timely and efficient delivery throughout the three-month engagement period.

The roadshow will take place from 28th September - 02nd October 2026 in 3 major cities in Japan. The cities and dates are as follows:

- i) 28 September 2026 - Tokyo
- ii) 30 September 2026 - Osaka
- iii) 02 October 2026 - Nagoya

## 1. Key Responsibilities

### **PR requirements**

1. PR agencies must have Proven experience in travel and tourism PR, particularly in the Japanese market.
2. Strong media relations with top-tier Japanese publications and influencers.
3. Expertise in event PR, influencer engagement, and content localization.
4. Ability to provide detailed media monitoring and reporting.
5. Experience in social media engagement and amplification.
  
6. Two PR Representatives are required to assist Visit Maldives Corporation(VMC) as per below (but not limited to) scope of work:
7. VMC will cover the following cost for 2 people from the winning party for three cities (unless it is the city that the PR Representatives are based in) These must be pre-approved in writing by VMC.
  - a. Internal Travel
  - b. Food and Accommodation
8. No additional management costs may be charged to VMC.

9. In the event of a major incident, activities such as a crisis, extensive media monitoring, stakeholder communications, press statement formulation, and distribution.
10. If VMC officials cannot attend the event (e.g., due to travel restrictions), the PR Agency must manage the roadshow and activities on behalf of VMC without charging additional management fees.
11. Database of all contacts established during the roadshow (including company name, name of the person, designation, phone number and email addresses) should be shared with VMC along with the post-event report within 10 working days.
12. All the arrangements should be in consultation with VMC and the cost should be included within the proposed budget.
13. Propose a theme for the roadshow based on your expert opinion, share feedback on the proposed cities (with dates) that may be more suitable to focus on depending on market performance other than the above-mentioned cities with supporting documents.

## 2. Operational Assistance for Visit Maldives Week in Japan

All arrangements must be carried out by the PR Agency upon written request from VMC. Assist VMC in arranging meetings and interviews with:

1. Tour operators
2. Travel agents
3. Airlines
4. Hotel partners
5. Other travel trade relevant stakeholders

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

PR agency Provide on-ground support during networking events and meetings.

## 3. PR & Media Coordination for Visit Maldives Week

1. Assist Visit Maldives in scheduling media interviews, press meetings, and trade engagements during Visit Maldives Week

2. Facilitate outreach to top-tier Japanese media, ensure visibility and coverage and maintain strong media relations and actively pitch to relevant media on a regular basis to generate positive coverage of the Maldives.
3. Secure competitive PR opportunities before, during the roadshow period .
4. Support in drafting, translating and distributing press releases related to the event.
5. Assist in purchasing media slots on behalf of VMC (where advised), ensuring agent rates and coordinating with VMC for execution.
6. All messaging and creatives will be provided by VMC.
7. Assist VMC in promoting the Maldives participation in the roadshow prior to the event dates. In this regard, distribute press release/s about Maldives participation including the information of the co-exhibitors to the travel trade database of the agency.
8. Maintain communication with key trade partners in the market
9. Identify opportunities for buyer or trade partner engagement around the event
10. Maintain a database of key trade contacts and report on engagement activities
11. Liaise with stakeholders, including tour operators (online and offline) and airlines, to develop partnership opportunities, build relationships, and handle trade inquiries.
12. Establish an effective information service for the travel trade, ensuring the Agency can answer questions and fulfill inquiries on all aspects of the Maldives.
13. Fulfill trade inquiries through the distribution of digital information, including fact sheets, brochures, product news, videos, photos, slides, and other content.

#### 4. Maintain and update a consolidated database of:

1. Media contacts
2. Tour operators and travel agents
3. Airlines
4. Relevant industry stakeholders

#### 5. Conduct sales calls and meetings with:

1. Tour operators already featuring the Maldives, to drive sales
2. Potential tour operators not yet featuring the Maldives, to promote the destination and encourage its inclusion in brochures and sales portfolios.

3. Potential tour operators, airlines, and other vendors for joint promotional campaigns within the market.
4. Scheduled airlines and charter companies servicing the Maldives, to develop partnership opportunities and facilitate connections between VMC and potential airlines for initiating charter operations or scheduling flights to Maldives.

## 6. Media Relations & Content Support

1. Maintain strong media relations and pitch to relevant media to generate positive coverage of the Maldives.
2. Recommend the most appropriate media outlets for destination promotion. Assist in purchasing media slots on behalf of VMC (where advised), ensuring agent rates and coordinating with VMC for execution.
3. Support content development, particularly where localised language adaptation is required.
4. All newsletter topics and content must be pre-approved by VMC.

## 7. Support travel logistics including:

1. Assist in arranging internal transfers for VMC delegation during the event for all cities. Provide the related cost details to VMC upon request. Managing internal travel logistics for Maldives officials including travel itineraries, train/airline bookings, hotel bookings, and securing special rates at host hotels.
2. The PR Agency shall assist in managing and coordinating the city-to-city transportation, handling, and storage of all promotional materials supplied by VMC, including but not limited to promotional bags, brochures, and giveaway items.
3. Sourcing competitive hotel rates and room options for VMC
4. All costs related to customs clearance, inter-city transportation, and delivery of promotional materials to all event cities shall be borne by VMC.

## 8. Event Venue Hire

1. The PR Agency shall propose a minimum of three (3) suitable venue options per city, each inclusive of welcome drinks and canapés or a hosted dinner (approximately

100pax), AV equipment for VMC's review and approval.

2. The PR Agency shall be responsible for venue setup and décor to create a Maldives ambience. Creative artwork for banners and backdrops will be provided by VMC, and the Agency shall oversee production, placement, and installation at the venue.
3. The PR Agency shall coordinate all required audio-visual equipment, including but not limited to a projector, laptop, microphones, sound system, and related technical support.
4. All costs associated with venue hire shall be borne directly by VMC; however, the PR Agency shall manage coordination, bookings, and on-site liaison with the venue.

