

Subject: Invitation for Expression of Interest in the Establishment and Operation of Overseas Tourism Representative Offices for Vietnam National Administration of Tourism

The Ministry of Culture, Sports and Tourism (MCST), the Vietnam National Administration of Tourism (VNAT) and the Tourism Advisory Board (TAB) are conducting an invitation to identify potential companies which can establish and be responsible for the operations of overseas tourism promotion office in the United Kingdom (UK) in accordance with guidelines set out in the following sections.

TAB currently manages Vietnam's national tourism website (www.vietnam.travel) and its social media channels on behalf of VNAT. TAB comprises representatives from a broad base of industry leaders and stakeholders in Vietnam's travel and tourism sector. All stakeholders are working together to support international tourism promotions in Vietnam's target markets.

Interested agencies should respond in the format as set out below, answering all the required sections. Respondents will be evaluated based on written submissions and a shortlist of companies will be selected for a tendering process.

SECTION 1: COMPANY REQUIREMENTS

The company will be required to provide the following services:

1.1. Client servicing:

- Display strong international tourism promotion and marketing ability.

1.2. Strategic and Marketing Capabilities:

- Possess the ability to bring to life VNAT's marketing and branding strategy through the delivery of high-quality PR and communications that are in line with brand and brief.
- Proactively propose ideas and execute solutions that are innovative and relevant to the brief.
- Have a good understanding of the tourism industry and business needs

1.3. Operations and Budget Management:

- Proactively manage and track allocated budgets to ensure assignment is delivered within the budget, with transparent management of third parties including costs relating to third parties if required.
- Work collaboratively and effectively with VNAT and the TAB in supporting the development and execution of the marketing campaign.

SECTION 2: SCOPE OF WORK

Scope of work may include:

2.1. Travel trade representation

- Establish an overseas trade promotion office in the UK
- Build relationships with key travel and tourism stakeholders with established audiences for Southeast Asia
- Identify new stakeholders and build relationships with travel and tourism stakeholders not currently selling or promoting travel to Southeast Asia

2.2. Support for planned activities at key tourism fairs and events

- Prepare and execute a high-profile event to launch the overseas office
- Execution of activities during the fairs/events
- Create presentations on the tourism products of Vietnam
- Attend tradeshows in the target regions

2.3. Public relations and marketing

- Arrange media events to amplify coverage of events and promotions
- Plan press releases and publicity material ahead of key events to make best use of media opportunities
- Develop strong relationships with key media stakeholders

SECTION 3: OTHER REQUIREMENTS

- 3.1. The company shall possess the relevant experience, track record and expertise in order to meet the requirements and needs of the VNAT as outlined in this task.
- 3.2. The company shall provide adequate resources and ensure that all the personnel assigned to the team are equipped with the right skill set and experience to undertake the assignment.
- 3.3. The company shall submit a detailed project organisational structure specifying the duties and responsibilities of all the personnel assigned to this Contract. The agencies designated personnel may be interviewed during the evaluation period.
- 3.4. The company shall be responsible for the provision of adequate and suitable documentation of all work carried out during the contract

SECTION 4: FORMAT OF SUBMISSION

All expression of interest must be presented in the following format:

4.1. COMPANY PROFILE

The respondent's company profile should be provided to include the overall composition of the company with the key personnel identified.

4.2. PORTFOLIO OF PAST WORK AND CASE STUDY

Respondents should submit relevant work and achievements to demonstrate the following:

- a) Portfolio of past work over the last two years
- b) Please present examples similar to that of the proposed scope of works.

4.3. SUBMISSION PROPOSAL

Companies are required to indicate interest via e-mail to Mr. Hoang Nhan Chinh (chinh@tabvietnam.vn) and Ms. Hannah Goodbrand (researcher@tabvietnam.vn), by 5:00 pm ICT on July 21, 2019. Proposals received after this date will not be considered.

For any further information in regard to the expression of interest request please contact Ms. Hannah Goodbrand (researcher@tabvietnam.vn).