

## Request for Quotations (RFQ)

### National Graphic Design Consultancy for Marketing and Promotional Materials for ITE HCMC 2026

Helvetas invites interested parties to provide goods /services or works as described below.

#### 1. Contract description

The Swiss Tourism for Sustainable Development in Vietnam (ST4SD), financed by the Swiss State Secretariat for Economic Affairs (SECO), aims at making Viet Nam's tourism sector more sustainable and inclusive. As part of the economic development cooperation of Switzerland for Viet Nam, it is implemented by the consortium of Helvetas Vietnam, a Swiss international NGO, and the CRED Tourism & Agriculture Solution Consulting Company Limited, a Vietnamese NGO. The Ministry of Culture, Sports and Tourism appointed the Viet Nam National Authority of Tourism (VNAT) as the project owner.

In August 2026, the ST4SD project, along with its grantees under the Innovative Ideas for Sustainable Tourism Product Development and the Innovative Tourism Marketing, will actively participate in the International Travel Expo Ho Chi Minh City 2026 (ITE HCMC). To ensure a professional, visually compelling and brand presence that highlights sustainable tourism products from the project's achievements, high-quality promotional materials must be developed.

ST4SD is looking for a qualified National Graphic Design Consultant to design promotional marketing packages and exhibition booth assets

The required goods/services or works details are annexed in this document (full Terms of Reference attached).

#### 2. Timetable

	DATE	TIME – ICT
RFQ submission to companies/organisations via <b>email</b>	From 08 July – 21 July 2026	-
Inquiries from invited companies/organisations to <b>email</b>	N/A	N/A
Answers to inquiries via <b>email</b>	19 July 2026	23:59
Deadline for submitting offers to <b>email</b> account <sup>1</sup>	21 July 2026	23:59

#### 3. Nature of the contract

Purchase order/ Service or Works contract (agreement).

#### 4. Negotiations

Helvetas reserves the right to enter into negotiations with all or part of eligible companies/organisations in order to amend and/or complete their original offers.

Negotiations may concern the technical, financial, legal and other aspects of the contract.

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<sup>1</sup> Any application received after this deadline will not be considered.

**5. Eligibility**

Invited companies/organisations should be legally registered in Viet Nam.

**6. Costs for preparing offers**

No costs incurred by the company/organisation in preparing and submitting the offers are reimbursable. Such costs fall under the responsibility of the company/organisation, including the costs incurred during negotiating and interviewing process.

**7. Sub-contracting**

Sub-contracting to another legal person is not allowed.

**8. Provisional commencement date of the purchase order/ contract**

25 July 2026

**9. Initial period of execution and possible extension of the purchase order/ contract**

Goods/Services or works are to be provided between *25 July – 10 August 2026*

**10. Evaluation of offers**

Each offer will be evaluated in accordance with the criteria and the weighting as detailed below. *The entire evaluation procedure is confidential. The Purchasing Panel (PP) decisions are collective and its deliberations are held in virtual session. The members of the PP are bound to secrecy. The evaluation reports and written records are for official use only and may be communicated neither to the companies/organisations who submitted the offer nor to any party other than Helvetas.*

**Eligibility criteria**

Only the companies/organisations that provide signed Eligibility Documentation Form (See ELIGIBILITY DOCUMENTATION part below) will be processed for evaluation.

**Evaluation criteria of eligible offers***Criteria for evaluation of the Technical offer*

<b>Requirements</b>	<b>Documentary evidence</b>
Demonstrated expertise in graphic design, layout formatting, and large-format printing, with a proven track record of designing promotional products specifically for tours and the tourism sector.	CV/Bio or Company Profile, and a design portfolio highlighting relevant similar works..
Demonstrated experience working with international organizations, NGOs, or multi-lateral donor-funded projects.	CV/Bio or Company Profile

The bidders that achieve a minimum of 70% of the technical evaluation scoring will proceed for further evaluation

*Criteria for evaluation of the financial offer:*

Requirements	Documentary evidence
Financial offer provided by supplier: The applicant shall indicate the proposed daily rate, inclusive of all applicable taxes, and the estimated number of working days required to complete the assignment.	Financial offer in VND

