

REQUEST FOR QUOTATION LOCAL PURCHASE SECTION

RFQ NUMBER : 2332501440

DATE : 04.06.2025

REQ No : 1032502415

REQ TITLE : Environment

DELIVERY LOCATION

CLOSING DATE : 12.06.2025

CLOSING TIME : 10:00:00

SL NO	ITEM CODE	SERVICE ID	DESCRIPTION	QTY	UOM	BRAND/ORIGIN	WARRANTY	UNIT PRICE	TOTAL PRICE
1		ITEM-00001	WATER, ENERGY, TECHNOLOGY, AND ENVIRONMENT EXHIBITION (WETEX) - PRAGENCY SCOPE OF WORKABOUT DEWADUBAI ELECTRICITY AND WATER AUTHORIT Y (DEWA) IS THE EXCLUSIVEELECTRICITY AND WATER UTILITY PROVIDER IN DUBAI. DEWA OPERATES A RANGE OF ENERGY PRODUCTION TECHNOLOGIES TO SUPPORT THE DUBAI CLEAN ENERGYSTRATEGY 2050 AND THE DUBAI NET ZERO CARBON EMISSIONS STRATEGY 2050, WHICH AIMS TO PROVIDE 100% OF THE ENERGY PRODUCTION CAPACITY FROM CLEANENERGY SOURCES BY 2050. SINCE ITS ESTABLISHMENT, DEWA HAS MADECONSIDERABLE ACHIEVEMENTS AND IS RANKED AS ONE OF THE BEST UTILITIES IN THE WORLD. TODAY, DEWA PROVIDES ITS SERVICES TO MORE THAN 1.27 MILLIONCUSTOMERS IN DUBAI, ACCO RDING TO THE HIGHEST STANDARDS OF EFFICIENCY, RELIABILITY AND AVAILABILITY. MORE INFORMATION IS AVAILABLE	1	AU				

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			<p>ONWWW.DEWA.GOV.AEDEWA IS COMMITTED TO SUSTAINABILITY AND HAS SEVERAL INITIATIVES IN PLACETO REDUCE ITS ENVIRONMENTAL IMPACT. DEWA'S COMMITMENT TO SUSTAINABILIT</p> <p>YIS AN IMPORTANT PART OF THE UAE'S JOURNEY TOWARDS A MORE SUSTAINABLEFUTURE. IN 2025, DEWA IS ORGANISING MAJOR EVENTS RELATED TOSUST</p> <p>AINABILITY INCLUDING THE 26TH EDITION OF THE WATER, ENERGY,TECHNOLOGY AND ENVIRONMENT EXHIBITION (WETEX).ABOUT WETEXUNDER THE DIRECT</p> <p>IVES OF HH SHEIKH MOHAMMED BIN RASHID AL MAKTOUM, VICEPRESIDENT AND PRIME MINISTER OF THE UAE AND RULER OF DUBAI, AND THEPATRONAGE O</p> <p>F HH SHEIKH AHMED BIN SAEED AL MAKTOUM, CHAIRMAN OF THE DUBAISUPREME COUNCIL OF ENERGY, DEWA ORGANISES THE WATER, ENERGY, TECHNOLOGY</p> <p>AND ENVIRONMENT EXHIBITION (WETEX) ANNUALLY. THE EXHIBITION PROVIDES</p>						

