
REQUEST FOR PROPOSAL (RFP)

RFP Subject: Professional Services for Brand Identity & Digital Export Marketing

RFP#: PTC-031-2026

Issue Date: Thursday 27th of Aug, 2026

Response Deadline: Thursday 10th of Sep, 2026

Contact Information:

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1. Organization Background

The Palestine Trade Center (PalTrade), established in 1998, is a non-profit, membership-based organization mandated to lead the development and promotion of Palestinian trade as a driver of sustainable economic growth. PalTrade provides export development services, market intelligence, trade promotion, business linkages, and policy advocacy support to Palestinian businesses, with particular focus on small and medium-sized enterprises (SMEs) and export-ready companies.

2. Project Background

The project "EU4Trade: Unleashing Palestine Export Potential to the EU and International Markets", is funded by the European Union under its External Action programs.

The overall objective is to unlock the full potential of Palestinian exports, driving economic growth job creation, and the foundation for long-term economic sustainability for Palestine.

Specifically, EU4Trade aims to:

- Strengthen the capacity of Palestinian SMEs to access EU and international markets.
- Improve product quality, market readiness, export competitiveness, and business linkages.
- Strengthen PalTrade's strategic transformation through the establishment and operationalization of the Market Intelligence Hub (MIH).
- Promote Palestinian products internationally through participation in trade fairs, exhibitions, and targeted market-entry activities.



The project runs from 18 July 2024 to 18 July 2027 and is implemented by PalTrade with financial support from the European Union.

3. Scope of Work

PalTrade is seeking a qualified and specialized service provider to strengthen brand identity and digital export presence for a date company by developing a consistent and professional visual identity and applying it across key physical and digital communication channels. The service provider has to reinforce the company's Palestinian origin, product quality, export readiness, and premium market positioning, while improving its visibility and accessibility to international buyers.

The selected service provider shall undertake the following integrated activities:

1. Brand Identity Development

The service provider shall:

- Review the company's existing brand identity, visual materials, packaging, product catalogues, website, and exhibition/trade-fair materials.
- Provide technical advice and recommendations on the company's overall branding and visual positioning.
- Develop/refine the company's visual brand identity, including:
 - Logo usage and application guidelines;
 - Colour palette;
 - Typography and fonts;
 - Visual style and graphic elements;
 - Basic guidelines for consistent brand application.
- Develop packaging design concepts, including technical recommendations on the appropriate application of the brand identity to packaging formats.
- Develop a branded product catalogue template suitable for export markets.
- Develop branded exhibition and trade-fair materials/templates consistent with the approved brand identity.
- Ensure that the branding reflects the company's Palestinian origin, quality, export orientation, and desired premium positioning.

2. Digital Export Marketing – Website and Online Catalogues

Building on the approved brand identity, the service provider shall:

- Review the company's existing website and digital presence and provide recommendations for improvement.

- Redevelop or substantially update the company's website in Arabic and English, incorporating the approved brand identity.
- Structure and present the company's:
 - Product portfolio;
 - Company profile and capabilities;
 - Export markets;
 - Certifications and quality standards;
 - Contact and buyer inquiry information;
 - Relevant export and commercial information.
- Develop and/or update online product catalogues aligned with the approved brand identity and suitable for international buyers.
- Develop, edit, and/or adapt digital content required for the website and online catalogues, ensuring consistency in terminology, messaging, visual identity, and product presentation.
- Ensure that the website and online catalogues are user-friendly, responsive, functional, and accessible to international buyers.
- Provide technical recommendations to the company on maintaining and updating the website and digital catalogues after completion of the assignment.

4. Deliverables

Deliverable	Scope of work
Brand Identity Guidelines	Approved guidelines covering logo usage, colour palette, typography, visual elements, and application of the brand identity.
Exhibition/Trade-Fair Materials	Branded templates/design concepts for relevant exhibition and trade-fair materials.
Website Development	Design and develop a professional company website that clearly reflects the company's identity, product portfolio, certifications and export capabilities.
Product Catalogue Development	Design and prepare a comprehensive product catalogue that presents the product range, technical specifications, and high-quality visuals in a professional, export-oriented format.
Handover & Technical Guidance	Final editable design files, website access/admin credentials, relevant source files, and guidance for future updates and use.

