



Islamabad, the 28<sup>th</sup> August, 2017

Mr. Rizwan Mehmood  
Assistant Director (IT & Monitoring)  
Public Procurement Regulatory Authority  
G-5/2, Islamabad  
9205728


## **CORRIGENDUM**

**Subject: Hiring of Brand Consultancy Firms, Ministry of Commerce**

Reference Ministry of Commerce (Export Development Fund) Tender Notice published on PPRA website vide PPRA's ref # **TS325120E**.

2. PPRA is requested to issue corrigendum in respect of the abovementioned Tender Notice as follows;

*"It is to be noted that Quality Based Selection method as laid down in Procurement of Consultancy Services Regulation 2010 shall be used. Therefore, Technical & Financial bids are to be submitted in two separate envelopes. All other terms & conditions shall remain the same"*

  
(Syed Ejaz Ali Shah)  
Officer HR/Admn-EDF

Copy to:

1. APS to JS (Secy EDF Board)



# Ministry of Commerce

## Government of Pakistan

### **CORRIGENDUM**

#### **(Hiring of Brand Consultancy Firms)**

Reference is made to our advertisement in nation-wide newspapers on **18-August-2017**, bearing PID No. PID (I) 964/17 regarding Request for Proposals (RFP), Hiring of Brand Consultancy Firms. It is to be noted that closing date for submission of proposals shall be **11-Sep-2017 at 02:00 p.m** and bids shall be opened on the same date at **02:30 p.m.**

Interested consultancy Firms may download the details from **[www.commerce.gov.pk](http://www.commerce.gov.pk)** or **[www.edf.gov.pk](http://www.edf.gov.pk)** and the details are also available on PPRA's website **[www.ppra.org.pk](http://www.ppra.org.pk)**.

#### **Secretary (Export Development Fund)**

Ministry of Commerce  
Pak Secretariat, Islamabad  
Ph: 051-9204326



## Ministry of Commerce

### Government of Pakistan

### **REQUEST FOR PROPOSALS (RFP)**

#### **HIRING OF BRAND CONSULTANCY FIRMS**

Strategic nation marketing concerns the enhancement of a country's position in the global market place. The challenge of national economic development has gone beyond the limits of public policy, the new economic order has transformed economic development into a market challenge. This necessitates developing and adopting strategic marketing management tools and conscious branding in order to attract global business partners.

The Ministry of Commerce taking cognizance of the importance of international perception for sustained economic growth has taken a lead in launching a national brand-building initiative. This initiative will entail highlighting and showcasing the many strengths of Pakistan; its people, its natural beauty, its products, its liberal investment regime and its diversity.

Applications are therefore invited from consultancy firms, having required competency and rich national and international working experience to fulfill the requirements of the following three deliverables/components of Brand Pakistan initiative:

1. Concept Development Component/Unit
2. Digital Footprint/Narrative Component/Unit
3. Implementation and Event Management Component/Unit

Interested consultancy firms may apply for all or any of the above Component/Unit keeping in view their area of expertise and may download details from **[www.commerce.gov.pk](http://www.commerce.gov.pk)** and **[www.edf.gov.pk](http://www.edf.gov.pk)**. Detailed proposals can be sent to the address given below within fifteen (15) days of the print of this advertisement. Short-listing will be based on evaluation criteria prepared as per PPRA Rules.

#### **Secretary (Export Development Fund)**

Ministry of Commerce  
Room No. 424, 4<sup>th</sup> Floor, Block A  
Pak Secretariat, Islamabad

PID(I)964/17

CJ-ISB