## 9. Event Planning & Execution

1. Conducting rate negotiations and finalizing contracts.
2. Providing a database of top travel trade invitees, including contact details for each city, and managing invitations with VMC's approval
3. Overseeing on-site execution and ensuring seamless event management. This includes inspection of the venue prior to the event
4. The PR Agency shall prepare and distribute a welcome kit for all attendees, comprising promotional materials, a detailed event agenda, and branded merchandise, as provided by VMC.
5. The PR Agency shall produce, and distribute identification badges for all participating industry partners. Designs will be provided by VMC.
6. The PR Agency shall organize and manage a holiday raffle draw to be conducted at the conclusion of the event. The raffle prize shall consist of a holiday package to the Maldives. VMC will coordinate with participating companies and provide the raffle voucher, while the PR Agency shall manage the execution of the draw.
7. All the arrangements should be in consultation with VMC and approved in advance.

## 10. Attendee Management

The PR Agency shall develop and provide a curated database of the most relevant travel trade partners and media representatives in each city subject to VMC review and approval.

The PR Agency shall manage the end-to-end invitation process on behalf of VMC, including distribution, follow-ups, and RSVP confirmations, and shall use best efforts to secure strong attendance from top-tier travel agencies and key media representatives (targeting the top 80-100 travel trade and media contacts per city).

Creative artwork for the invitation shall be provided by VMC, while the PR Agency shall be responsible for adaptation, dissemination, and tracking of responses.

1. The agency must provide a confirmed list of attendees for each city at least two weeks before the event date, allowing Maldives industry partners to pre-schedule meetings as required.
2. The agency must provide a database of the most relevant travel trade professionals and media representatives prior to the event
3. The agency will send out invitations on behalf of VMC and ensure a strong turnout (targeting the top 80-100 travel agencies and media representatives).
4. A complete database of all contacts established during the event, including name, title, agency, address, phone number, and email address, must be shared with MMPRC along with a follow-up report within ten working days after the event's conclusion.
5. Social Media Engagement: Encourage attendees to share their experiences using a dedicated event hashtag and feature a live social media feed at the venue.
6. The PR Agency shall drive social media engagement by encouraging attendees to share their event experiences using a dedicated event hashtag and shall arrange for the display of a live social media feed at the venue, subject to technical feasibility.

## 11. Suggested Agenda for the event

18:00 - Arrival of industry partners | Set-up and material arrangement  
18:30 - Registration and Welcome Drinks  
19:00 - Event Kick Off  
19:10 - Introduction of Partners  
19:15 - Destination Video presentation  
19:30 - B2B networking session  
21:00 - Raffle Draw  
21:05 - Networking Dinner  
22:00 - End of the event

## 12. Reporting & Coordination

Provide weekly updates to VMC on progress, meeting confirmations, and media responses.  
Database of all contacts established during the event including Name of person, title,

Agency, address, phone number and email addresses, should be shared with VMC along with the follow up report within 10 working days after the close event.

a) Market Report: Includes market research/intelligence, current economic and market trends, and competitor activity analysis.

b) Submit activity or event based report upon the completion of the event. Activity Report: Includes:

1. Summary of meetings held with stakeholders, including contact names, email addresses, and phone numbers.
2. Trade-related activities undertaken by the Agency on behalf of VMC, including media clippings.
3. Key outcomes and follow-up actions
4. Metrics/ROI for each activity conducted and reach generated through PR influence.
5. A template for this report will be provided by VMC.

### 13. Additional Services and Conditions:

1. All arrangements and outreach must be initiated only upon written instruction from VMC.
2. Any reimbursable costs (transport, accommodation, venue hire, etc.) must receive prior written approval from VMC.
3. All communication on behalf of Visit Maldives must be via the dedicated email address provided by VMC.
4. No additional management costs should be charged to VMC. In the case of the event being held in a city other than the city where the agency office is located then VMC will bear the cost for food, lodging and transport. This cost should be pre-approved by VMC in writing.

The price quoted by the bidder should include all the aforementioned activities mentioned in the scope. VMC should not be borne to pay any additional charge.

The shortlisted parties shall make a presentation of 10 minutes with an additional 15 minutes for Q&A.

<b>Section 4 - Contract Price &amp; Payment Terms</b>	
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: Hiring a PR Agency for the Japan for the Visit Maldives Week in Japan 2026, for a period of three months (August to October 2026)**

Having examined all the information provided, we the undersigned offer to represent Maldives in the 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 total cost 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 the 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 2026.

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

Company/Business Name: \_\_\_\_\_

Name of the authorized personnel to sign: \_\_\_\_\_

Designation of the authorized personnel to sign: \_\_\_\_\_

Signature of the authorized personnel to sign: \_\_\_\_\_

Stamp of the company/Business: \_\_\_\_\_

Date: \_\_\_\_\_

Section 6 - Submission Checklist					
<b>SUBMISSION CHECKLIST - PR HIRE FOR JAPAN</b>					
#	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 3 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
<b>5</b>	<b>Proof of financial capability</b>				
	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 the indicated period?	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 16 <sup>th</sup> January to 16 <sup>th</sup> April 2026?	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
<b>6</b>	<b>Proof of Familiarity - Maldives</b>				
	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
	Japan 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
<b>7</b>	<b>Proof of familiarity - Japan Market</b>				
	Does the submitted document contain the following:				
	Proof of extensive knowledge of Japan market including outbound travel	Yes	Marks will be awarded	No	Marks will be deducted
	Japan market travel trade and media	Yes	Marks will be	No	Marks will be

	landscape		awarded		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