The weighting of the criteria for evaluation of technical and financial offers are as follows:

Criteria	Max points
<b>Technical offer*</b>	<b>100</b>
Demonstrated expertise in graphic design, layout formatting, and large-format printing, with a proven track record of designing promotional products specifically for tours and the tourism sector.	80
Demonstrated experience working with international organizations, NGOs, or multi-lateral donor-funded projects.	20
<b>Financial offer</b> Reasonable value for money regarding the proposed financial proposal and input days.	
<b>Total maximum score</b>	<b>100</b>

After evaluation of offers, Purchase Order/Contract will be awarded to the economically most advantageous offer based on above criteria. Helvetas reserves the right to purchase/contract only part of required goods/services or works, or cancel this procedure should it not be satisfied with the quality of offers.

### 11. Submission of offers

Offers must be submitted via email in electronic format only in two separate files.

The **Technical Offer file** shall contain:

**1. Signed Eligibility Documentation Form<sup>2</sup>** – as per ELIGIBILITY DOCUMENTATION part below.

**2. Technical offer** – as per Criteria for evaluation of the Technical offer table above –

The name of the file should have the bidder's name, Reference No: **RFQ-COM-080726-ITE-GRAPHIC DESIGN** and the text 'Technical offer documents' (for example **My Company- RFQ-COM-080726-ITE-GRAPHIC DESIGN - technical offer documents**). and

The **Financial Offer file** shall contain:

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<sup>2</sup> Electronic copies of eligibility documentation should be provided only by the winning bidder prior to contract signing.

**1. Financial offer** – as per Criteria for evaluation of the financial offer table above.

The Financial Offer must be presented in VND. The fees proposed in this offer shall be all-inclusive. The supplier/contractor shall cover all costs required to perform the assignment, including office accommodation, internet access, equipment, administrative and secretarial support, interpretation, delivery and transportation of materials (if any), and other incidental operating costs. Approved travel expenses of the consultant/personnel, if applicable, will be reimbursed separately in accordance with the contract. The supplier/contractor shall be responsible for all applicable taxes and duties in accordance with the laws and regulations of Viet Nam.

The name of the file should have the bidder's name, Reference No: **RFQ-COM-080726-ITE-GRAPHIC DESIGN** and the text 'Financial offer documents' (*for example My Company - RFQ-COM-080726-ITE-GRAPHIC DESIGN - financial offer documents*).

Electronic files should be password protected, different password for each file<sup>3</sup>. The bidders will be informed in advance once the evaluation date is confirmed so they can stay reachable on that date in order to provide the passwords. During the evaluation process the entitled purchasing panel member will call the bidder and ask for the passwords at the spot<sup>4</sup>.

The subject of email should contain only the RFQ reference number (*for example RFQ-COM-080726-ITE-GRAPHIC DESIGN*).

The body of the email should contain bidder's official name, address and telephone number.

Offers must be submitted in English language exclusively to the following email address: [procurement@st4sd.vn](mailto:procurement@st4sd.vn) and [assist3@st4sd.vn](mailto:assist3@st4sd.vn). Offers submitted after the deadline mentioned under point 2 Timetable of this RFQ will not be considered. The counted official receipt time is the time showing on the email received from the bidder to [procurement@st4sd.vn](mailto:procurement@st4sd.vn) and [assist3@st4sd.vn](mailto:assist3@st4sd.vn).

**12 Alteration or withdrawal of applications**

Candidates may alter or withdraw their offers by written notification prior to the deadline for submission of offers. No offer may be altered after this deadline.

Helvetas retains ownership of all offers, which have not been withdrawn. Consequently, companies/organisations do not have the right to have their offers returned to them.

**13 Validity of offers**

Companies/organisations are bound by their offers for 90 days after the deadline for submitting them. In exceptional cases, before the period of validity expires, Helvetas may ask bidders to extend the period of validity for a specific number of days, which may not exceed 40.

