



TRADE DEVELOPMENT AUTHORITY OF PAKISTAN MINISTRY OF COMMERCE, GOVERNMENT OF PAKISTAN



REQUEST FOR PROPOSAL (RFP) HIRING OF CONSULTANCY FIRM FOR THIRD-PARTY IMPACT ASSESSMENT OF FOODAG PAKISTAN 2026

Trade Development Authority of Pakistan (TDAP), a statutory autonomous entity of the Government of Pakistan set up pursuant to TDAP Act, 2013, invites Request for Proposals (RFPs) from reputed and experienced consultancy firms for undertaking an independent Third-Party Impact Assessment of the 4th International Food & Agriculture Exhibition of Pakistan (FoodAg2026), scheduled to be held from 23–26 November 2026 at Expo Centre Karachi. Brief Scope of Assignment:

2. The selected firm will undertake a comprehensive assessment of the event, including pre-event planning and organization, exhibition delivery and on-ground execution, B2B meetings and business outcomes, stakeholder satisfaction, media/branding impact, international benchmarking and post-event business momentum. The assignment will include surveys, interviews, quantitative and qualitative analysis and preparation of an evidence-based impact assessment report.

3. The firms/companies should be registered with Income Tax and Sales Tax with active status.

i. All bidders are required to apply through the e-Pak Acquisition and Disposal System (e-PADS). The proposal documents, containing detailed terms and conditions, can be downloaded from e-PADS. A non-refundable tender document fee of Rs. 1,000/- must be submitted along with the bid in the form of a Pay Order in favor of the Trade Development Authority of Pakistan.

ii. Bids must be submitted no later than 11:00 AM on 28th September, 2026 and will be opened the same day at 11:30 AM.

iii. The procurement will be conducted through Single Stage–Two Envelope Procedure under applicable PPRA Rules. Selection shall be made on Quality and Cost Based Selection (QCBS) basis. Detailed TORs, evaluation criteria, deliverables and other terms & conditions are contained in the RFP document available through EPADS.

4. TDAP reserves the right to accept or reject any or all proposals in accordance with the applicable PPRA Rules.

5. TDAP reserves the right to reject any or all bids and to annul the bidding process at any time, however, reasons for rejection or annulling bid process will be communicated to the concerned bidder (s) in accordance with the Procurement Rules.

Amir-ur-Rehman, Deputy Manager (AFD),
Ph: 021-99201518, Cell : 0300-2230260, Email : amir.rehman@tdap.gov.pk
Trade Development Authority of Pakistan
Ministry of Commerce Government of Pakistan
3rd Floor Block A, FTC Building Shahrah-e-Faisal, Karachi