



HIRING A PUBLIC RELATIONS AGENT IN CHINA MARKET

Request for Proposal

30 July 2026

Tender no.:	L3-BID NO 068-2026
EOI Registration date	06 August 2026
	Via email: azka4513@iasl.aero
Information session details	10 August 2026, 14:00hrs (GMT+5)
	Online via Teams
Proposal Submission Date	17 August 2026, 23:59Hrs (GMT+5)
	Via email to proc.proposals@iasl.aero only, email title: Hiring a public relations agent in China Market – L3-BID NO 068-2026

Island Aviation Services Ltd. is seeking bids for the requirement in this document. Interested bidders are invited to submit their proposals as instructed in this document. Please ensure that all submissions comply with the instructions. Failure to comply with the instructions may result in disqualification of the bid.

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1. Background

Island Aviation Services Ltd (IASL) is a hundred percent government owned limited liability company established by a presidential decree on 13th of April 2000. The company was initially established as an airline catering for the ever-growing demand for a domestic transport network. During a span of more than twenty-one years, the company has managed to become an established business operating an international airline all while providing a variety of services within the aviation industry.

IASL is the owner and operator of the National Airline of the Maldives, Maldivian, and is a hundred percent government owned limited liability company. The company operates its flights out of its primary hub in Velana International Airport (IATA: MLE; ICAO: VRMM).

IASL's core businesses include.

- Airline Services
- Airport Lounge Services
- Airport Management & Operations
- Engineering & Maintenance Services
- Cargo Services
- Maldivian Holidays
- Maldivian Seaplane Services

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2. Information to Bidders (ITB)

2.1. BID Data

Description	Details
RFP Title	Hiring a public relations agent in China Market
Bid Number	L3-BID NO 068-2026
Issuing Entity	Island Aviation Services Ltd (IASL), M. Dar Al-Eiman Building, Majeedhee Magu, Male' 20345, Republic of Maldives
EOI Registration Deadline	06 August 2026, 23:59Hrs (GMT +5) Via email: azka4513@iasl.aero
Contact for Clarifications	Primary: azka4513@iasl.aero CC: mohamed.ziyau@iasl.aero , mohamed.shaeer@iasl.aero and procurement.admin@iasl.aero
Information Session	10 August 2026, 14:00Hrs Online via Microsoft Teams
Proposal Submission	17 August 2026, 23:59Hrs (GMT+5) Via email to proc.proposals@iasl.aero
Proposal Validity Period	Minimum of 90 calendar days from submission deadline
Evaluation Criteria	- Technical: 80% - Financial: 20%
Currency for Financial Proposal	United States Dollar (USD) inclusive of all applicable taxes
Mandatory Documents	- Cover letter - Company Profile - Certificate of Incorporation/Registration - Tax clearance form (GST/WT ETC) - Audited financial statements (Optional) - Relevant experience letters - Presentation - Project cost and payment terms - Completed Bid Forms A–G
Appeals & Complaints	Must be submitted in writing within 5 days of bid opening or award notification.
Additional Notes	- Only one bid per proponent - Late submissions will be disqualified - All communications must be in writing and via email - Bidders must not contact IASL staff outside official channels
Payment Terms	Currency: United States Dollar (USD) Tax Inclusion: Prices inclusive of all applicable taxes Payment Schedule: The payments to the consultant shall be made as per the payment schedule with 30 days credit period upon receiving the invoice. Invoice Submission: With deliverable acceptance confirmation Payment Timeline: Within 30 working days of valid invoice Bank Details: To be provided by successful bidder Retention Clause: Final payment subject to deliverable verification
Clarification deadline	13 August 2026, 14:00Hrs (GMT+5)

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2.2. Schedule of Events

Event	Time	Date
IASL issues RFP	-	30 July 2026
EOI (Expression of Interest) Deadline	23:59	06 August 2026
Information Session	14:00	10 August 2026
Deadline for submission of Proposals	23:59	17 August 2026
Presentation	TBA	TBA
Estimated Proposal evaluation completion time and IASL notify the winning bidder.	-	31 August 2026

3. Services required

Island Aviation Services Ltd. (IASL) invites interested parties to submit their proposal for the consultancy services for public relations and communications to enhance brand visibility and reputation in China market.

4. Eligible Bidders

- 4.1 This bid is open for international consulting firms and PR Agents.
- 4.2 This bid is open for registered bidders who have declared their interest to participate in the bid via email through an EOI (Expression of Interest)
- 4.3 The bidder shall be a registered business entity, or government owned entity, sole-proprietor or freelancer or any combination of them in the form of a joint venture, under an existing agreement, or with the intent to constitute a legally enforceable joint venture. All partners shall be jointly and severally liable for the execution of the Contract in accordance with the Contract terms.
- 4.4 Bidder shall be an interested party that has registered through an Expression of Interest (EOI) by email in the stipulated time period (a “Registered Party”).
- 4.5 International Bidders must provide Tax Clearance certificates along with proposals.
- 4.6 The bidder shall be eligible under the laws and regulations of the Republic of Maldives and as such shall be operating under commercial law.
- 4.7 The bidder shall have the financial and legal capacity to enter a contract and as such, shall be legally and financially autonomous; and shall not be a dependent entity of IASL.
- 4.8 The bidder shall have the expertise and resources to carry out the work required.
- 4.9 A bidder shall not be insolvent, in receivership, bankrupt or being wound up; its affairs not being administered by a court or a judicial officer for debt / tax obligation or any criminal offence for the past five (5) years, its business activities not being suspended and not the subject of legal proceedings for any of the foregoing.

