



REQUEST FOR PROPOSALS (RFP)- Public Relations Agency



Bid issue date: 10/11/2025

Deadline for submission of proposals: Within two weeks

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Instructions to Bidders

The Sharjah Chamber of Commerce and Industry (SCCI) invites qualified agencies to submit proposals for the provision of Public Relations Service. The selected agency will support SCCI in strengthening its communication presence across traditional and digital media, enhance its public image.

1- Packing and Labelling of Proposals

- Technical proposals and financial proposals must be submitted via email.

2 -Submission of Proposals

Proposals must be submitted by hand directly to the SCCI Procurement Section to the following address:

Noura Jasim Almaazmi, noura@sharjah.gov.ae

Head of Procurement department, 065938774

Sharjah Chamber of Commerce and Industry,

Post Box No. 580, Sharjah, UAE.

Or

Homaira Asad, homaira@sharjah.gov.ae

Procurement Executive, SCCI, 065938772

PO Box No.580, Sharjah, UAE

Or

Maryam Murad, maryamm@sharjah.gov.ae

Procurement Executive, SCCI, 065938766

PO Box No.580, Sharjah, UAE

Note:

- Technical enquiries must be sent to the Media Department
 - ✓ Mr. Jamal Bu Zanjali, tel. no. 06 593 8700, email: jamal@sharjah.gov.ae
 - ✓ Ms. Amal Al Hossani, tel. no. 06 593 8523, email: amalalhosany@sharjah.gov.ae

- Any deviation from these instructions (e.g., references to price in the technical offer) is to be considered a breach of the rules and will lead to rejection of the proposal.
- The pages of the Technical and Financial offers must be numbered.

3 - Proposal Contents

3.1 Technical Proposal

The Technical offer must include the following documents:

1. Table of contents, including page numbers.
2. Technical Proposal must include copy of company profile, valid trade license, project team, relevant experience, approach, reporting structure, and references.
3. Full contact details of the key person in the company in case of any clarification requirements.
4. Letter of Submission on the supplier's letterhead signed and stamped by the person in charge or company's authorized representative acknowledging the supplier's agreement of the terms and conditions of this RFP and certifying that all information offered in the submitted proposal is true, accurate, and complete.

3.2 Financial Proposal

- Financial Proposal must include detailed cost breakdown (monthly and annual), quoted in AED, exclusive of VAT.

3.3 Eligibility

- Only agencies legally registered in the UAE and with a valid trade license are eligible.

3.4 Clarifications

- Questions must be submitted via email before the deadline.

3.5 Evaluation of Proposals

- Technical Proposal (70%) - quality, creativity, experience, team qualifications.
- Financial Proposal (30%) - cost-effectiveness and clarity.

3.6 Terms and Conditions

- Late or incomplete submissions will not be accepted.
- SCCI reserves the right to reject any or all proposals without justification.
- All proposals become the property of SCCI.
- Evaluation process is confidential.

Important Notes: After the bid opening of the TECHNICAL proposals and in case any bidder does not submit the required documents stated above, the proposal will be administratively rejected without further consideration for review.

4- Scope of work

- 1) Public Relations & Media Management Services.
- 2) Develop PR strategy and communication plan.
- 3) Write and distribute up to 18 -20 press releases per month in Arabic and English.
- 4) Draft and edit speeches and features.
- 5) Arrange media interviews, press conferences, and editorial coverage.
- 6) Manage invitations, confirmations, and follow-ups.
- 7) Conduct daily media monitoring (two daily bulletins and monthly report).
- 8) Provide crisis communication support.
- 9) Submit detailed monthly performance reports.

5- CONTRACT DURATION

- The contract shall be valid for twelve (12) months from the date of signing, renewable upon mutual agreement.

6- PAYMENT TERMS

- Payments shall be made monthly upon approval of deliverables.
- All payments in AED and subject to 5% VAT.
- Paid media placements and boosted posts are excluded and require prior approval.

7- GENERAL CONDITIONS

- Confidentiality must be maintained at all times.
- Breach of confidentiality will result in contract termination.
- Either party may terminate with 30 days' written notice.
- All disputes shall be referred to the Sharjah International Commercial Arbitration Centre.

8- OWNERSHIP AND RIGHTS

- All materials, content, and deliverables produced under this contract remain the property of SCCI.

9- CONFIDENTIALITY AND DISCLAIMER

- All proposals and related documents are strictly confidential and for internal use only.
- SCCI reserves the right to amend, suspend, or cancel this RFP at any stage without obligation to any bidder.