

The Singapore Tourism Board (STB) Korea office invites interested Public Relations (PR) companies to participate in a Request for Proposal (RFP) for the appointment of a PR agency in Seoul. The contract is for a total period of **36 months** (two years with an option to extend for another one year) from 1<sup>st</sup> May 2020 to 30<sup>th</sup> April 2023.

STB is a statutory board under the Ministry of Trade and Industry of Singapore. It champions the development of Singapore's tourism sector, one of the country's key service sectors and economic pillars, and undertakes the marketing and promotion of Singapore as a tourism destination. For more information, please visit below sites.

Corporate-facing	Consumer-facing
<ul style="list-style-type: none"> <li>• Website: <a href="http://www.stb.gov.sg">www.stb.gov.sg</a></li> <li>• Twitter: <a href="https://twitter.com/STB_sg">https://twitter.com/STB_sg</a></li> </ul>	<ul style="list-style-type: none"> <li>• Website: <a href="http://www.visitsingapore.com">www.visitsingapore.com</a></li> <li>• Facebook:  <a href="http://www.facebook.com/VisitSingaporeOfficial">www.facebook.com/VisitSingaporeOfficial</a> <a href="http://www.facebook.com/VisitSingaporeKR">www.facebook.com/VisitSingaporeKR</a></li> <li>• Instagram:  <a href="http://www.instagram.com/visit_singapore">www.instagram.com/visit_singapore</a></li> <li>• Twitter: <a href="https://twitter.com/visitsingapore">https://twitter.com/visitsingapore</a></li> <li>• Blog: <a href="http://www.visitsingaporeblog.com">www.visitsingaporeblog.com</a></li> </ul>
Other Resources for Reference	
<ul style="list-style-type: none"> <li>• 2015 Market Insights Report by STB Seoul: <a href="https://www.stb.gov.sg/statistics-and-market-insights/">https://www.stb.gov.sg/statistics-and-market-insights/</a></li> <li>• <a href="https://www.stb.gov.sg/news-and-publications/publications/Documents/Marketing_Strategy-Of_Stories_Fans_and_Channels.pdf">2016 – 2020 STB Marketing Strategy: https://www.stb.gov.sg/news-and-publications/publications/Documents/Marketing_Strategy-Of_Stories_Fans_and_Channels.pdf</a></li> </ul>	

**For interest in the RFP:**

Please contact the following officer for the tender documents if your company is interested to participate in this RFP.

Yang Ji Sun(Ms)  
Senior Manager Korea,  
Singapore Tourism Board  
Tel : +82-2-734-5571  
Email : [YANG\\_Ji\\_Sun@stb.gov.sg](mailto:YANG_Ji_Sun@stb.gov.sg)

**For submission of Tender only:**

**Closing Time and Date: 5PM (Local Korea time) / 4PM (Singapore time) on 5 February 2020 (Wed)**

Please submit your tender offer to **Int\_Procurement@stb.gov.sg** **only**, with the subject heading 'STB/SEO/19-20/RFP19 - STB Korea PR Agency RFP'. Please use only this email for your submission, and do not include any other STB emails or officers

We look forward to hearing from you soon.

Thank you.