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5. Guideline for Proposal Submission

a) Compliance Statement

- i. Bidder shall state that the offer is made in accordance with the Request for proposal and sign and submit the Form A (Bid Application Form)
- ii. Bidders who offer additional or alternative conditions shall clearly state those in their proposals.

b) Evaluation of Proposals

Points will be given to proposals as outlined in *Clause 8. Evaluation criteria*. All the proposals will be ranked in descending order based upon total score and the party who scores highest points will be awarded the contract.

c) Language of Proposal

The proposal documents must be written in English.

d) Clarifications about RFP

Prospective bidders requiring any clarification on the Request for Proposal may notify *IASL* in writing to the addresses mentioned below. All questions and responses will be copied to all parties. (Bidder will not be identified).

Email: azka4513@iasl.aero

Copied to: mohamed.ziyau@iasl.aero , mohamed.shae@iasl.aero and procurement.admin@iasl.aero

e) Proposal Validity

All Proposals shall be valid for a minimum period of **90 days** from the due date of submission for Proposals.

f) Appeals and Complaints

- i. Regarding conduct of an application
 - Applicants are to file appeals and complaints regarding conduct of an application, in writing, within 5 (Five) days of opening of an application.
- ii. Regarding outcome of an application (an award or decision to award)
 - Applicants are allowed to file appeals and complaints regarding outcome of an application (an award or decision to award), in writing within 5 (Five) days of receiving the award or rejection letter from IASL.

g) Communications

Except as provided in the preceding section relating to questions about this RFP, Bidders shall not contact any officers, employees, or team members of Client with respect to this RFP. Any oral communication with an employee concerning this RFP is not binding on Client and shall in no way alter a specification, term or condition of this RFP or any contract documents.

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h) Information session

Date of Information Session	10 August 2026, 14:00Hrs (GMT+5)
Venue for Information Session	<u>Online via Microsoft Teams</u>

i) Bid Submission

Date and Time	17 August 2026, 23:59Hrs (GMT+5)
Venue for proposal submission	<i>No submission will be accepted after the mentioned time.</i> Email to proc.proposals@iasl.aero

6. General Terms and Conditions

- a) Island Aviation Services Ltd reserves the right to reject a bid in the following circumstances:
 - i. If less than two total bids have been received, IASL reserves the right to continue or reject the evaluation or request for a resubmission.
 - ii. IASL shall evaluate the responsiveness of the bidder based on *Clause 7. Bid Proposal*.
 - iii. If any of the mandatory documents set out in *Clause 7. Bid Proposal* are not submitted, IASL has the right to reject the bid or request for a resubmission.
- b) Bidders shall be evaluated in accordance with the Party's demonstrated capacity, experience and expertise. The awarding criteria and weightage will be mentioned in *Clause 8. Evaluation criteria*.
- c) Bidders shall bear all costs associated with the preparation and submission of the bids and IASL will not in any case be responsible and liable for the costs incurred.
- d) All information given in writing to or verbally shared with the Bidders in connection with this Request for Proposal is to be treated as strictly confidential. The Bidders shall not share or invoke such information to any third party without the prior written approval of IASL. This obligation shall continue after the procurement process has been completed whether the Bidder is successful or not.
- e) All materials submitted in response to the Request for proposal shall become the property of IASL. Bids and supporting materials will not be returned to the Bidder.
- f) All information provided will be subjected to verification by IASL. Submission of incomplete or unsigned forms may result in rejection of the proposal as non-responsive.
- g) IASL will only accept one bid document from every proponent.
- h) To assist in the evaluation and comparison of bids, IASL may, at its discretion, request any bidder for clarification of their proposal. This will be clarified in writing, but no change in substance or price of the bidder will be sought.
- i) IASL will evaluate and compare only those bids determined to be responsive in accordance with requirements specified in the bid document.

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- j) IASL will award the contract in writing to the bidder who scores the highest marks in compliance with the evaluation criteria.

IASL will promptly notify the other bidders through telephone or email that their bids have been unsuccessful.

- k) Any change to the contents of RFP will be clearly briefed during the information session.
- l) At any time prior to the deadline for submission of Proposals, IASL may amend the RFP documents by issuing an addendum.
- m) Prospective respondents shall be given reasonable time as IASL deems reasonable to take an addendum into account in preparing their proposals by extending the deadline for submission of Proposal.

7. Bid Proposal (General Compliance and Mandatory Documents)

The responsiveness of the bid to the RFP will be based on how well bidders meet the requirements outlined in this section. Bids which do not meet the mandatory requirements will not be considered for further evaluation.

7.1. General Compliance

Prior to detailed evaluation of the bid, IASL will examine the bid to determine whether it is generally compliant by considering the following below. If a bid is determined to be not meeting any of the following or missing any mandatory documents stated below or is generally non-compliant or is incomplete, the bid will be rejected as generally non-responsive, and will not be considered for further evaluation:

- Bid is properly signed/initialed/stamped as appropriate with due authorizations in accordance with the RFP Document.
- Is responsive to the eligibility criteria (ITB).