Detailed Specifications:

Website: The website shall be bilingual (Arabic and English), responsive and mobile-friendly, and include approximately 5-7 pages (Home, About Us, Products/Portfolio, Capabilities and Certifications, Gallery, and Contact with inquiry form). It shall be built on a maintainable CMS (e.g. WordPress, or an equivalent platform to be specified by the bidder). Domain registration and 12 months of hosting

shall be included and priced as a separate line item. The assignment shall include basic on-page SEO, web analytics setup, transfer of all source files and full ownership/IP to the company, administrator credentials, two rounds of revisions, Arabic/English copywriting, product photography (shared with the catalogue shoot), and three months of post-delivery support. The company will provide available raw inputs, including logo, company information, and certificates.

Product catalogue: The catalogue shall be bilingual (Arabic and English) and cover the company's agri-food product range (assume up to approximately 30 product items for pricing purposes; the final list will be provided to the awarded bidder at kickoff). The assignment includes professional on-site product photography (a single photo shoot serving both the catalogue and the website — to be priced once), design and layout, a print-ready PDF (CMYK with bleed), a digital version, and two rounds of revisions. All source files and IP shall be transferred to the company. Physical printing of copies is not included in this assignment.

The assignment will be considered successfully completed when:

1. The Brand Identity Guidelines have been finalized and formally approved by the company.
2. The approved brand identity has been consistently applied to, the product catalogue, and exhibition/trade-fair materials.
3. The website is live, functional, responsive, and available in both Arabic and English.
4. The website accurately presents the company's products, certifications, export capabilities, and relevant company information.
5. The online product catalogues are published, accessible, and suitable for presentation to international buyers.
6. All agreed editable/source files and relevant digital assets have been handed over to the company.

5. Location of the Assignment

Jericho, West Bank, Palestine

6. Assignment Duration

The assignment is expected to be implemented over approximately three to six (3–6) months, with the detailed workplan to be agreed with the company at the start of the assignment.

The service provider should propose a detailed implementation schedule showing the sequencing and estimated Level of Effort for each activity and deliverable.

7. Technical proposal requirements:

- **RFP Documents signed and stamped.**

Companies/individuals should be able to provide company profile, a valid company registration certificate, VAT official invoices and a valid deduction at source certificate. Individuals' consultants are requested to include their full details, CVs, cover letter, a copy of their ID and deduction at source certification (if available).

- **Proposed Team Qualification:**

At least one (1) team member's CV is required, demonstrating the following minimum qualifications:

- Degree in Marketing, Branding, Communications, or related field.
- Minimum five (5) years' experience in brand strategy, corporate identity development, and marketing communications
- Demonstrated experience in leading similar branding assignments.

- **Proof of Previous Relevant Experience:**

Applicants must submit a list of similar experiences completed recently in the same field and be supported by at least 3 references or 3 certificates of accomplishment

8. Financial proposal requirements:

1. Price proposal filled, signed, and stamped in a separated sealed envelope.
2. Prices shall be in **EUROs excluding value added tax (VAT)**.

9. General Terms and Conditions

- The assignment is open to eligible firms and individual service providers with demonstrated experience in the required services.
- National service providers must submit their proposals in two separate sealed envelopes labeled **RFP-PTC-031-2026 Technical proposal / RFP-PTC-031-2026 Financial proposal** accompanied by a scanned, signed, and stamped copy on USB. by **Thursday, 10th of Sep, 2026, no later than 12:00 PM Palestine time**. Submissions shall be delivered to PalTrade's offices at Al-Bireh City, Al-Balou Street, Mall of Palestine Building 2, 5th Floor.
- Late submissions will not be considered.
- All inquiries shall be addressed, in writing by e-mail to procurement@paltrade.org; the deadline for receiving any inquiries about the scope and contents of this RFP is **Tuesday, 8th of Sep, 2026**. No inquiries shall be received after this date. No inquiries will be taken over the phone.
- Submitted proposals shall remain valid for one hundred and twenty (120) days from the submission deadline.
- All offers shall be submitted in English.
- Prices shall be quoted in Euro (EUR) and exclusive of VAT.
- The proposer's acknowledgment that PalTrade will not be responsible for any costs incurred in preparing or submitting the proposal.
- PalTrade reserves the right, at its sole discretion and without incurring liability, to cancel, postpone, divide, or extend this RFP in whole or in part. Service providers shall not be entitled to compensation or price adjustments resulting from such actions.
- PalTrade will award the contract based on the best price-quality ratio (best value for money), in accordance with EU4Trade project requirements.