**14 Signature of the purchase order/ service or works contract(s)**

Within 05 days of receipt of the purchase order/contract already signed by the Helvetas, the selected company/organisation shall sign and date the purchase order/contract. Failure of the selected company/organisation to comply with this requirement may constitute grounds for

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<sup>3</sup> Offers received without password will not be considered for evaluation

<sup>4</sup> If the bidder is not reachable on the phone during the evaluation process, the offers will not be considered for evaluation

annulling the decision to award the purchase order/ contract. In this event, Helvetas may award the RFQ to another bidder or cancel the RFQ procedure.

### **15 Terms of payments**

Prices in the application must be submitted, taking into account all expenses.

The payment will be made via bank account transfer to the winner of the tender in VND within a maximum of 30 working days from the date of acceptance of goods or execution of services or works. Cases of non-performance of obligation and their legal consequences will be separately indicated in the contract.

### **16 Terms of cooperation**

In the case of a contracting, the parties will have to perform according to the established time and in accordance with Helvetas – Supplier purchase order or Helvetas – Service provider contract. Helvetas has the right to increase or decrease the number of ordered items. Helvetas has the right to choose a supplier/ implementer on the given offer according to its own discretion. Helvetas has the right to re-formulate the Request for Quotation (RFQ), Invitation to Bid (ITB) or Request for Proposal (RFP) to its own discretion, if any additional items are needed. In case of failure or non-compliance with contractual obligations, Helvetas has a unilateral right to terminate the contract without incurring any legal obligation.

The Applicant has to be familiar with all instructions, forms and requirements mentioned in the RFQ, ITB or RFP documents. The responsibility for the submission of the offer in accordance to these requirements lies entirely with the Applicant.

Helvetas signs a purchase order/contract with the winning bidder. The contract will come into force upon signature by both parties.

### **17 Ethics clauses/Corruptive practices**

Companies/organisations making false declarations may be subject to financial penalties representing 10% of the total value of the purchase order/contract being awarded. This rate may be increased to 20% in the event of a repeated offence. Any attempt by a company/organisation to obtain confidential information, enter into unlawful agreements with competitors or influence the PP or the Helvetas during the process of examining, clarifying, evaluating and comparing offers will lead to the rejection of its offer and may result in penalties as described above. Companies/organisations must not be affected by any conflict of interest with other bidders or parties involved in the project. Helvetas reserves the right to suspend or cancel the RFQ procedure and/or purchase order/contract if corrupt practices of any kind are discovered at any stage of the award process or during the execution of a contract.

Companies/organisations will be rejected or purchase order/contracts terminated if it emerges that the award or execution of a contract has given rise to unusual commercial expenses. Such unusual commercial expenses are commissions not mentioned in the main contract or not stemming from a properly concluded contract referring to the main contract, commissions not paid in return for any actual and legitimate service, commissions remitted to a tax haven, commissions paid to a payee who is not clearly identified or commissions paid to a company/organisation which has every appearance of being a front company/organisation. Contractors found to have paid unusual commercial expenses related to this project are liable, depending on the seriousness of the facts observed, to have their contracts terminated and/or be penalised. Helvetas reserves the

right to suspend or cancel the procedure, where the award procedure proves to have been subject to substantial errors, irregularities or fraud. If substantial errors, irregularities or fraud are discovered after the award of the purchase order/ contract, Helvetas may refrain from concluding the purchase order/contract and/or terminate the purchase order/ contract.

**18 Operational language**

All written communications for this RFQ procedure and purchase order/ contract must be in English.

**19 Additional information**

The conclusion of the RFQ and the award of any purchase order/ contract are subject to the availability of funds.

Helvetas reserves the right to annul this RFQ procedure at any time, without any liability on its side.