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7.2. Mandatory Documents

No.	Item	Description	Requirement Level
1	Cover Letter	The cover letter for the bid must be signed by an authorized person who has the authority to bind the Bidder to a Contract.	
2	Certificate of Incorporation/Registration	Certified copy of the company / SP (Sole Proprietor) incorporation or registration document.	Mandatory
3	Company Profile	The profile of the Company should include the following. The organizational capacity and structure: - Proposed account team (This team should consist of minimum 3 members and a dedicated account manager with a minimum of 3 years' experience), - Number of years in operation (minimum 4 years in operation) - Location of office(s) - Services offered directly by agency personnel - List of the current client list	Mandatory
4	Tax clearance certificate	(GST/WT ETC. if tax applicable)	Mandatory
5	Project cost and payment terms	- The Retainer Fee and Payment Terms and arrangements quoted in United States Dollar (USD) inclusive of all taxes. - Retainer Fee threshold is USD 1500. - Bid must remain valid for a period of 90 days after the date of Proposal Submission. - The monthly retainer fee quoted should include all the administrative costs, media monitoring costs, general crisis management costs and should cover all the work as per the scope of works provided with this RFP. IASL will not be liable to make any additional payments relating to any of the services mentioned in the scope of work other than the quoted monthly retainer fee. General crisis management should include daily media monitoring and proactive timely reporting and press release distribution and other related work in cases of concern within the current scope and retainer fee.	
6	Financial capacity and relevant experience	Provide audited financial statements of 2023 and 2024 to indicate financial strength of the company to execute a project of this nature. If audited financial statements are not provided as	Optional. However, Bidders who fail to provide audited

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		per this requirement, the bidder will not be awarded points for this category. - Summary of audited financial statements (Report of independent auditors' opinion) - Audited balance sheets, Income Statements, Cash flow statements	financials will not be provided any marks under this category
7	Relevant experience of Company / Firm	- List of experience in similar projects with letters of completion stating the value of the project. - If past experiences are not accompanied by an official letter of completion by the client, the bidder will not be awarded marks for this category. <i>If the value of the project</i> is not included in the <i>reference letter</i> for the project, the reference letter may be supplemented by supporting documents such as the <i>Letter of Award/Notification of Award</i> or the <i>Contract/Agreement</i> to provide the value of the project. However, the bidder will not be awarded marks for this category if the client's letter of recommendation/completion is not provided.	Mandatory
8	Presentation	- Shortlisted bidders will be required to deliver a 10-minute presentation followed by a 15-minute Q&A session. The presentation must cover: - Overview of the agency's experience in airline marketing and PR in China. - Case studies of past campaigns demonstrate their ability to increase brand awareness, media coverage, or sales for an airline or travel-related client. - Understanding of Maldivian's brand, positioning, and unique selling points. - Familiarity with the China travel trade and media landscape. Experience with popular social media platforms in China Market (Weibo, WeChat & Red etc.).	
9	Bid Forms (Form A-G)	Bid Forms, signed by duly authorized personnel	Mandatory

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8. Evaluation Criteria

IASL intends to apply the following criteria for the selection of proposals. Proposals will be assessed based on the scores obtained for said criteria at the percentages given, with the highest total scoring party being the winner.

8.1. Technical Scoring (80%)

For the technically compliant RFPs, a technical score will be given for the quality of materials provided. The total score for the Technical Evaluation for each bidder shall be the sum of the category scores.

Technical Scoring (80%)		
Criteria	Weight	Details
Presentation	50%	Presentation: Evaluated based on 10-minute presentation + 15-minute Q&A session. Agencies must showcase their expertise in airline/travel PR & Marketing in China, provide case studies of past work. They must show before & after results (e.g. Media coverage, brand awareness, engagement), Familiarity with the China travel trade and media landscape. The presentation and Q&A session will be evaluated and scored by an IASL-appointed evaluation panel
Relevant Experience	30%	Experience: Verified client letters confirming successful projects. Agencies with more relevant work and measurable success receive higher scores. Past Experience =(Proposed Proponents Letter)/(Highest no.of letters)×30

8.2. Financial Scoring (20%)

A financial score will be given for each category stated below. The total score for the Financial Evaluation for each bidder shall be the sum of the category scores.

Financial Scoring (20%)		
Criteria	Weight	Details
Price	20%	- Price proposed for the completion of the project - Formula: The bid proposing the lowest average “Price for the Consulting Service” will receive a maximum score of twenty (20), and points will be allocated to other RFPs according to the below formula. [(Lowest “Price for consulting service” among the RFPs considered for financial evaluation / “Price for consulting service” of the bid under consideration) x 20]

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8.3. Combined Scoring (100%)

For each bidder, the score received for the Technical Evaluation and the Financial Evaluation shall be added together to get the Combined Score using the respective formulas as stated below to determine the highest scored bidder for the respective service.

#	Formula	Score
Combined Score	(Technical Score calculated using the formula) + (Financial Score calculated using the formula)	Max 100

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9. EMPLOYER REQUIREMENTS

To enhance brand visibility and reputation in the China market through strategic public relations and communications efforts.

Objective: To enhance brand visibility and reputation in the China market through strategic public relations and communications efforts.

