



# SECURITIES AND EXCHANGE COMMISSION OF PAKISTAN

## Consultancy Services for Development and Publishing of Investor Guide

### Tender Notice No. 22/12-13

The Securities and Exchange Commission of Pakistan invites sealed tenders from consultants or consultancy firms, registered with sales tax department and having national tax number (NTN), based in Pakistan for **Consultancy Services for Development and Publishing of Investor Guide “Doing Business in Pakistan”**

The relevant details plus terms and conditions of the tender may be obtained from the undersigned personally or by visiting the SECP website: [www.secp.gov.pk/Procurement.asp](http://www.secp.gov.pk/Procurement.asp)

The sealed bids must reach the undersigned through courier or may be placed in the tender box on the ground floor of the NIC Building. The tenders must be received at **1100Hrs, on April 04, 2013** and will be opened on the same day at **1130Hrs**

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**M. Ubaidullah Khalid – Asst. Director (Admin)**  
4th Floor, NIC Building, 63 Jinnah Avenue, Islamabad  
Tel: 9207091-4 Ext 302

### **Terms and Conditions for Bids and Bidders**

1. **Tender Identification Number: TENDER # 22 / 12-13.**
2. Bids are invited for **Consultancy Services for Development and Publishing of Investor Guide “Doing Business in Pakistan”, through Single Stage One Envelop Method**
3. **The Procurement Agency is:**  
  
**Securities and Exchange Commission of Pakistan**  
4th Floor, NIC Building, 63 Jinnah Avenue, Blue Area,  
Islamabad.
4. The relevant details plus terms and conditions of the tender may be obtained from the undersigned personally or by visiting the SECP website: [www.secp.gov.pk/Procurement.asp](http://www.secp.gov.pk/Procurement.asp)
5. The right to accept or reject any offer without assigning any reason is hereby reserved. The decision of the Commission would be final and binding on all matters relating to this tender.
6. Bids should be accompanied with earnest money (refundable) for an amount equal to 2% of the total quoted price ( Inclusive GST if applicable) in shape of either pay order, demand draft or an unconditional guarantee from a bank valid for not less than 03 months in favor of Securities and Exchange Commission of Pakistan.
7. Successful bidder would sign a contract with the Commission.
8. The Commission does not pledge to accept the lowest bid and reserves the right of accepting full or part services offered and bidders should supply the same at the rates quoted by them.
9. It is of utmost importance that bids should be submitted very carefully and the instructions set forth above, scrupulously complied with, failing which the offer will be ignored.
10. The language of the bid is English and alternative bids shall not be considered.
11. Place of destination is: **Securities and Exchange Commission of Pakistan**, 4th Floor, NIC Building, 63 Jinnah Avenue, Blue Area, Islamabad.
12. Amendments or alterations/cutting etc., in the bids must be attested in full by the person who has signed the bids
13. The prices quoted by the bidder shall not be adjustable. Changes or revisions in rates after the opening of the tender will not be entertained and may disqualify the original offer.
14. Prices quoted shall correspond to 100% of the requirements specified.
15. The rates must be quoted strictly in accordance with our documents and Annexes. In the event of non-acceptance of offer no intimation will be given to the individual bidder.

16. Proof of company as legal entity and affidavit that the company is not black listed by any organization must be presented with the bids.
17. Copy of authorized Partnership /distributorship certificate from their Principals is to be submitted with the tender. (if applicable)
18. List of Clients (foreign/local), office location, company profit, methodology, previous experiences with the firm(s) should be provided.
19. The amount of the bid and earnest money shall be in Pak Rupees.
20. The tenders must be furnished with Earnest Money equal to value/price given above in the form of pay order in favors of, **Securities and Exchange Commission of Pakistan, 4th Floor, NIC Building, 63 Jinnah Avenue, Blue Area, Islamabad**. Tenders not accompanied by Earnest Money or with less amount of Earnest Money will not be entertained. Earnest Money of successful tenders will alone be retained and that of the rest will be returned. **If the tender is withdrawn before the expiry of its validity or the supply/services is not made/provided within due date, the Earnest Money will be forfeited in favor of the SECP, Islamabad.**
21. Bidders do not have the option of submitting their bids electronically. Telegraphic and conditional bids will not be accepted. Unsealed bids will not be entertained / received.
22. The statement **“Do Not Open Before (time and date)”** to be completed using the bid opening time and date as specified above.
23. The envelopes shall bear the following additional identification marks:

