

The New Development Bank

Request for Proposal

(This is not a Purchase Order)

1. Introduction

The New Development Bank (NDB) is issuing a Request for Proposal (RFP) to invite qualified suppliers to provide proposals to NDB's S-CCD-2025-02098 Comprehensive PR and communications services for year 2026 project. Please refer to the following information and attachment for detailed requirements.

NDB invites those interested and qualified companies to register with NDB's e-procurement system to be our **registered suppliers** and participate in the bidding process (**please be advised the contact information provided in registration, especially email address, must be correct as all communications regarding the bid, including RFP distribution and award notice, will be sent through it**). NDB will choose the most suitable one(s) from the shortlisted suppliers. NDB at its sole discretion reserves the right to reject all proposals in accordance with its internal policy and guidelines.

2. RFP Schedule

Please be advised the following activities could take place in the RFP process. NDB will inform the specific arrangements in advance and the suppliers are requested to respond in a timely manner.

Activity	Date
Distribution of RFP	September 26, 2025
Deadline for Questions	October 22, 2025
Proposal Response Due	October 23, 2025
Presentation and Demonstration	TBD
Negotiation on contract	TBD
Signing Contract	TBD
Project Kick Off	January 2, 2026 (tentative)

**The RFP Schedule is for reference only and NDB has its sole discretion to adjust as per the project's needs.*

3. Instruction to bidders

3.1 Contact Information

Please use the following contact information for all correspondence with NDB concerning this RFP.

Name: Ivan Nepeivoda

Address: 26th floor, NDB Headquarters, 1600 Guozhan Road, Pudong, Shanghai, China

中国上海浦东新区国展路 1600 号，新开发银行总部大楼 26 层

Email: nepeivoda.ivan@ndb.int

3.2 Submission of Proposals (Introduction to use of NDB's e-procurement system)

Proposals shall be prepared in English. Electronic version is obligatory and shall be uploaded in NDB's e-procurement system.

For submission of proposal, the qualified suppliers should register with NDB's e-procurement system to be **NDB registered suppliers** (subject to NDB's internal approval) in advance. All registration information shall be in English except for uploads of scanned or copied documents originally produced in other languages. Then registered suppliers need to **ENROLL** in the procurement notice (for open competitive bidding) or **ACCEPT** the invitation (for limited competitive bidding) before submitting proposal online according to the timeline: <https://www.ndb.int/procurement-opportunities/corporate-procurement/>

The deadline, due time, closing date, among others, referred to herein means Beijing time; and NDB's business time is from 9:00AM to 5:15PM in working days.

3.3 Questions

Please submit questions in writing by e-mail. Suppliers are advised to refer to the specific paragraph and page number in RFP and should quote the corresponding passage. NDB will be prompt in responding to the questions. Questions Can be responded to as a group and sent to all suppliers. NDB will not provide feedback to questions raised beyond deadline.

3.4 Ownership of Materials

All materials submitted in response to this RFP become the property of NDB. Proposals and supporting materials will not be returned to suppliers.

3.5 Proposal Costs

NDB is not responsible for any costs incurred by the supplier in the preparation of the proposal or the site visit.

3.6 Proposal Format (if applicable)

NDB recommends that the proposal should contain **three** parts as follows. **The supplier may choose another proposal format as long as it suits the purpose.**

- Volume 1 – Information on the supplier. The supplier is required to provide the basic information in the attached table (attachment 2). Please fill out the table as complete as possible. More information will help us in evaluation.
- Volume 2 – Main Proposal

Section 1	Executive Summary
Section 2	Functional Section
Section 3	Technical Section
Section 4	Project Management Section
Section 5	Support Section
- Volume 3 – Price Proposal – Should be in a separate document even though it is an integral part of the proposal. The currency is **USD**; if quoted in other currencies, the exchange rate should be clearly defined. **The price shall be inclusive of applicable taxes (if not, please specify)**; other charges shall also be clearly defined.

3.7 Validity Period

The proposal, including pricing quotation, shall be valid at least for 120 days.

3.8 RFP Amendments

New Development Bank reserves the right to amend this RFP any time prior to the closing date. Amendments will be issued only to suppliers who are going to complete a proposal.

3.9 Sub-contractor

NDB expects to negotiate and sign contract with one winning supplier. NDB will accept only complete solutions from a primary supplier and will not accept any incomplete proposals that are only cover part of the RFP. The prime supplier will be responsible for the management of all subcontractors. NDB will not accept any invoices from subcontractors or become part of any negotiations between a prime supplier and a subcontractor. If there is any sub-contractor involved or engaged by the supplier, it shall be clearly stated in the proposal.

3.10 Award Notification

NDB will negotiate with all shortlisted suppliers before deciding the winning supplier. NDB reserves the right to negotiate further with the winning supplier before or in the contracting

process. The award notification is sent to the winner online in the e-procurement system. NDB is not obliged to notify the bid outcome to unsuccessful suppliers.

