

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 42nd Street Suite 2000, New York, NY 10168, alexandra.lehmann@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 press services in Mexico 2017

Development and execution of a robust PR program focusing on B2B activities; Planning, preparation and participation in selected press events; Translation and distribution of PR newsletters; Planning, organization and implementation of a press conference in Mexico City; Organization of press trips and one-on-one meetings with journalists; Development of PR databases with relevant contacts for the GNTO; Monitoring, tracking, optimization of PR plan; Detailed monthly reporting and annual campaign summary; Account management, billing, publisher reconciliation; Further PR related services and suggestions are requested

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: After the contract has been awarded
Service terminates: December 31, 2017
An optional extension of one-year based upon performance, decided upon by GNTO, 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, click on "about us" and continue to "calls-for-tender"
- i) **Deadline for application: **January 27, 2017****
- 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