9.1 Key Responsibilities:

1. Strategic Marketing & Brand Development
 - a. Strategic Collaboration & Planning
 - i. Work in close collaboration with Island Aviation Services Limited to achieve the strategic marketing objectives for the China market, derived from the key global marketing objectives of the Airline.
 - ii. Assist Island Aviation Services Limited in utilising relevant marketing tactics in the target market to achieve the approved marketing strategies.
 - iii. Develop a comprehensive 12-month PR, social media, trade and marketing strategy aligned with Maldivian's global objectives.
 - iv. Provide professional guidance to Island Aviation Services Limited in identifying the most relevant tactical plans and assist in executing the activities as advised and approved by Island Aviation Services Limited.
 - v. Maintain a balance between B2C and B2B promotional campaigns and activities.
 - vi. Create a detailed month-by-month activity calendar for the China market.
 - vii. Design market-specific campaigns considering seasonal travel patterns, China public holidays, travel periods and route priorities.
 - viii. Time seasonal campaigns against Maldivian's actual fare filing and inventory release dates as advised by Revenue Management, not solely against the Chinese public holiday calendar.
 - ix. Establish clear KPIs and success metrics for the agreed activities.
 - x. Define, for each activity, which KPIs are Agency-reported and which are verified independently by Island Aviation Services Limited from GDS, BSP and MIDT data, anchoring success measures to ticketed passengers and revenue by campaign period rather than reach or impressions alone.
 - b. Brand Positioning
 - i. Position Maldivian as a preferred carrier for Chinese travellers to the Maldives.
 - ii. Develop market-specific messaging that resonates with Chinese travellers.
 - iii. Create compelling storytelling around travelling with Maldivian.
 - iv. Highlight Maldivian's unique selling propositions against competitor airlines.
 - v. Support consistent representation of Maldivian's brand across media, social media, trade and promotional activities in the China market.
2. Media Relations & PR Activities
 - a. Media Management
 - i. Maintain a comprehensive media database covering:
 1. Mainstream news media, including newspapers, magazines and television.
 2. Digital media platforms.
 3. Travel trade publications.
 4. Lifestyle and luxury media.
 5. Aviation industry media.
 6. Other relevant media outlets in the China market.

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- b. Produce one newsletter every two months and distribute it to the China media and travel trade database, including relevant tourism industry contacts in the market.
 - i. The newsletter may include:
 1. Route updates and promotions.
 2. Seasonal offerings.
 3. Corporate news.
 4. Product and service updates.
 5. Travel inspiration content.
 6. Generate a minimum of three positive media stories per month.
 - c. Write, translate, localize and distribute press releases for announcements, route launches, promotions, product updates, corporate news and other relevant content to be shared in the China market.
 - d. Maintain media relations and actively pitch relevant Maldivian stories to media on a regular basis to generate positive coverage of the Airline.
 - e. Handle relevant media inquiries and coordinate spokesperson interviews in consultation with Island Aviation Services Limited.
 - f. Recommend suitable media opportunities for airline, route and destination promotion.
 - g. Assist in the development of localized messaging and content for approved media activities.
 - h. Identify traditional PR opportunities to generate positive coverage for Maldivian through non-paid collaborations, barter arrangements and joint campaigns.
 - i. Recommend suitable paid media opportunities where relevant to Maldivian's campaigns and promotional objectives.
 - j. Benchmark all paid media recommendations against route-level profitability and cost per available seat kilometer, not audience fit alone, so that spend is not directed towards flights that are already load-factor constrained.
 3. Media Events & Familiarization Trips
 - a. Recommend suitable media events, press briefings and media engagement opportunities as part of the 12-month activity plan.
 - b. Plan, coordinate and execute two familiarization trips during the 12-month contract period.
 - c. Familiarization trips may include relevant media representatives, influencers, KOLs, bloggers or other appropriate content partners.
 - d. Identify and recommend suitable participants for the familiarization trips.
 - e. Coordinate communication with selected participants and relevant stakeholders.
 - f. Develop proposed itineraries, content requirements and coverage expectations in consultation with Island Aviation Services Limited.
 - g. Monitor and report on media coverage and social media content generated through the familiarization trips.
 - h. Provide a post-trip report outlining activities conducted, content generated, coverage received and overall results.
 4. Media Monitoring
 - a. Monitor relevant media coverage concerning Maldivian in the China market as part of the regular monthly activities.
 - b. Identify Agency-generated articles through press releases, newsletters, media pitches, familiarization trips and other PR activities.
 - c. Identify other relevant coverage concerning Maldivian in the market.
 - d. Monitor the reach, estimated media value and sentiment of relevant coverage.
 - e. Identify positive, neutral and negative articles.
 - f. Provide professional advice on actions required to address negative, inaccurate or potentially damaging coverage.
 - g. Immediately alert Island Aviation Services Limited of any issue that may negatively affect the Airline's image or reputation.
 - h. Include media monitoring results and clippings in the monthly report.
 5. Digital PR & Social Media
 - a. Platform Management
 - i. Create, manage and grow Maldivian's official presence on approved China social media platforms.
 - ii. Develop platform-specific monthly content calendars and posts.