- PalTrade reserves the right to treat as confidential the identities of all participants and the contents of their proposals.
- PalTrade will enter into a service contract with the successful bidder.
- PalTrade shall pay the contracted service provider the approved contractual amount upon satisfactory completion and acceptance of the final deliverables, submission of any required completion documentation, and receipt of a valid tax invoice and proof of origin, where applicable.
- Participation in this tender is open on equal terms to all natural and legal persons effectively established in an EU Member State or in any other eligible country. Tenderers shall state their nationality in their tenders and provide acceptable proof thereof. Where supplies with a unit cost above EUR 5,000 are offered, tenderers shall also state the origin of such supplies and, if awarded the contract, present an official certificate of origin with the first invoice.

10. Evaluation Criteria

- Technical quality (70%): previous relevant experience (20%) methodology, timeline and workplan (30%); references or feedback from previous clients (20%).
- Financial offer (30%): cost-effectiveness and value for money.

Upon the completion of the technical evaluation, only proposals who were not eliminated during the technical evaluation and have achieved the minimum passing scores of (55%) out of (70%) will be evaluated financially.

The winner of this RFP is the applicant who receives **the highest cumulative overall score** of both technical & financial evaluations.

PalTrade will retain all records related to this procurement and the resulting contract for at least five (5) years after final payment and shall make them available to the European Commission, the European Court of Auditors and any authorized auditor upon request

11. Conflict of Interest

Tenderers must declare that they are not in a situation of conflict of interest with the EU4Trade project, PalTrade, or the beneficiary company. Any actual, potential, or perceived conflict of interest that arises during the procurement process or contract implementation must be disclosed to PalTrade immediately. PalTrade reserves the right to request appropriate mitigation measures or to disqualify a tenderer where a conflict of interest cannot be adequately addressed.

12. Confidentiality

All information provided in this RFP and received through proposals will be treated as confidential and used solely for the purpose of evaluating submissions, selecting a service provider, and administering the resulting contract.

13. EU Funding Disclaimer

“This tender is published within the framework of the EU4Trade project, co-funded by the European Union. This document has been produced with the financial assistance of the European Union. The contents of this document are the sole responsibility of the Palestine Trade Center (PalTrade) and can under no circumstances be regarded as reflecting the position of the European Union.”

14. Compliance with EU Standards and Ethical Requirements

The selected service provider must comply with all applicable **European Union rules and standards** related to externally funded actions. These include, but are not limited to, the following:

- **EU Anti-Fraud and Anti-Corruption Rules:** The service provider shall avoid any form of fraud, corruption, conflict of interest, or irregularity as defined under applicable EU regulations and shall fully cooperate with any audits or investigations requested by the contracting authority or the European Commission.
- **Data Protection Requirements:** Where personal data is handled, the service provider shall ensure compliance with applicable EU data protection standards, including lawful processing, confidentiality, and secure storage of personal and business-sensitive information.
- **Environmental and Social Safeguards:** The service provider shall integrate environmental sustainability, respect for human rights, and responsible business conduct in all services rendered, in line with relevant European Commission environmental and social guidelines.
- **Code of Conduct for EU-Funded External Actions:** The service provider shall uphold the principles of transparency, non-discrimination, accountability, and respect for diversity and inclusion, and shall adhere to the ethical standards outlined in the Code of Conduct for Contractors in EU external actions.

Failure to comply with any of the above may lead to immediate contract termination and disqualification from future opportunities under EU4Trade.

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