

Invitation for Bids

Democratic Socialist Republic of Sri Lanka
Ministry of Tourism
Sri Lanka Tourism Promotion Bureau

Invitation for Bids to Appointing Agency to execute an Integrated Public Relations and Digital Marketing Campaign for China 2026

1. The Chairman, Department Procurement Committee of SLTPB, invites sealed bid proposals from reputed and experienced PR and Digital Advertising Company. The required funds shall be allocated by Sri Lanka Tourism Promotion Bureau.
2. Bidding will be conducted adopting Limited International Bidding Method under National Procurement Guideline 2024 <https://www.treasury.gov.lk/p/procurement-guidelines-and-manuals>
3. Interested eligible bidders may obtain further information from the Managing Director of the Sri Lanka Tourism Promotion Bureau sending a request to procurement@srilanka.travel.
4. **Eligibility Criteria**
 - a) The Agency should be duly registered in China as a legal entity. (Submission Form A1)
 - b) Minimum 05 years of experience in Public Relations and Digital Communication/Marketing. (Submission Form A2/A3)
 - c) The Agency shall have conducted at least 3 PR campaigns specifically for international brands/ destination marketing, Airlines or tourism-related products (Completed Campaigns) (Submission Form A3)
5. **Cost and time frame**

Budget Allocation: 100 million Sri Lankan Rupees (Approximately RMB 2.3 Million) allocated for the integrated PR and Digital Campaign in China.
Campaign Period : 06 months
6. Late bids will be rejected.
7. Bids shall be submitted by courier, register post, hand delivered or deposited at the tender box (can be used any method) at the **Sri Lanka Tourism Promotion Bureau , (Lake House Building) No 35 , D. R Wijewardana Mawatha , Colombo 10** on **30th July 2026 at 2.00 pm** Bids will be opened immediately after the bid closing time at the above address in presence of the bidder's representatives who choose to attend in person.

Chairman,
Department Procurement Committee,
Sri Lanka Tourism Promotion Bureau,
No 35 D.R Wijewardana Mawatha,
Colombo 10