4. Evaluation Criteria

The proposals will be reviewed and evaluated by NDB's team in accordance with the related policy and guidelines, especially the six principles (Economy, Efficiency, Competition, Transparency, Value for Money, Fit for Purpose) contained in NDB's corporate procurement policy. NDB is interested in obtaining a complete solution to the requirements contained in this RFP. Proposals that meet the proposal instructions and requirements will be given a thorough and objective review. Proposals that are late, or do not comply with proposal instructions, or take exceptions to mandatory requirements will be excluded. The following are the key factors that would be taken into consideration for evaluating the proposals.

i. Technical Approach and Methodology or Software Solution

Primary consideration will be given to the mandatory requirements as listed in this RFP.

The following are the main factors in the evaluation.

1. Meeting the requirements as stated in this RFP;
2. Understanding of the work to be performed;
3. Technical approach and methodology to accomplish the work;
4. Completeness and competence in addressing the scope of work.

ii. Project Management

NDB also believes that effective project management is essential for a successful implementation. Suppliers will be evaluated on the completeness and responsiveness of their project management plans and the project team assigned.

As part of the project management plan, suppliers must demonstrate adequate experiences in developing and implementing the requested project. NDB's confidence in the suppliers' ability to meet deadlines and successfully manage similar projects will be a primary consideration.

Special consideration is given to suppliers who propose a detailed project plan with sufficient breakdown of tasks and steps to demonstrate a complete understanding of the project.

iii. Pricing

NDB will consider pricing as part of the evaluation criteria. **Lowest price is not essential to win.** However, large pricing differentials between suppliers will be carefully examined. Price will be used as a final indicator for determining the supplier finalists when all other criteria have been normalized.

iv. Presentation and Demonstration

The performances and results of Presentation and Demonstration will be evaluation factors.

v. Support and Maintenance

NDB believes the ability to perform timely support is also an important factor for the success of this project. Therefore, suppliers should provide adequate information to demonstrate their capabilities to fulfill this task.

5. Contract

The participants shall review the service agreement template provided by NDB in advance. The use of NDB's version of service agreement is preferable. NDB Template for Service Agreement and NDB General Terms and Conditions for Procurement Contracts can be found on the NDB's official website: <https://www.ndb.int/procurement-opportunities/corporate-procurement/>

Please note that, being an international institution, NDB enjoys privileges and immunities as per the Articles of Agreement ([Agreement on the New Development Bank](#)) and disputes will be resolved by a reputable international arbitration center. The preferable forum is Shanghai International Arbitration Center ("SHIAC") or any alternative forum in a neutral jurisdiction.

Attachment 1:

Service Scope

Overview

The New Development Bank is a global multilateral development bank (MDB) established in 2015 by its five founding members, namely, Brazil, Russia, India, China, and South Africa (BRICS). The purpose of the Bank is to mobilize resources for infrastructure and sustainable development projects in BRICS and other emerging market economies and developing countries (EMDCs), complementing the efforts of multilateral and regional financial institutions for global growth and development.

NDB is the first multilateral development bank with a global mandate created exclusively by and for EMDCs, focusing on infrastructure and sustainable development. In line with the Bank's General Strategy for 2022-2026¹, NDB aims to strengthen its role as a catalyst of support for addressing the evolving infrastructure and sustainable development needs of its members, contributing to global growth and development, while fully respecting the development trajectories and priorities of the member countries. NDB operates with a client-centric approach and delivers on its mandate in a responsive and effective manner.

To expand its reach and impact, NDB started to welcome non-founding members in 2021. The list of the Bank's member countries is available on its website at <https://www.ndb.int/about-ndb/members/>

In addition to its Headquarters in Shanghai, China, NDB has established its Africa Regional Centre in South Africa, Americas Regional Office in Brazil, Eurasian Regional Centre in Russia, and Indian Regional Office in India.

Requirements

Considering that NDB is expanding its operations and both in terms of scale and geographical footprint, the Bank is aiming to enhance its visibility and strengthen outreach efforts in its member countries and beyond.

NDB is seeking a highly experienced and capable service provider to offer *Public Relations, Communications and Consulting Services*. The selected service provider will act as a strategic partner to the Bank, requiring a deep understanding of its mandate, General Strategy and NDB's operations.

¹ https://www.ndb.int/wp-content/uploads/2022/07/NDB_StrategyDocument_Eversion-1.pdf

The selected service provider will be responsible for designing, planning and executing public relations activities that effectively communicate the NDB's mission, goals, development impact and achievements to a wide range of stakeholders, including but not limited to member countries, government officials, media, financial institutions, experts, NGOs/CSOs and the general public.

This RFP seeks proposals from qualified companies to enter into a *Framework Agreement* for the provision of *Public Relations, Communications and Consulting Services*, including both ongoing support and project-based tasks, with some possible items listed below.

- Develop a Communications Strategy for the Bank.
- Provide communications support and facilitate media engagements, press conferences, media interviews, etc.
- Provide comprehensive communications support for NDB events such as Workshops, Seminars or other thematic events hosted or co-organized by the Bank.
- Develop, draft and edit high-quality content, including modern multimedia content, feature articles, etc.
- Social media planning, content development, advertising campaign management, engagement and analytics.
- Create high-quality branded/corporate visual assets for printing, digital platforms and publications.
- Production of videos (corporate video clips, project highlights, executive messages, etc.) from concept and scripting to filming and editing.
- Media monitoring services (components could include real-time alerts, periodic reports, on-demand thematic reports, etc.)
- Design and deliver media training for NDB spokespersons.

