



# PAKISTAN GEMS AND JEWELLERY DEVELOPMENT COMPANY



## Ministry of Industries and Production Government of Pakistan

A subsidiary of Pakistan Industrial Development Corporation  
A company set up under section 42 of the Companies Ordinance, 1984

**Tender No: 33**

### **Tender Notice for Advertising Agency**

Pakistan Gems and Jewellery Development Company has been established as a Public/Private partnership to develop the value chain from mine to market. The company aims to enhance the exports through facilitation, technology upgradation, skill development, and Marketing/Branding.

Sealed quotations/offers are invited from reputed Advertising Agencies to plan and carry out various marketing campaigns for the exhibitions/events of gems and jewellery. The quotes should cover at least the following:

- Theme development
- Photography
- Documentary development
- POS (including banners, posters and/or any other POS)
- Billboard/Signage MMT
- Backdrop
- Brochure
- Leaflet
- Exhibitors' Directory
- Print Ads artwork and publishing

The advertising agency must have a good portfolio and the experience of developing relevant promotional material for the marketing campaign.

The interested advertising agencies are required to submit their proposals and rates along with the following information/documents:

- a. Minimum experience of specified work must be five years.
- b. Proof of financial stability.
- c. List of clients and details of services provided.
- d. Undertaking on the company's letterhead that the company is not blacklisted by any firm or government department/agency.
- e. All taxes and GST must be mentioned separately.
- f. Any other document which the interested parties might want to supply in their favour.
- g. Quotations must be valid for 30 days.



# PAKISTAN GEMS AND JEWELLERY DEVELOPMENT COMPANY



All Government taxes/levies will be deducted at the time of making payments. The quotations must be submitted in sealed envelope addressed to Manager Accounts and Administration, Pakistan Gems and Jewellery Development Company by latest 09 July 2008 by 1500 hrs. Tender will be opened on 09 July 2008 at 1600 hrs at the Pakistan Gems and Jewellery Development Company office in the presence of representative(s) of the respective bidder.

## **PAKISTAN GEMS AND JEWELLERY DEVELOPMENT COMPANY**

M-3, Mezzanine Floor, Regent Plaza Hotel and Convention Centre, Shahrah-e-Faisal,  
Karachi, Pakistan

Tel No: +92-21-5631395-7, Fax No: +92-21-5631398

Website: [www.pgjdc.org](http://www.pgjdc.org)

Contact Person: Management Associate – Marketing