



Export Development Fund (EDF)  
Ministry of Commerce  
Government of Pakistan



## **REQUEST FOR PROPOSALS (RFP)**

### **HIRING OF ADVERTISING AGENCY FOR INTERNATIONAL ADVERTISING CAMPAIGN**

Export Development Fund (EDF) operates under the management of its Board appointed by the Federal Government as per provisions of the Export Development Fund Act, 1999.

The Fund can be utilized for any activity which is relevant for promotions of exports including engagement of consultants, publicity as per needs of the exporters, trade promotion offices and trade bodies.

Through this Request for Proposal, EDF intends to hire Advertising Agency for development and execution of a high-quality international advertising campaign aimed at promoting Pakistan's image, enhancing its global reputation and supporting export development objectives through impactful visual storytelling.

#### **Instructions: -**

- Bids prepared in accordance with the terms and condition laid down in TORs including complete profile of the Advertising Agency, must be submitted ONLINE on PPRA's-EPADS on or before **8<sup>th</sup> June, 2026 at 11:00 a.m.**
- Application received through online (PPRA-EPADS) shall only be entertained.
- The "TECHNICAL PROPOSAL" will be opened on the same day at 11:30 a.m. in the presence of interested bidders or their authorized representatives.
- Late proposals/bids shall not be considered.
- EDF Reserve rights to reject or accept proposal as per PPRA Rules.
- General terms and conditions as mentioned in RFP shall also apply.
- For any further clarification, please contact on the address mentioned below.

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