

## **German National Tourist Office Call to Tender**

(in accordance with VOL = the procurement and tender process by the German Federal Ministry for Economic Affairs and Energy)

- a) Name and address of the entity calling for this tender, granting the award and where the "expression of interest" should be received: **German National Tourist Office, 122 East 42<sup>nd</sup> Street Suite 2000, New York, NY 10168, ricarda.lindner@germany.travel**
- b) **Type of award:** Single tender procedure with a call for Competition (according to VOL)
- c) **Mode of application and offers to be submitted:** all documents have to be supplied in writing by mail
- d) **Type, volume and location of service procurement:**

### **Contracting of marketing and press services in Mexico 2016**

Development and execution of a robust marketing program focusing on B2B activities; Planning, preparation and participation in selected press and trade events; Translation and distribution of PR newsletters; Development of sales and PR databases with relevant contacts for the GNTD; Monitoring, tracking, optimization of marketing plan; Detailed monthly reporting and annual campaign summary; Account management, billing, publisher reconciliation.

#### **Location: Mexico City**

**It is required that the Agency respectively its representatives are based in Mexico City!**

- e) **If applicable, number, size and mode of bids:** see tender documents
- f) **If applicable, additional admission of further bids:** additional bids allowed
- g) **Applicable rules as to the completion date:**

Service commences: expected **September 12, 2016**

Service terminates: December 31, 2016

**An optional extension of one-year based upon performance, decided upon by GNTD, can be awarded.**

- h) **Name and location of place where the tender documents can be viewed:**  
<http://www.germany.travel/en/germany/about-us/calls-for-tender/ausschreibungen.html> or go to [www.germany.travel](http://www.germany.travel), click on "about us" and continue to "calls-for-tender"
- i) **Deadline for application:** **July 07, 2016**
- j) **Possible security deposit to be supplied:** not applicable
- k) **Mode of payment or location of explanatory documents:** see tender documents
- l) **Documents that have to be supplied so that the bids can be assessed as to the suitability of the bidder:** see tender documents
- m) **if demanded, the amount of cost for duplication of bids applicable to The Open Procedure:** not applicable
- n) **Criteria used for the tender:** see tender documents