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- iii. Create, translate, localize and publish approved social media content for the China market.
 - iv. Adapt campaign materials provided by Island Aviation Services Limited for the relevant China social media platforms.
 - v. Develop social media content relating to:
 1. Route launches and route updates.
 2. Flight schedules.
 3. Promotional offers.
 4. Products and services.
 5. Destination and travel inspiration.
 6. Corporate news.
 7. Media coverage.
 8. Trade and partnership activities.
 9. Seasonal and public holiday campaigns.
 - vi. Develop targeted social media campaigns for the promotion of Maldivian's priority routes.
 - vii. Work towards monthly audience growth, reach, engagement and campaign targets as advised and approved by Island Aviation Services Limited.
 - viii. Treat audience growth, reach and engagement targets as secondary measures; the primary measure of success is incremental bookings and load factor on China routes, cross-checked against Island Aviation Services Limited's own sales data.
 - ix. Monitor comments, messages and customer feedback received through Maldivian's China social media platforms.
 - x. Escalate any customer comments relating to booking changes, refunds, disruption or baggage to Island Aviation Services Limited within a defined service level, and refrain from issuing responses on operational status without confirmation from Operations or Customer Experience.
 - xi. Respond to general public inquiries using information approved by Island Aviation Services Limited.
 - xii. Escalate operational, customer service and reputational matters to Island Aviation Services Limited.
 - xiii. Monitor account performance and provide recommendations to improve audience reach, engagement and campaign performance.
 - xiv. Provide monthly social media performance reports covering content published, audience growth, reach, impressions, engagement and public feedback.
6. Influencer Collaborations
- a. Identify and maintain relationships with:
 - i. Travel KOLs.
 - ii. Aviation-related influencers.
 - iii. Lifestyle bloggers.
 - iv. Celebrity travelers.
 - v. Travel content creators.
 - vi. Other relevant digital personalities.
 - b. Recommend suitable influencers and KOLs based on audience relevance, content quality and campaign objectives.
 - c. Develop creative content opportunities with suitable KOLs and influencers.
 - d. Identify paid, non-paid, barter-based and partnership opportunities.
 - e. Coordinate a maximum of two influencer-led campaigns during the 12-month contract period.
 - f. Support influencer collaborations connected to route promotions, social media campaigns and familiarizations trips.
 - g. Monitor and report on content produced, reach, engagement and campaign results.
7. Trade Relations & B2B Marketing
- a. Trade Engagement
 - i. Maintain relationships with relevant tour operators, travel agencies, online travel agencies and other travel trade partners in the China market.
 - ii. Develop and distribute relevant trade newsletters and updates.
 - iii. Create, translate and localize approved B2B marketing collateral.

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- iv. Conduct regular meetings and sales calls with travel trade partners.
- v. Encourage tour operators and travel agencies to include Maldivian's routes and products in their brochures, packages, websites and other sales channels.
- vi. Handle general trade inquiries and provide approved information relating to Maldivian's routes, products, services and promotions.
- vii. Draw all trade responses on routes, products and fares strictly from Revenue Management approved fare sheets and current GDS availability rather than general marketing collateral, and maintain read access to a current feed of fares and schedules to avoid quoting outdated information.
- viii. Distribute approved digital materials, including fact sheets, brochures, product news, videos, photographs, presentations and other relevant content.
- ix. Maintain an effective information service for travel trade partners in the China market.
- x. Organize a minimum of two in-person or virtual group presentations for tour operators and relevant trade partners during the 12-month contract period.
- xi. Provide relevant route, product and promotional updates during trade presentations.
- b. Partnership Development
 - i. Identify and propose co-marketing opportunities with:
 - 1. Major China online travel agencies.
 - 2. Tour operators.
 - 3. Travel agencies.
 - 4. Hotels and resorts.
 - 5. Tourism organizations.
 - 6. Airlines and other travel partners.
 - 7. Premium and relevant consumer brands.
 - ii. Actively seek opportunities in the market to promote Maldivian and advise Island Aviation Services Limited accordingly.
 - iii. Give particular emphasis to identifying non-paid PR opportunities, barter arrangements and joint campaigns that generate positive exposure for the Airline.
 - iv. Propose a minimum of two partnership or joint promotional opportunities during the 12-month contract period.
 - v. Implement a minimum of one non-paid, barter-based or joint promotional collaboration during the contract period.
 - vi. Liaise with relevant stakeholders to develop partnership opportunities supporting Maldivian's routes, promotions and sales objectives.
 - vii. Build and maintain relationships with existing and potential trade partners in the China market.
- c. Sales Push with General Sales Agent
 - i. Work alongside Maldivian's General Sales Agent for the China market to coordinate sales and promotional efforts and maximize impact.
 - ii. Collaborate with the International Sales Team and General Sales Agent to support Maldivian's sales objectives in the China market.
 - iii. Identify and target key customer segments in the China market.
 - iv. Support the development and implementation of sales and marketing strategies to drive ticket sales and increase revenue.
 - v. Support efforts towards achieving the monthly sales targets set by the International Sales Team.
 - vi. Collaborate with the International Sales Team and General Sales Agent to develop promotional offers, packages and route campaigns.
 - vii. Monitor sales information shared by the International Sales Team or General Sales Agent and recommend promotional adjustments where required.
 - viii. Conduct regular sales calls and meetings with:
 - 1. Tour operators currently featuring Maldivian.
 - 2. Potential tour operators.
 - 3. Online travel agencies.
 - 4. Travel agencies.
 - 5. Other relevant travel trade and sales partners.

