



Bangladesh Securities and Exchange Commission

Securities Commission Bhaban, E-6/C, Agargaon

Administrative Area, Sher-E-Bangla Nagar, Dhaka-1207

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Invitation for Tender

1	Ministry/Division	Financial Institutions Division, Ministry of Finance
2	Agency	Bangladesh Securities and Exchange Commission
3	Procuring Entity Name	Office of the BSEC Administration, Securities Commission Bhaban, E-6/C, Agargaon, Dhaka-1207
4	Invitation for Providing Physical Services	Supply of Integrated Marketing and Communication Services for Positioning Bangladesh in Bloomberg Media and Digital Platform for Attracting Global Investment in the Capital Market of Bangladesh
5	Tender no.	BSEC/2021-2022/NCS/Roadshow-01
6	Invitation Ref No.	BSEC/ADMIN/41:41/2021-725
7	Date	18/07/2021

KEY INFORMATION

8	Procurement Method	Open Tendering (Procurement of non-consulting Services)
Funding Information		
9	Budget and Source of Funds	Bangladesh Securities and Exchange Commission Own Fund

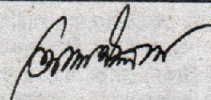
PARTICULAR INFORMATION

10	Tender Name	Supply of Integrated Marketing and Communication Services for Positioning Bangladesh in Bloomberg Media and Digital Platform for Attracting Global Investment in the Capital Market of Bangladesh.		
11	Tender Selling Date, Closing & Opening Date and Time	Last Selling Date	Closing Date & Time	Opening Date & Time
		On 16-Aug-2021 up to 4:00 PM	On 17-Aug-2021 up to 2:00 PM	17-Aug-2021 at 3:00 PM
12	Name & Address of the office for selling Tender Document, receiving & opening tender	Selling	Receiving	Opening
		Office of BSEC Administration, Securities Commission Bhaban, E-6/C, Agargaon, Dhaka-1207	Office of BSEC Administration, Securities Commission Bhaban, E-6/C, Agargaon, Dhaka-1207	Office of BSEC Administration, Securities Commission Bhaban, E-6/C, Agargaon, Dhaka-1207

INFORMATION FOR TENDERER

13	No. of Lot	No. of lot under this tender is 01 (One)
14	Eligibility of Tenderer	Any individual (s) firm who fulfill the qualifications of the criteria stipulated in the Section 2: Tender Data Sheet and other conditions of the Tender Document for Open Tendering Method (OTM).
15	Brief Description of Services and Time for Completion	Bangladesh Securities and Exchange Commission wants to present its' potential and economic development and growth record of accomplishment in terms of capital market to attract investors from foreign nationals. Presently BSEC is working hard for the continuous development of Bangladesh capital market to make it the main source of long-term financing. BSEC has taken steps to develop Bangladesh bond market and has introduced new products like Sukuk, Exchange Traded Funds, Venture Capital, Private Equity and Impact Funds, which will soon open diversified investment windows. Shortly BSEC is going to include derivative products in Bangladesh capital markets. Under the banner of "The Rising of Bengal Tiger: Potentials of Bangladesh Capital Market", BSEC wants to engage globally recognized business media network 'Bloomberg Media' for reaching diversified investors through global campaign. Under that campaign 'Bloomberg Media' will create content for television, print and digital media. Under 16 months long campaign Bloomberg will also host a content hub for Bangladesh in their website to support the country. During this 16 months long campaign BSEC has already planned to organize series of roadshows through its own arrangement in different parts of the world to portray rising Bangladesh and its capital market as an attractive place for foreign investment with better returns. It is expected that Bloomberg Media will facilitate through covering in those series of roadshows to reach its target audience and positioning Bangladesh to the international market. For the success of this prestigious campaign, BSEC needs services from reputed marketing and communication agency of Bangladesh which will arrange 16 months long 'Bloomberg Media' network service and will act as primary service provider by creating a dedicated campaign specific content portal. This dedicated campaign specific portal will include roadshow registration facilities, campaign specific news updates, upcoming events details, query and feedbacks etc. The content portal will utilize all those contents (content for television, print and digital media) prepared by 'Bloomberg Media' and will present those rich contents in periodic manners. Time for Completion of the Services: 16 months
16	Price of Tender	BDT 4,000/- (Take Four Thousand) only payable in the form of BDT Cash/Check/...

16	Price of Tender Document	BDT 4,000/- (Taka Four Thousand) only payable in the form of Pay Order/Bank draft from any scheduled bank in Bangladesh in favor of BANGLADESH SECURITIES AND EXCHANGE COMMISSION
17	Tender Security Amount	The amount of the tender security shall be BDT 22,00,000.00 (Taka Twenty Two Lac Only). The tender security shall be payable in the form of Bank Guarantee in favor of BANGLADESH SECURITIES AND EXCHANGE COMMISSION.
PROCURING ENTITY DETAILS		
18	Name of Official Inviting the Tender	Kazi Md Al Islam
19	Designation of Official Inviting the Tender	Deputy Director (Admin)
20	Contact details of Official Inviting the Tender	Office of BSEC Administration, Securities Commission Bhaban, E-6/C, Agargaon Administrative Area, Dhaka-1207
21	The procuring entity reserves the right to accept or reject any / all tender(s) without assigning any reason whatsoever.	



Kazi Md Al Islam

Deputy Director (Admin)

Bangladesh Securities and Exchange Commission

Email: kazimdalislam@sec.gov.bd