

Democratic Socialist Republic of Sri Lanka
Ministry of Tourism
Sri Lanka Tourism Promotion Bureau (SLTPB)

Invitation for Bids (IFB)
International Competitive Bidding (ICB)

Appointment of an Agency for PR & Digital Campaign in Germany (2026/2027)

The Chairman of the Department Procurement Committee of the Sri Lanka Tourism Promotion Bureau (SLTPB) invites sealed bids from reputed and experienced **Public Relations, Media, Marketing, and Digital agencies** to undertake a PR and Digital Campaign in Germany.

1. Procurement Method

Bidding will be conducted under the **International Competitive Bidding Method**, in accordance with the Government Procurement Guidelines – 2024

2. Funding

The required funds for this project will be provided by the **Sri Lanka Tourism Promotion Bureau (SLTPB)**.

3. Clarifications & Further Information

Interested eligible bidders may obtain further information by contacting:
procurement@srilanka.travel

4. Eligibility Criteria

4.1 The agency must be a legally registered entity in Germany . The business registration should be supplied.

4.2 Completion of one (1) Digital Marketing campaign during the period of 2020 to 2025. The campaigns should be related to destination marketing/Hospitality sector/Tourism related products/services (proof documents to be supplied)

4.3 Completion of one (1) Public Relations campaign during the period of 2020 to 2025. The campaigns should be related to destination marketing/Hospitality sector/Tourism related products/services (proof documents to be supplied)

5. Campaign Period & Budget

Campaign Duration: Six (08) months (2026/2027)

Budget: LKR 100 Million including all applicable taxes. (since Sri Lanka is a non -EU country, VAT exception is applicable.)

Budget Allocation:

- Bidders may allocate the budget between PR and Digital campaigns based on their expertise
- **Digital activation- 60% of the total budget**
- **PR activation – 40% of the total budget**

6. Submission of Bids

- Bids may be submitted via **courier, registered post, hand delivery, or tender box** at The Embassy of Sri Lanka, Niklasstr.19, 14163 Berlin, Federal Republic of Germany.
- **Deadline:** Bids will be open on **01/06/2026** at **11:00 AM (Germany Time)**
- Bids will be opened immediately after the closing time in the presence of bidders' representatives who wish to attend

7. Late Bids

Late bids will not be accepted under any circumstances.