**Bid for:**                **Consultancy Services for Development and Publishing of Investor Guide “Doing Business in Pakistan”**  
**Firm Name:**        XYZ Firm  
**Attention:**        Assistant Director Admin, 4th Floor, NIC Building, 63 Jinnah Avenue, Blue Area, Islamabad

24. **The deadline for the submission of bids is:**

**Date:** **April 04, 2013**  
**Time :** 1100 Hrs

25. **The bid opening shall take place at:**

**Securities and Exchange Commission of Pakistan**  
4th Floor, NIC Building, 63 Jinnah Avenue, Blue Area,  
Islamabad  
**Date:** **April 04, 2013**  
**Time :** 1130 Hrs

26. Bids received after the due date and time will straightaway be ignored.
27. The Commission may amend TOR's and successful bidder will have to provide the services accordingly.

**Note:**

- **Attachment Details are as under**

<b>1. Terms of Reference</b>	<b>Annex "A"</b>
<b>2. Brief/proposed contents</b>	<b>Annex "B"</b>
<b>3. Printing specifications</b>	<b>Annex "C"</b>
- **If the above Terms & Conditions are acceptable then Bids must be submitted well in time and according to the requirements.**

## Terms of Reference

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### Developing and Publishing a book titled “Doing Business in Pakistan”

#### Background

SECP intends to publish a book on “**Doing Business in Pakistan**”, highlighting the potential, which Pakistan has for attracting foreign direct investment. The book should reflect the true opportunities for multi-nationals, investors and businesses around the world in Pakistani market and motivate them to come and explore the countless possibilities for doing business

#### The Task / Challenge

Consultant selected after the pre-qualification must consider the following factors:

- Research data will be compiled to present Pakistan as a profitable investment. The research data will include (but not be limited to):
  - Economic indicators
  - Purchasing power of the 180m+ population
  - Growth sectors such as Energy and Agriculture
  - Rates of return of success stories, such as Telecom investments
  - Tax incentives
- Relevant potential investors for whom Pakistan could be a worthy investment will be profiled and categorized. The content that is to be developed will be in closely aligned to investor sentiment, so that it is impactful and leads to generating a positive buzz in the investor community.
- The content generate will:
  - Presents a true opportunity
  - Have a call to action
  - Be written in the most professional and marketable tone
  - Imagery included will be visually appealing to the mindset of the investor community
- A Statement of Work, and an Execution Strategy will be created, and will cover the following:
  - How will data be researched and validated
  - How will content for the book be produced
  - How will the layout of the book be designed
  - What will production entail
  - What resources (capital, human) will be required
  - Create a delivery timeline with milestone

### Supervision

Consultant will schedule regular periodic meeting to update and show how the book is progressing.. Frequency of the meetings will be governed by the supervision needed at various. After each visit consultant will provide a report to SECP with respect to:

- Work that has been completed to date, and challenges and other issues that must be addressed.
- Identification of factors that must be considered with respect to ongoing work, & other work that will be evaluated during the next visit.

### Payment

Consultants should quote a lump sum fee for their services for research, content creation, design, and production of the book.

### Evaluation Criteria

Consultants will be evaluated on the basis of their technical & financial proposals, with the following percentage allocations.

- Technical proposal – 70%
- Financial Proposal – 30%

Technical proposal will be evaluated using the following two categories:

- (1) Experience of the Consultants
- (2) Quality of the Consultants expertise

### Selection Criteria

#### Consultant's Background

- Reputation of the firm
- Experience with similar projects completed in the last ten years.
- Technical competence/ qualifications of personnel; involvement of principals.