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- ix. Encourage existing tour operators to continue promoting Maldivian and include all relevant Maldivian products in their brochures, packages and sales channels.
 - x. Encourage potential tour operators to include Maldivian routes and products in their brochures, packages and promotional activities.
 - xi. Identify new sales and distribution opportunities within the China market.
 - xii. Provide relevant market and trade feedback to the International Sales Team and General Sales Agent.
 - xiii. Coordinate activities with the General Sales Agent to avoid duplication of sales and trade engagement efforts.
 - xiv. Operate a defined mechanism to avoid duplication, including monthly sharing of the Agency's trade contact list and call log with the General Sales Agent, and ensure any fare or promotion information provided to trade originates from a Revenue Management approved source.
 - xv. Prepare a monthly summary of sales-support activities, meetings conducted, partners engaged and opportunities identified.
8. Monitoring & Reporting
- a. Regular Reporting
 - i. Provide brief weekly activity updates outlining key activities completed, ongoing work and matters requiring attention.
 - ii. Submit a consolidated monthly report before the end of the first week of each month.
 - iii. The monthly report shall include:
 - 1. Media and PR activities undertaken.
 - 2. Press releases and newsletters distributed.
 - 3. Media pitches conducted.
 - 4. Media coverage generated.
 - 5. Media clippings, reach, estimated media value and sentiment.
 - 6. Social media content published.
 - 7. Social media reach, impressions, engagement and audience growth.
 - 8. Performance of route and promotional campaigns.
 - 9. Significant customer feedback, comments and public inquiries.
 - 10. Trade meetings and sales calls conducted.
 - 11. Names and contact details of relevant stakeholders engaged.
 - 12. Trade presentations and B2B activities undertaken.
 - 13. Partnership opportunities identified.
 - 14. Joint promotional and barter opportunities proposed or implemented.
 - 15. Activities undertaken in coordination with the General Sales Agent.
 - 16. Sales-support activities undertaken on behalf of Maldivian.
 - 17. Relevant competitor activities, promotional campaigns and route developments.
 - 18. Relevant China travel market trends.
 - 19. Recommendations and proposed activities for the following month.
 - 20. Conduct quarterly strategy reviews and recommend adjustments where required.
9. Market Intelligence
- a. Monitor relevant travel industry trends and developments in the China market.
 - b. Track major competitor activities, promotions and route developments.
 - c. Monitor relevant China consumer travel preferences and booking trends.
 - d. Provide actionable insights and recommendations for market optimization.
 - e. Provide relevant market updates as part of the monthly report.
10. Translation & Proofreading
- a. Provide translation, proofreading and localization of agreed materials into the relevant language for the China market.
 - b. Materials may include, but are not limited to:
 - i. Newsletters.
 - ii. Press releases.
 - iii. Social media posts.
 - iv. Media communications.

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- v. Promotional materials.
 - vi. Brochures and fact sheets.
 - vii. Trade updates.
 - viii. Presentations.
 - ix. Public notices.
 - x. Product and service information.
- c. Ensure that translated and localized materials are suitable for the intended Chinese audience and platform.
- 11. Database Management
 - a. Maintain and regularly update a media and tour operator database for Island Aviation Services Limited.
 - b. The database shall include relevant:
 - i. Media contacts.
 - ii. Tour operators.
 - iii. Travel agencies.
 - iv. Online travel agencies.
 - v. Trade partners.
 - vi. Influencers and KOLs.
 - vii. Tourism and promotional partners.
 - viii. Include contact details collected through media engagements, familiarizations trips, sales calls, trade meetings, presentations and promotional activities.
 - ix. Share the updated database with Island Aviation Services Limited every quarter.
 - x. Share relevant participant and stakeholder contact details collected during the contract period.
 - xi. Provide the final updated database to Island Aviation Services Limited upon completion of the contract.
- 12. Crisis Communications
 - a. Proactively monitor relevant media and China social media platforms for possible crisis situations or negative publicity relating to Maldivian.
 - b. Immediately alert Island Aviation Services Limited of any issue that may negatively affect the Airline's image or reputation.
 - c. Provide professional advice on actions required to minimize the impact of negative publicity.
 - d. Route all messaging during operational disruptions, including delays, diversions and aircraft on ground, through Island Aviation Services Limited's disruption protocol, and fact-check statements against confirmed information from Operations and International Communications before release.
 - e. Assist in developing an initial communication action plan in consultation with Island Aviation Services Limited.
 - f. Assist in preparing, translating, localizing and distributing approved PR statements.
 - g. Monitor media and public response following an operational disruption, regulatory issue or reputational concern.
 - h. Support communication with relevant media and stakeholders as advised by Island Aviation Services Limited.
 - i. Include relevant crisis monitoring and updates within the regular scope and reporting requirements.
 - j. Extensive crisis communication activities relating to a major incident shall be undertaken following prior written approval from Island Aviation Services Limited.
- 13. Other
 - a. Assign a dedicated telephone number and email address for Maldivian PR, media, social media, trade and marketing inquiries for the China market.
 - b. All official communications shall be conducted through the email address created within the Maldivian domain where provided by Island Aviation Services Limited.
 - c. Assign a dedicated account representative to coordinate activities with Island Aviation Services Limited.
 - d. Assist Island Aviation Services Limited in establishing and maintaining relationships with relevant sectors of the travel trade industry, including tour operators, travel agencies, online

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travel agencies, airlines, incentive organizers, commercial accounts and other potential partners.

