REQUEST FOR PROPOSAL (RFP)

RFP Subject: Consultancy service - Marketing, Creative & Packaging Design
RFP#: PTC-036-2026

Issue Date: Monday 2nd of Nov, 2026
Response Deadline: Monday 16th of Nov, 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 rebuild a food processing and confectionery Palestinian company's market visibility and strengthen its positioning in the Gulf, US, and EU markets through professional, consistent, and export-oriented marketing and buyer-facing materials. The assignment will also enhance brand differentiation and export shelf appeal through improved packaging, labeling, and visual design, ensuring that the beneficiary's products are presented in a clear, attractive, and competitive manner to international buyers.

The selected service provider shall provide the following services:

Marketing & Creative Services

- Review the beneficiary's existing marketing and communication materials and identify areas for improvement.
- Develop an updated and professional company profile suitable for international buyers.
- Develop/update product catalogues, including product descriptions, specifications, images, and other relevant information.
- Develop creative digital and social-media content designs suitable for the beneficiary's target markets.
- Develop professional product presentation materials for buyers, distributors, trade events, and B2B meetings.
- Develop buyer communication materials, such as product introduction materials, promotional messages, and other relevant communication templates.

Design & Packaging Services

- Develop packaging design concepts that improve product presentation and export shelf appeal.
- Design/update product labels in line with the beneficiary's brand and relevant target-market requirements. The regulatory content of the labels (ingredient list, allergen declaration, nutrition information and the mandatory language and legal text for each target market) is supplied by the company; bidders price the label design work only.
- Develop or refine key visual identity elements, including colors, typography, graphic elements, and other brand applications, as required.
- Ensure packaging and visual materials are consistent across products and aligned with the company's export positioning.
- Adapt product presentation materials to reflect the updated visual identity and packaging design.

Company inputs: the company provides its existing product photographs, product information and specifications, logo and brand files, and the current label texts. Product photography is not part of this assignment and is not to be priced.

4. Deliverables

Deliverable	Scope of work
Updated Company Profile	Professional company profile tailored to international/export buyers
Product Catalogue	Updated catalogue(s) presenting the beneficiary's products in a clear and buyer-friendly format
Digital & Social-Media Content	A set of professionally designed digital/social-media content templates or materials.
Product Presentation Materials	Export-oriented product presentation materials for B2B meetings, buyers, distributors, and exhibitions.
Buyer Communication Materials	Professional templates/materials for communicating with potential buyers and distributors.
Packaging Concepts	Creative packaging design concepts for the selected products
Product Label Designs	Final label designs incorporating the branding and the regulatory product information supplied by the company.
Visual Identity Elements	Updated/refined visual identity elements to ensure consistency across marketing and packaging materials.

The following are excluded from the scope of this assignment:

- Paid advertising, media buying, or management of paid advertising campaigns.
- Physical packaging molds, printing plates, packaging equipment, or production of packaging materials.
- Manufacturing or physical production of packaging.
- Product photography, and the drafting or legal verification of the regulatory label content (ingredient list, allergen declaration, nutrition information, mandatory language and legal text), which the company supplies.

The assignment will be considered successfully completed when:

- All eight deliverables have been submitted in final form and accepted by the beneficiary company and PalTrade.
- The packaging concepts and product label designs have been approved by the company and handed over as print-ready artwork together with the editable source files.
- The visual identity elements have been applied consistently across the company profile, catalogue, digital content and presentation materials, and all materials have been handed over in editable formats.

5. Location of the Assignment

Industrial Zone, Jericho, West Bank, Palestine

6. Assignment Duration

The assignment is expected to be implemented over approximately four to twelve (4–12) weeks. The initial packaging and label design activities should be completed within approximately four to eight (4–8) weeks, while the overall marketing and creative assignment may continue for up to twelve (12) weeks, with the detailed workplan to be agreed with the company at the start of the assignment.

The service provider shall submit a detailed work plan indicating key activity, milestones, review stages, and expected delivery dates.

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).

- **A technical proposal presenting the proposed methodology, workplan and timeline for the assignment, including the review stages and expected delivery dates for each deliverable.**

- **Proposed Team Qualification:**
  At least two (2) team members' CVs are required, demonstrating the following minimum qualifications:
    - University degree in related field.
    - A qualified team covering marketing, graphic design, and packaging design, as applicable.
    - Demonstrated experience in marketing and creative design services.
    - Experience developing company profiles, product catalogues, digital content, and buyer-facing materials.
    - Proven experience at least five (5) years in packaging and label design.
    - Experience working with processed food products
    - Understanding of international buyer expectations and export-market presentation.

- **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 three (3) references or three (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-036-2026 Technical proposal / RFP-PTC-036-2026 Financial proposal** accompanied by a scanned, signed, and stamped copy on USB. By **Monday 16th of Nov, 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 **Thursday 12th of Nov,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%); Team CVs (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.

-END OF RFP