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			<p>APLATFORM FOR EXHIBITORS, INVESTORS AND VISITORS TO EXPLORE OPP ORTUNITIESIN THE ENERGY, WATER, AND ENVIRONMENT SECTORS, AND TO SHOWCASEINNOVATIVE TECHNOLOGIES AND SOLUTIONS IN RENEWABLE ENERGY, E NVIRONMENT,OIL & GAS, AND ENVIRONMENTAL SUSTAINABILITY. #DATES: 30 SEPTEMBER - 2 OCTOBER 2025 #VENUE: DUBAI WORLD TRADE CENTRE #MORE INFORMATION IS AVAILABLE ON WWW.WETEX.AEDEWA IS SEEKING PROPOSALS FROM QUALIFIED PUBLIC RELATIONS AGENCIES TOHANDLE THE PR & MEDIA REQUIREMENTS FOR WETEX 2025.SCOPE OF WORK FOR THE PR AGENCY:DEWA IS LOOKING FOR A PR AGENCY TO SUPPORT IN DELIVERING THE MEDIAREQUIR EMENTS FOR WETEX 2025. OVERALL, THE PR AGENCY'S ROLE WOULD BE TOENSURE THAT WETEX IS PROMOTED EFFECTIVELY THROUGH VARIOUS MEDIACHANN ELS. THE PR AGENCY WILL BE RESPONSIBLE FOR</p>						

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			<p>DELIVERING AND EXECUTING A STRATEGIC AND TACTICAL PR PLAN FOR WETEX TO ACHIEVE THE FOLLOWI</p> <p>NGOBJECTIVES:OBJECTIVES##POSITION DEWA AS A PARTNER IN DUBAI#S JOURNEY TO BECOME ANINTERNATIONAL HUB FOR INNOVATION AND GREEN ECONOMY.</p> <p>Y.##POSITION WETEX AS A HUB OF THOUGHT LEADERSHIP AND KNOWLEDGE EXCHANGE,FACILITATING DIALOGUE, COLLABORATION, AND PARTNERSHIPS AMONG INDUSTRYSTAKEHOLDERS, GOVERNMENT ENTITIES, ACADEMIA, AND THE PRIVATE SECTOR.##ENHANCE THE VISIBILITY AND AWARENESS OF WETEX AS A PREMIER PLATFORMFOR SHOWCASING CUTTING-EDGE INNOVATIONS, SOLUTIONS, AND BEST PRACTICESIN THE FIELDS OF WATER, ENERGY, TECHNOLOGY, AND ENVIRONMENT ON AREGIONAL AND GLOBAL SCALE.##DRIVE PARTICIPATION AND ENGAGEMENT FROM KEY STAKEHOLDERS, INCLUDINGEXHIBITORS, SPONSORS</p>						

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			, DELEGATES, MEDIA, GOVERNMENT REPRESENTATIVES, INDUSTRY PROFESSIONALS, AND THE PUBLIC, BY SHOWCASING THE VALUE PROPOSITION, UNIQUE FEATURES, AND IMPACTFUL OUTCOMES OF WETEX. ##ELEVATE DEWA'S GLOBAL PROFILE BY PROMOTING WETEX AS AN INTERNATIONAL EVENT ATTRACTING PARTICIPANTS, EXHIBITORS, AND EXPERTS FROM AROUND THE WORLD, REINFORCING DEWA'S ROLE AS A GLOBAL INFLUENCER IN THE WATER AND ENERGY SECTORS .WETEX 2024 PR&MEDIA INSIGHTS: PLEASE REFER TO THE INSIGHTS BELOW FROM LAST YEAR'S EDITION, WHICH PROVIDE A CLEAR VISION OF WHAT IS EXPECTED FROM YOUR END: -#NUMBER OF PUBLISHED CONTENT PIECES : 50 (PRESS RELEASES, FEATURE STORIES AND OPINION EDITORIALS) -#NUMBER OF TESTIMONIALS: 60 (QUOTES BY SPONSORS) -#NUMBER OF INTERVIEWS: 95 -#PR MEASUREMENTS METRICS: 0 -#NUMBER OF HITS						