#### Past Performance

- Cost control of project costs
- Quality of work
- Time control

#### Capacity to accomplish the work

- Present workload
- Availability of qualified personnel
- Professional qualification /experience

#### Project Approach

- Approaches to time schedule
- Approaches to quality
- Design approach/methodology

#### Delivery

- Delivery time within 03 months of receiving the contract.

## Suggested Table of Content

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1. Foreword
2. Introduction
  - a. Getting to know Pakistan
    - i. Geography
    - ii. Demographics
    - iii. Climate
    - iv. Culture
    - v. Places
    - vi. Economy
    - vii. Capital markets
    - viii. Physical and economic infrastructure
    - ix. Political and government environment
  - b. Unleashing the potential today
    - i. Growth in consumerism
      1. Malls & Cinemas
      2. International F&B franchises
    - ii. Port cities of Karachi and Gawadar
    - iii. Skilled labor
    - iv. Energy reserves
3. Sectors/industries and opportunities
  - a. Agriculture sector serves as the regional breadbasket
    - (i) GDP contribution
    - (ii) Gaps
    - (iii) Investment rationale
    - (iv) Major projects, current and forecasted
    - (v) Regional and global comparisons
    - (vi) Evolution/future growth and opportunities
    - (vii) Expert Opinion
  - b. Thriving textile industry
  - c. Media and telecommunication
  - d. Robust banking sector with favorable interest rates
  - e. Capital Markets
  - f. Energy
  - g. Oil and Gas
  - h. Information Technology
  - i. Ports and shipping
  - j. Cement industry
  - k. Mining industry
  - l. Leather industry
  - m. Manufacturing industry

- n. Sports industry
- 4. The Special Economic Zones and its benefits
- 5. Highlights of successful investments in Pakistan
  - a. Chinese investments
  - b. Japanese investments
  - c. Malaysian investments
  - d. Saudi investments
  - e. Singaporean investments
  - f. Turkish investments
  - g. UAE investments
  - h. UK investments
  - i. US investments
- 6. Current economic climate
  - a. Economic data
  - b. FDI and capital markets
  - c. Stock markets and exchanges
  - d. Tax benefits
- 7. Structuring your business
  - a. Incorporating in Pakistan
  - b. LLPs
  - c. Franchising
  - d. Joint ventures
  - e. Representative offices
- 8. Starting a business banking relationship
  - a. Introduction to the financial landscape
  - b. Banking
  - c. Pakistani Banker's association
  - d. Business credit facilities
  - e. Business protection
  - f. Foreign exchange laws
- 9. Communication infrastructure
  - a. Fiber broadband
  - b. Mobile networks
- 10. Manpower
  - a. Relaxed visas requirements for international teams
  - b. Access to local talent
  - c. Internationally benchmarked employment standards
- 11. Corporate law favoring FDI & LDI



12. Intellectual property protection

- a. Copyrights
- b. Trademarks
- c. Patents
- d. Industrial designs

13. Business insurance and protection

14. Taxation and tariffs

- a. Income tax
- b. Corporate tax
- c. Tax incentives
- d. Customs and excise duties

15. Getting started

- a. Visiting Pakistan
- b. Accommodation
- c. Places to visit
- d. Useful numbers

**Printing Specifications**

<u>QTY:</u>	5,000
<u>Cover:</u>	As per the sample, best quality non-bending – ideal for publishing and long term storage.
<u>Dust Cover:</u>	160 glossy finish paper or more. One side printing.
<u>D.C Printing:</u>	4 color/one side
<u>Lamination:</u>	Spot lamination on the dust cover
<u>Cover:</u>	Black fabric /leatherette finish – high quality
<u>Cover Printing:</u>	Golden or silver foil on cover and spine
<u>Inside Pages:</u>	200
<u>Paper:</u>	150 gram matt finish
<u>Book Mark:</u>	Simple fabric/ribbon
<u>Printing:</u>	4 + 4 color
<u>Packing:</u>	5 books per box. Box in corrugated material with single color printing.