Specific assignments will be issued under separate SOWs that define deliverables, timelines, and budgets, in line with the terms of the Framework Agreement.

The service provider should possess the following qualifications and capabilities.

- Proven expertise in corporate communications, media relations, social media management, event organization, etc.
- Excellent project management skills, with the ability to deliver high-quality work within tight deadlines and attention to detail.
- Capacity to create and lead interdisciplinary teams across the agency, within its network and with outside partners.
- Office in Shanghai, Beijing, or Hongkong.
- Strong writing, editing, and storytelling skills, with the ability to create compelling and engaging content for modern communications channels.
- Demonstrated experience in conception, production and editing of videos and impact stories.
- Understanding of the New Development Bank's mission, values, and strategic priorities.

Service duration

12 months, with the possibility of extension for another 12 months.

Price Proposal

Price proposal should be quoted based on the table below in USD. Additionally, pricelist can be provided in local currency (CNY for instance). The contract can be signed either in USD or local currency. Service volume is indicative and for reference only. Actual volume can differ depending on actual needs.

	Service Description	Q-ty (Estimated)	Price (USD)	Sub total (USD)
Event Support				
1.	Comprehensive communications support for NDB out-of-town event (KV, branding, navigation, promo materials, social media campaign, etc.; 150 participants, including media)	2		
Media Engagement				
2.	High impact media item (top-level international media)	5		
3.	Small group interview/media briefing (up to 5 media)	3		
4.	Media seminar/workshop/roundtable (up to 10 media)	3		
5.	In-town press conference with up to 25 media; on-site management	1		
6.	In-town press conference with up to 50 media; on-site management	1		
7.	Out-of-town press conference with up to 25 media; on-site management	1		
Content Development and Social Media Campaigns				
8.	Prepare and keep updated a content calendar for social media, schedule posts, measure results and analyze content performance on a monthly basis.	12		
9.	Routine social media activities (graphics and posts about press releases, project impact, report launch, management quotes, recruitment, etc.)	60		
10.	Commemoration of important international days (e.g. showcase NDB's work on water during World Water Day/Week; Clean energy work around World Environment Day) – prepare and manage a calendar of such days and events.	12		

11.	3 thematic digital campaigns on pre-agreed topics – 2-3 videos on each topic under 2 minutes (could be an explainer video, management/staff member's/client's video message, NDB's work in that area), 6-8 graphics going deeper into the topic, pre-defined advertising budget, audience segmentation and ROI and impact tracking on social media.	3 campaigns		
12.	Press release drafting (bilingual, if needed) and distribution	5		
13.	Corporate video clip (3 min, professional grade, excluding music, local shooting, etc.)	4		
Creative Design				
14.	KV design (excluding font or image purchase)	5		
15.	Poster design (excluding font or image purchase)	5		
16.	Banner design for website/social media platforms	5		
17.	One screen-size page of infographic: visual design and copy development	5		
18.	Templates design for website (10 templates)	4		
Spokesperson Training				
19.	A half day media training (up to 5 participants)	2		
20.	A one-day media training (up to 15 participants)	1		
Crisis Management				
21.	Crisis communications guidelines development	1		
22.	Crisis management (including statement development)	2		
23.	Crisis counsel (hourly rate)	1		
Media Monitoring				
	Ad-hoc thematic media clipping and analysis (Significant events to be participated by NDB such as Annual Meeting, BRICS Summit, G20 events, COP conference, etc.; potential important announcements and updates).	4		
24.	On-going media monitoring and clipping, with immediate alerts about media items that need special attention	1		
25.	Annual Media Analysis Report (in PPT Format)*1 Report, including quantitative and qualitative analysis of news coverage mentioning NDB (max. 40,000 articles) tracked over the year. Includes: a) Coverage (number of NDB articles and mentions by main media outlets); b) NDB coverage tonality assessment; c) Coverage breakdown by country; d) Top stories of the year; e) Executive visibility (President and 4 VPs/executives)	1		
Photo and Video				
26.	Professional photographers to capture the event	5 man-days		

27.	Professional videographers to capture the event	5 man-days		
28.	An editor with equipment to cut and edit photos and video content	5 sets		
Communication strategy				
29.	Communications Strategy development	1		

Total:				
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The rates for the services not included in the table above should be provided separately.

Attachment 2:

Information Category	Description	Supplier's inputs
General Information	Legal Entity Name	
	Legal Address	
	Website	
	Government Registration Number	
	Date of Registration	
	Tax ID	
	Name(s) of Authorized Signatory	
	Contact Information (name, title, mail address and telephone number)	
	Amount of Employee	
	Three reference customers (minimum)	
Financial Information	Registered capital	
	Revenue of last 3 years	
Other Information	Information Security Credentials if any	
	Data residency location, for providing service required in the RFP	
	IDD/ AML Sanctions, Yes or No. If yes, please specify.	
	Others deemed necessary	