- e. Maintain regular coordination with designated representatives of Island Aviation Services Limited and the General Sales Agent.
- f. Provide a brief review of tour operators currently featuring Maldivian and identify potential tour operators that may be targeted for future sales and promotional activities.
- g. Maintain records of key media, social media, trade, partnership and sales-support activities conducted on behalf of Maldivian.
- h. Ensure that all public-facing materials, campaigns, media communications and social media content are approved by Island Aviation Services Limited prior to publication or distribution.

9.2 Responsibilities of IASL:

- IASL shall provide full cooperation in facilitating the Services.
- IASL shall provide all the available relevant data, information and details that are deemed by IASL to be useful for the Consultant to perform and provide the Services effectively and efficiently.
- IASL shall provide a focal point or Project Manager etc. who is well versed with the Services for smooth progress of the Services

9.3 Duration of the Services:

- The commencement of services (the “Effective Date”) shall begin upon signing of the contract, and its consulting service shall be for a period of 12 months.
- IASL reserves the right to extend the contract duration, if necessary, subject to mutual agreement with the Vendor.
- The Vendor is expected to deliver the services efficiently and without interruption, suspension, or delay from the Effective Date.
- IASL’s official working days are from **Sunday to Thursday**, and working hours are from **08:00 to 15:00** (Maldives Time, GMT+5). All coordination and support activities should align with this schedule unless otherwise agreed.

9.4 Pricing, currency, and payments to the Vendor:

1.1. Pricing:

- The proposed price for this service shall be a lump sum price in the Price Schedule (Section II- Schedules) US Dollars only. Any cost applicable shall be deemed covered by the rates/prices stated in the Price Schedule.
- Any associated fees, taxes, or third-party charges.
- All proposed prices must be expressed as numerical values with clear monetary amounts.
- Pricing shall be firm, final, and clearly stated without ambiguity. No price variation will be accepted after contract signed.
- Pricing must be inclusive of all out-of-pocket expenses, including travel, accommodation, and any other relevant costs required for the delivery of services.
- The Vendor shall bear any risks associated with currency exchange rate fluctuations. Pricing must account for such variations where applicable.
- Taxes must be clearly indicated or itemized separately in the pricing schedule.

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1.2. Payments:

- Payments shall be made in United States Dollar (USD) via cheque or electronic funds transfer.
- Payments to the Vendor shall be made as agreed in the Payment Schedule (“Payment Schedule”), with a 30-day credit period.
- Payments will be made within 30 working days of IASL receiving a valid invoice and confirming the completion of the corresponding milestone or deliverables.
- The Vendor must coordinate each invoice submission with IASL and obtain confirmation prior to submission. Invoices should be submitted at least 30 days in advance of the due date to ensure timely processing.
- IASL processes a high volume of payments daily. While the stated 30-day period is the maximum processing time, IASL will endeavor to make payments as early as possible.
- In case of any discrepancies or errors in the invoice, IASL will notify the Vendor, and both parties will work together to resolve the issue promptly.
- Each party shall bear its own taxes, fees, and charges as required by applicable law. Any fines or penalties arising from the Vendor’s negligence or non-compliance shall be borne solely by the Vendor.

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10. Bid Forms A-G

Form A - Bid application form

Description of Work:	Hiring a public relations agent in China market
Bid to:	Island Aviation Services Ltd
Address:	Island Aviation Services Limited, M. Dar Al-Eiman Building, Majeedhee Magu, Male' 20345, Republic of Maldives

Having reviewed the Request for Proposal (RFP), including the terms of reference, technical specifications, and submission requirements for Hiring a public relations agent in China market, I/we, the undersigned, hereby submit our proposal in full compliance with the stated terms and conditions.

Our proposal includes the following deliverables:

We propose to deliver the above scope of work at a total cost of:

USD: (inclusive of all applicable taxes)

We undertake, if our proposal is accepted, to commence work in accordance with the agreed timeline and to fulfill all contractual obligations as outlined in the RFP.

We agree that this proposal shall remain valid and binding for a period of 90 days from the date of submission and may be accepted at any time before the expiration of that period.

We acknowledge that Island Aviation Services Ltd is not bound to accept the lowest or any proposal received. Unless and until a formal agreement is reached, this proposal, together with written acceptance, shall constitute a binding contract between us.

Name of Authorized Signatory	
Designation	
Company Name	
Signature	
Date	

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Form B - Price Schedule

Hiring a public relations agent in China market	
Item Description	Price (USD)
Monthly Retainer Fee	
Sub Total (Exclusive of tax)	
Applicable Taxes	
Total (Sum of 'Monthly Retainer Fee')+ ('Inclusive Tax')	

Note: All rates shall be quoted in USD and shall be the applicable Net amount payable to the contracted party at the time of settlement.

Payment Terms:

All payments under this contract shall be made in United States Dollar (USD) and must be inclusive of all applicable taxes, including GST. The payment structure will follow a schedule aligned with deliverables.

