

## Bangladesh Tourism Board

(National Tourism Organization)  
Level-3, Building-2, BSL Office Complex, (Hotel Intercontinental)  
1 Minto Road, Dhaka.

### Request for Expression of Interest (EOI)

Ministry/Division	Ministry of Civil Aviation and Tourism
Agency :	Bangladesh Tourism Board
Procuring Entity Name :	Bangladesh Tourism Board
Expression of Interest for Selection of :	Digital Marketing Agency/Advertising Agency/IT Firm to develop and implement Digital Marketing Campaign of Bangladesh Tourism Board
Invitation Ref. No. :	Ref. 30.33.0000.211.37.001.18
<b>KEY INFORMATION</b>	
Procurement Method :	Quality & Cost Based Selection (QCBS)
<b>FUNDING INFORMATION</b>	
Budget and Source of Funds	GOB
<b>PARTICULAR INFORMATION</b>	
EOI Publication Date :	November 8, 2018
Last Date & Time of Submission of EOI :	November 26, 2018 ( up to 2.30 pm)
<b>INFORMATION FOR TENDERER</b>	
Brief Description of the Assignment	The services include but not limited to a) Create a top of mind awareness about Bangladesh in digital and social media as a new travel destination in the world. b) Destination marketing and promotion through effective digital strategy in line with the Bangladesh Tourism Board's creative strategy. c) Operations and maintenance of Bangladesh Tourism Board's digital marketing platforms.
Experience, Resources & Delivery Capacity required to	a) Brochures submitted by the applicants summarizing their facilities and areas of expertise in digital marketing b) Descriptions of similar assignments c) Experience in similar operating environments and conditions d) Availability of appropriate experience and professional qualifications among applicant's staff and adequate resources to carry out the assignment e) Managerial strength and financial capacity.
Submission	a) Application for Expression of Interest (EOI) b) Updated Trade License as Digital Marketing Agency/Advertising Agency/IT Firm c) Audited Financial Reports of last 3 (three) years d) VAT Registration Certificate e) Income Tax Clearance Certificate f) Documents of association as per the PPR-2008 in case of Joint Venture g) Two copies of Proposals with at least one original copy.
Name of Official Inviting EOI :	A.K.M Rafiqul Islam
Designation of Official Inviting EOI	Deputy Director (Planning & Research) Bangladesh Tourism Board
Address of Official inviting Tender	Bangladesh Tourism Board Level-3, Building-2, BSL Office Complex (Hotel Intercontinental), 1 Minto Road, Dhaka
Contact Details of Official Inviting Tender	Phone : 58315954, Fax: 58315300, email: <a href="mailto:btbnto@gmail.com">btbnto@gmail.com</a>
The sealed envelope marked as 'Expression of Interest for Digital Marketing' should be submitted to Chief Executive Officer, Bangladesh Tourism Board, Level-3, Building-2, BSL Office Complex, (Hotel Intercontinental), 1 Minto Road, Dhaka. Bangladesh Tourism Board shall reserve the right to cancel or reject any or all EOIs without assigning any reason.	

  
A.K.M. Rafiqul Islam  
Deputy Director  
Bangladesh Tourism Board