

GOVERNMENT OF PAKISTAN

Soliciting Expression of Interest from PR Firms in the United Kingdom

1. Context

Pakistan is the 5th largest country in the world, brimming with energy of 240 million aspiring citizens, two-thirds of whom are below the age of 30. Indeed, the land comprising Pakistan has been the historical crossroads, home to the world's oldest civilizations, with historical trade routes like the Grand Trunk Road and the Silk Route crisscrossing the landscape.

With one of the most diverse geographies of any nation state, Pakistan's landscape transports one from warm sandy beaches, through deserts, fertile plains and arid plateaus, to the 2nd highest peak of the world, the mighty K-2, nestled amongst the highest number of over 8000 meter peaks anywhere in the world. Pakistan teems with people renowned for their hospitality and generosity, who welcome into their homes and hearts travellers and tourists alike.

Despite this unique and enviable endowment, Pakistan has historically struggled to project a global image befitting the richness of its history or the excitement of its potential. Consequently, much of the world is unaware of the country's economic potential and geopolitical significance not to mention of the transformative restructuring of the economy currently underway.

The Government of Pakistan seeks the services of a qualified and experienced PR / Strategic Communication firms based in the United Kingdom to assist in a broad effort to enhance Pakistan's global narrative, foster diplomatic and economic relationships, and engage key stakeholders effectively.

The selected firm will be responsible for helping craft and disseminate Pakistan's story aligning with the country's foreign policy objectives and presenting it in a manner compelling to critical audiences and stakeholders.

2. Contract Duration and Budget

The duration of the contract will be **12 months**, with an option to extend based on successful outcomes and achievement of deliverables.

The budget for this engagement will be commensurate with market prices and aligned with the scope and complexity of the services required, ensuring value for money and high-quality deliverables.

3. Procurement Process

As required by applicable procurement rules for services of this nature, the Request for Proposal (RFP) document will only be provided to firms shortlisted via their Expressions of Interest (EoI) meeting the criteria in Section 4 below.

The RFP document will set out detailed objectives, deliverables and KPIs and will consist of technical and financial submissions.

4. Criteria to Qualify for Receiving an RFP

To be shortlisted to receive an RFP, firms must meet all the following criteria:

- i. World class credentials highlighting extensive experience, problem solving capabilities, communications skills and wide access to decisionmakers as demonstrated by a track record of successfully supporting governments and businesses in the arena of Public Relations especially narrative building on topics of international importance.
- ii. Curriculum Vitae of key leaders and potential team members for an assignment of this nature.
- iii. Evidence of financial stability
- iv. Evidence of compliance with UK regulations.
- v. A minimum of 10-years experience or high reputation and a well-respected brand.
- vi. Disclosure of any potential conflicts of interest.
- vii. Affidavit of not being blacklisted by any government around the world.

5. Timeline Overview

The selection process will adhere to the following timeline:

- Deadline for submission of EoI : **21st March, 2025 – 1700 Hrs GMT**
- Deadline for issuance of RFP to shortlisted firms : **28th March, 2025**
- Deadline for submission of Technical & Financial bids by shortlisted firms:

17th April, 2025 – 1700 Hrs GMT

6. Disclaimer

The issuance of this EoI does not obligate the Government of Pakistan to award a contract. All costs incurred in preparing and submitting proposals are the responsibility of the applicant.

Interested firms can email Expression of Interest (EOI) on pressoffice@phclondon.org by 21st March, 2025 - 1700 Hrs GMT.