**20 Annexes**

**a. Annex 1: TOR**

## TERMS OF REFERENCE – CONSULTANCY SUPPLIER

Project:	Swiss Tourism for Sustainable Development in Vietnam (ST4SD)
Consulting service:	National Graphic Design Consultancy for Marketing and Promotional Materials for ITE HCMC 2026
Contract term:	From 25 July to 10 August 2026
Application deadline:	Before 22 July 2026

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### 1. PROJECT INTRODUCTION

The Swiss Tourism for Sustainable Development in Vietnam (ST4SD), financed by the Swiss State Secretariat for Economic Affairs (SECO), aims at making Viet Nam’s tourism sector more sustainable and inclusive. As part of the economic development cooperation of Switzerland for Viet Nam, it is implemented by the consortium of Helvetas Vietnam, a Swiss international NGO, and the CRED Tourism & Agriculture Solution Consulting Company Limited, a Vietnamese NGO. The Ministry of Culture, Sports and Tourism appointed the Viet Nam National Authority of Tourism (VNAT) as the project owner.

In August 2026, the ST4SD project, along with its grantees under the Innovative Ideas for Sustainable Tourism Product Development and the Innovative Tourism Marketing, will actively participate in the International Travel Expo Ho Chi Minh City 2026 (ITE HCMC). To ensure a professional, visually compelling and brand presence that highlights sustainable tourism products from the project’s achievements, high-quality promotional materials must be developed.

ST4SD is looking for a qualified National Graphic Design Consultant to design promotional marketing packages and exhibition booth assets.

### 2. OBJECTIVES

The main objective of this assignment is to deliver professional, creative, and brand-consistent graphic designs for promotional and exhibition. These materials will showcase the ST4SD project, its core sustainability milestones, and specific tour offerings from target provinces to international and Vietnamese tour operators and public visitors at ITE HCMC 2026.

### 3. EXPECTED DELIVERABLES

The consultant will be responsible for executing and delivering the following print-ready design files:

- 10 two-sided tour information sheets showcasing tour itineraries and community-based products across the three target provinces of the ST4SD project (Tuyen Quang, Da Nang, and Dong Thap).
- 1 two-sided ST4SD project brochure sheet.
- 1 exhibition booth poster (3x6m) as the background poster for the ST4SD project's exhibition booth at ITE HCMC.

#### 4. SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

- Demonstrated professional experience in graphic design, layout formatting, corporate brochure production, and large-format exhibition assets.
- Proven experience in designing marketing, promotional, or information products specifically for tours, travel itineraries, and the tourism sector.
- Demonstrated experience working with international organizations, NGOs, or multi-lateral donor-funded projects.

#### 5. PROPOSAL SUBMISSION

Interested suppliers are requested to submit their proposals detailing the following:

- CV or bio and design portfolio highlighting similar works.
- Financial proposal: The applicant shall indicate the proposed daily rate, inclusive of all applicable taxes, and the estimated number of working days required to complete the assignment.

The submitted documents must be password-protected. You will be asked for the password after submitting the application. Proposal should be sent to [procurement@st4sd.vn](mailto:procurement@st4sd.vn) and [assist3@st4sd.vn](mailto:assist3@st4sd.vn) before 22 July 2026.

**Proposed by**

**Approved by**

**Le Thi Huong Lien**  
**Communications Manager**

**Olivier Messmer**  
**Team Lead**

**ELIGIBILITY DOCUMENTATION FORM****LIST OF REQUIRED DOCUMENTS****Eligibility criteria**

<b>Requirements</b>	<b>Documentary evidence</b>
The company/organisation is registered	The full Registration certificate
VAT number	VAT certificate (if applicable)
The company/organisation has no open case of a dispute, an execution procedure, reorganisation, bankruptcy, or insolvency procedure	A valid proof issued by a competent judicial or administrative authority (not older than 6 month)
All taxes paid	A valid tax administration certificate or a valid agreement signed with the Tax Administration to repay the outstanding debts

**STATEMENT<sup>5</sup>**

I, the undersigned (for consortiums, **every consortium member should sign a separate statement as part of this application**) hereby declare that we have in possession all documents listed above. All documents are valid as requested in the table above and hard copies or electronic copies can be distributed as/when needed.

Signed on behalf of the bidder

<b>Name</b>	
<b>Signature</b>	
<b>Date</b>	

<sup>5</sup> Statement should be signed by each member of consortium, if a consortium.