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			(PUBLISHED ARTICLES): 6,4180 #REACH: 274,127,5920#CIRCULATION: 91,375,8640#AVE: \$ 27,962,0270#EMV: \$ 83,886,081THE SCOPE OF WORK INCLUDES:1.#PR PLANNING AND STRA TEGIC DIRECTION.#OVERALL PR AND COMMUNICATIONS CONSULTANCY SUPPORT.#DEVELOPING A COMPREHENSIVE PR STRATEGY: THE PR AGENCY WILL NEED TODEVELOP A STRATEGY FOR PROMOTING WETEX THAT INCLUDES KEY MESSAGES,TARGET AUDIENCE, MEDIA CHANNELS, AND NEW TACTICS.#DELIVER AND EXECUTE STRATEGIC AND TACTICAL PR PLAN FOR PRE, DURINGAND POST-PHASES.#IDENTIFY POSSIBLE PR OPPORTUNITIES AND ADVISE ON WAYS TO LEV ERAGETHEM.#CONDUCT KNOWLEDGE GATHERING OF THE EVENT#S GOALS AND ACTIVITIES.#CONDUCT KNOWLEDGE GATHERING OF OTHER EVENTS THAT HAVE THE SAME TARGETGLOBALLY.#PROVIDE REGULAR PROGRESS REPORTS / MEETINGS THROUGHOUT						

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			<p>THE PROJECT.2.#MEDIA RELATIONS.#DEVELOP MEDIA RELATIONS PLAN FOR PRE-, DURING AND POST-PHASES.#THE AGENCY WILL NEED TO DEVELOP AND MAINTAIN RELATIONSHIPS WITHRELEVANT MEDIA OUTLETS TO ENSURE THAT THE EVENT RECEIVE ADEQUATECOVERAGE.#THE AGENCY WILL NEED TO PROPOSE A MEDIA TACTIC FOR WETEX THAT OFFERSMEDIA REPRESNTATIVES AN IMMERSIVE EXPERIENCE, HIGHLIGHTING DEWA#SPIONEERING INITIATIVES, CUTTING-EDGE ADVANCEMENTS, AND STRONG COMMITMENTTO A SUSTAINABLE FUTURE.#COORDINATE MEDIA ROUNDTABLES AS NEEDED TO ENCOURAGE DISCUSSIONSBETWEEN DEWA'S SPOKESPEOPLE AND THE MEDIA.#COORDINATE MEDIA OPPORTUNITIES AND INTERVIEWS FOR SPONSORS ANDEXHIBITORS.#SECURE INTERVIEW OPPORTUNITIES FOR EVENT'S OFFICIAL SPOKESPEOPLE.</p> <p>#THE AGENCY WILL BE COORDINATING</p>						

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			<p>ALONGSIDE WITH DEWA#S TEAM ON THEBARTER DEALS.#THE AGENCY IS RESPONSIBLE FOR COORDINATING WITH SPONSORS ANDEXHIBITORS ON SCHEDULING INTERVIEWS SLOTS WITH MEDIA PARTNERS AND OTHERMEDIA RECEIVED ENQUIRIES.#ENSURE ATTENDANCE OF MEDIA TO COVER ALL EVENTS.#THE AGENCY IS RESPONSIBLE FOR DRAFTING A MEDIA INVITATION ANDMANAGING THE MEDIA PRE-REGISTRATION PROCESS, INCLUDING FILTERING THEREGISTERED LIST, FOLLOWING UP WITH MEDIA REPRESENTATIVES WHO WERE UNABLETO COMPLETE THEIR REGISTRATION, AND PROVIDING THE FINAL RSVP LIST TODWA#S MEDIA RELATIONS TEAM.#THE AGENCY WILL BE RESPONSIBLE FOR HANDLING THE MEDIA GIFTSDISTRIBUTION.#RESPOND TO MEDIA ENQUIRIES.O#EVENT COORDINATION: (PRESS CONFERENCE, MAIN EVENT, AND ANY OTHER SIDEEVENT)§#THE AGENCY WILL ASSIGN DE</p>						

