



Tender No. SIP 2017/ 220

Marketing & PR services agency

SOHAR Port and Freezone is conducting a tender process to find qualified agencies for international Marketing & PR services for 3 years' contract. The chosen agencies must have proven experience with branding, media and marketing in the Gulf as well as selected target markets in Asia, Europe and Latin America.

SOHAR is a deep-sea port and free zone in the Middle East, situated in the Sultanate of Oman around 200 kilometres northwest of its capital Muscat. With current investments exceeding \$26 billion, it is one of the worlds largest port and free zone developments and lies at the centre of global trade routes between Europe and Asia.

- Agencies will need a highly responsive, professional core team to provide one integrated package of services internationally, including:
- Account management
- Ongoing strategy updates
- Advertising development across online and offline media
- Brand design and collateral design
- Copywriting in Arabic and English, with translation to Chinese, Korean, Japanese, Portuguese, Russian and Spanish
- Website support and content management
- Public and media relations
- Social media support
- Direct marketing
- Design and implementation of marketing events and exhibitions
- Negotiating and maintaining an annual events and speaking calendar
- Crisis communications management
- Providing on the job Training
- Management fees

Agencies should collect the tender scope documents from SOHAR Port and Freezone offices in the Port Administration Building in Sohar; or in Muscat at Beach Oasis Building in Shatti Al Qurum. Documents are available from 9.00am Wednesday 3rd May 2017, until 4:00pm Thursday 11th May 2017.

Omani Rials 100/- (non-refundable) to be paid against each set of tender documents collected. Agencies who wish to participate are required to submit their commercial registration documents along with their contact details at the time of collection. Agencies with local Omani operations will be preferred.

Finalized submissions for tender should be deposited in the tender box kept at the reception desks of SOHAR Port Administration office in Sohar before 4:00pm Thursday 1st June 2017 and addressed to SOHAR Port and Freezone, Secretary of Tender Committee, and endorsed only by the tender name and tender number. SOHAR reserves the right to accept or reject any submission without assigning any reasons.