Invoices must be submitted upon completion of each milestone and must be accompanied by formal acceptance confirmation from IASL. IASL will process payments within thirty (30) working days of receiving a valid invoice and acceptance confirmation. The successful bidder is required to provide bank details upon award of the contract. IASL reserves the right to withhold the final payment until all deliverables have been verified and accepted in full.

Name of Authorized Signatory (Person signing the proposal)	
Designation	
Company Name	
Signature	
Date	

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Form C - Related Party Disclosure

Island Aviation Services Limited
M. Dar Al-Eiman Building,
Majeedhee Magu,
Male' 20345,
Republic of Maldives

[Date]

Dear Sir/ Madam,

Project: Hiring a public relations agent in China market

Subject: Related Party Disclosure

With the exception of the below specified, I hereby declare that we, the party is in no way, shape or form related to Island Aviation; created either through an employer-employee agency relationship between employees or directors of Island Aviation or by way of ownership of Island Aviation Services Ltd.

Name of the Related Party	Designation of the Related Party	Relationship

Yours sincerely,

[Name of signatory]

[Title]

Note:

1. Related parties for this purpose include:

1.1. Employees or directors of the Company

1.2. Close family members of any employee/ director of the Company. Close family members here refer to spouse, including former spouse relatives, which comprise: siblings, cousins, uncles and aunts, nephews and nieces, lineal ancestors (presumably, it means parents, grandparents and other ancestors of direct lineage), lineal descendants (children, grandchildren and other direct descendants).

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Form D: General Information (Business profile/Work profile)

Bidder Information

Company Name	
Registered Address	
Postal Address	
Telephone Number	
Email Address	
Website (if any)	

Legal Status of the Company

Legal Status	▪ Sole Proprietorship [] ▪ Partnership [] ▪ LLC [] ▪ Corporation [] ▪ Other:
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Registration Details

Business Registration Number	
Date of Registration	
Country of Registration	

Contact Person

Full Name	
Designation	
Phone Number	
Email Address	

Declaration

I hereby declare that the information provided above is true and correct to the best of my knowledge.

Name: _____

Designation: _____

Date: _____

Authorized Signature: _____

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Form E: Experience Records

List of all completed Contracts and supplies executed during the last 3 years.

Name of the Project with nature of work	Total Value	Contract Start	Contract Completion	Client's Name

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Form F: Litigation/ Arbitration

NO	Contract identification and matter in	Value of pending claim in MVR or any other
	Contract name: Name of Employer: Address of Employer: Matter in dispute: Total value of the Contract:	

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Form G: Declaration on Ethical Conduct and Fraud and Corruption

We the undersigned confirm in the preparation of our Bid that:

- Neither we, nor any of our employees, associates, agents, shareholders, consultants, partners or their relatives or associates have any relationship that could be regarded as a conflict of interest as set out in the Bidding Documents.
- Should we become aware of the potential for such a conflict, will report it immediately to ISLAND AVIATION SERVICES LTD.
- That neither we, nor any of our employees, associates, agents, shareholders, partners, consultants or their relatives or associates have entered into corrupt, fraudulent, coercive or collusive practices in respect of our bid or proposal.
- We understand our obligation to allow ISLAND AVIATION SERVICES LTD to inspect all records relating to the preparation of our bid and any contract that may result from such, irrespective of if we are awarded a contract or not.
- That no payments in connection with this procurement exercise have been made by us or our associates, agents, shareholders, partners or their relatives or associates to any of the staff, associates, consultants, employees or relatives of such who are involved with the procurement process on behalf of ISLAND AVIATION SERVICES LTD, Client or Employer.

Authorized Signature: _____

Name and Title of Signatory: _____

Name of Bidder: _____

Address: _____

Phone Number: _____

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11. Submission Checklist

This checklist is to help bidders ensure full compliance with the RFP requirements issued by Island Aviation Services Ltd.

General Requirements

- ☐ Proposal written in English
- ☐ Proposal validity: Minimum 90 days from submission deadline
- ☐ All documents signed, stamped, and authorized as required

Mandatory Documents

- ☐ Cover letter
- ☐ Company registration
- ☐ Tax registration (GST/WT ETC. if tax applicable)
- ☐ Company profile
- ☐ Project cost and payment terms
- ☐ Audited financial statements (Optional)
- ☐ Relevant experience letters
- ☐ Bid forms (A-G)

Submission Details

- ☐ EOI Registration Deadline: 06 August 2026, 23:59Hrs (GMT+5)
- ☐ Proposal Submission Deadline: 17 August 2026, 23:59 (GMT+5)
- ☐ Via email to: proc.proposals@iasl.aero
- ☐ Late submissions will be disqualified

Additional Notes

- ☐ Ensure one bid per proponent
- ☐ Prices in United States Dollar (USD), inclusive of all taxes
- ☐ All communications via official email channels only
- ☐ Appeals/complaints within 5 days of bid opening or award notification

Note: Failure to submit any of the mandatory documents may result in disqualification. Ensure all documents are signed, complete, and submitted before the deadline.

For clarifications, contact via mail:

To: azka4513@iasl.aero

CC: mohamed.ziyau@iasl.aero , mohamed.shae@iasl.aero