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			<p>DICATED TEAM TO SUPPORT DEWA#S TEAM ON SITEDURING THE CONTRACT DURATION.§#THE AGENCY IS RESPONSIBLE TO HAVE EARLY BRIEFING SESSION W</p> <p>ITH THEMEDIA REPRESENTATIVES ON THE EVENT, AGENDA, AND ANY OTHER RELATEDINFORMATION.§#THE AGENCY IS RESPONSIBLE TO ORGANISE GUIDED T OURS OF THE EXHIBITIONFOR MEDIA REPRESENTATIVES, HIGHLIGHTING MAIN COUNTRIES# PAVILIONS ANDIMPORTANT BOOTHS.§#THE AGENCY WILL BE RES PONSIBLE FOR COORDINATING MEDIA ATTENDANCE ANDREGISTRATION AT THE EVENTS AND ENSURING THAT JOURNALISTS HAVE ACCESS TOKEY STAKEHOLDER S AND INFORMATION.§#THE AGENCY WILL SUPPORT DEWA IN RECOMMENDING SUITABLE EMCEES FOR THEEVENT.3.#COMMUNICATIONS AND CONTENT GENERATI ON.#PROVIDE FULL PR MANAGEMENT FOR ALL EVENTS RELATED TO WETEX.#THE AGENCY WILL ASSIGN DEDICATED ARABIC AND ENGLISH</p>						

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			<p>EDITORS (ON-SIT E)TO SUPPORT DEWA#S TEAM THROUGHOUT THE CONTRACT DURATION.#PRESS RELEASES: THE AGENCY WILL NEED TO CREATE AND DISTRIBUTE PRESSRELEA SES LOCALLY, REGIONALLY, AND INTERNATIONALLY ANNOUNCING THE EVENTAND ANY OTHER NEWSWORTHY INFORMATION RELATED TO THE EVENT.#CONTENT CREATION: THE AGENCY WILL BE RESPONSIBLE FOR CREATING VARIOUSTYPES OF CONTENT, INCLUDING BLOG POSTS, DIGITAL PLATFORMS, VIDEOS,INFO GRAPHICS, E-NEWSLETTER, AND OTHER MATERIALS THAT CAN BE USED TOPROMOTE THE EVENT.#DRAFTING AND TRANSLATION OF PRESS RELEASES, FEATU RES, WRITTENINTERVIEWS, OPINION PIECES, ETC.#REVIEW OF ALL CONTENT RELATED TO THE EVENT.#ONGOING MESSAGE-SPECIFIC CAMPAIGN AND PLA TFORM SELECTION/TARGETEDMEDIA OUTLETS.#COMMUNICATE WITH THE SPEAKERS</p>						

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			AND OTHER ORGANISATION#SREPRESENTATIVES TO GATHER QUOTES AND INFORMATION FOR MEDIA PURPOSES(BILINGUAL).#HIGHLIGHT EVENT'S PARTICIPANTS THROUGH EXCLUSIVE FEATURE STORIES ANDDISSEMINATION.#DEVELOP AND SUBMIT POST-EVENT REPORT INCLUDING COVERAGE ANALYSIS.(POWER POINT FORMAT).#DEVELOPING AND EXECUTING PR ACTIVATIONS IDEAS.#POST EVENT						

TOTAL AMOUNT IN WORDS:

TOTAL AMOUNT:

SPECIAL NOTES / INSTRUCTIONS:

Water, Energy, Technology, and Environment Exhibition (WETEX) - PR Agency Scope of Work About DEWA

STANDARD TERMS & CONDITIONS

- 1) Prices should be 'DDP' delivery duty paid at DEWA stores.
- 2) Quotation to be submitted only in local currency U.A.E Dirhams
- 3) DEWA Standard payment terms is '30 days credit' from the date of acceptance of material

MATERIAL AND OR SERVICE PROVIDED TO DEWA SHOULD PREFERABLY BE ENERGY EFFICIENT AND ENVIRONMENT FRIENDLY.

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4) No DEWA staff or his or her relatives up to third degree should have ownership or partnership in your company, and your participation in DEWA tenders / RFQs should not constitute a Conflict or perceived Conflict of Interest.

5) The offered product and/ or services in the Quotation, shall be conforming and in accordance with DEWA Energy Management Policy & EnMS Manual.

SUPPLIER'S REMARKS :

SUPPLIER'S SIGNATURE AND STAMP