

## ANNOUNCEMENT FORM OF A PUBLIC TENDER

**Project:** Marketing Adaptation Agency

**Tender No:** VQ-MRKT-PT-202506-022

**Tender Title:** Visit Qatar – Marketing Adaptation Agency Services

1	<b>Project's brief:</b>	<p>The Campaigns and Promotions team is seeking to engage a qualified marketing services agency to support the delivery of trans created and adapted marketing assets for multiple international target markets. The scope of services is expected to include, but is not limited to:</p> <ul style="list-style-type: none"> <li>• Reviewing master creative assets provided by Visit Qatar or its lead agency.</li> <li>• Performing transcreation of content to ensure cultural and linguistic relevance across priority markets.</li> <li>• Adapting assets to meet specific channel and platform specifications, including format, language, technical requirements, and media guidelines.</li> </ul> <p>These services will support the execution of Visit Qatar's international marketing campaigns, ensuring that all materials are effectively localized and optimized for performance across various platforms and audiences.</p>	
2	<b>Bid Validity Period</b>	120 Days from Bid Closing Date.	
3	<b>Tender Documents Available:</b>	<p>Interested companies may obtain the relevant tender documents from the Visit Qatar Tenders and Auctions Committee (<a href="mailto:VQTC@visitqatar.qa">VQTC@visitqatar.qa</a>) upon providing proof of electronic transfer of the tender fees to Visit Qatar's bank account, as detailed below. Tenderers are instructed to clearly mention the tender number in the payment transfer or deposit details to ensure proper tracking and processing.</p> <p><b><u>Visit Qatar Bank Account details:</u></b></p> <p>Account name: Visit Qatar  Account No.: 0013-197180-001  IBAN: QA84QNBA000000000013197180001  Currency: QAR</p>	
4	<b>Tender timeline:</b>	<b>Tender Issuance date</b>	04/09/2025
		<b>Queries and Clarifications Cut-off Date</b>	21/09/2025
		<b>Tender Closing</b>	28/09/2025
5	<b>Securities (Fees &amp; Bonds)</b>	<b>Tender Fee</b>	1,000 QAR
		<b>Tender Bond, and its validity</b>	NA
		<b>Performance bond, and its validity</b>	10% of the Contract Value, submitted within 15 Days from the signing of the Contract. Valid for 30 days beyond the expiry of the Contract.
6	<b>Bid's submission Methodology</b>	<p>Technical Proposal Submission: <a href="mailto:VQTECH@visitqatar.qa">VQTECH@visitqatar.qa</a>  Commercial Proposal Submission: <a href="mailto:VQ.COM@visitqatar.qa">VQ.COM@visitqatar.qa</a>  Tender Bond Physical Document: to be communicated with <a href="mailto:VQTC@visitqatar.qa">VQTC@visitqatar.qa</a> on the time of delivery</p>	
7	<b>Condition:</b>	<p>Visit Qatar reserves the right, during the contract period and with the approval of the Tenders and Auctions Committee, to adjust the quantities of items, contracting works, services, or the project scope, either by increase or decrease, in accordance with the provisions of Visit Qatar's Tenders and Auctions Charter.</p>	

