



LUXEMBOURG
AID & DEVELOPMENT



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development
and Cooperation SDC



Co-funded by
the European Union



SKILLS FOR TOURISM, AGRICULTURE AND FORESTRY PROGRAMME • LAO/336

NOTICE OF CALL FOR EXPRESSIONS OF INTEREST N° A-LAO336-2025-0022

Title: Conceptualisation, Development and Roll-out of an Inclusive Promotional /Advocacy Campaign for Vocational Skills Development

Maximum budget: 466,500 EUR - Performance period of 24 Months

LuxDev, the Luxembourg Development Cooperation Agency launches a Call for Expression of Interest (CEOI) for the acquisition of services for **Conceptualisation, Development and Roll-out of an Inclusive Promotional /Advocacy Campaign for Vocational Skills Development** on behalf of programme LAO/336 receiving financial support from the governments of the LAO PDR and the Grand-Duchy of Luxembourg, Switzerland and the European Union.

Economic operators that are invited to express their interest to offer the services mentioned above are specialised in **marketing and media management**.

Indicatively, economic operators will have to demonstrate their technical capacity and experience but not limited to in: **Strategic marketing planning and development, Market research and analysis, Digital and traditional marketing, Creative design and production, Workshop/training development and delivery, Capacity building, and Project management**.

The start of the contract is foreseen for September 2025 and for a duration of **24 months**. Economic operators must be available for the entire period foreseen and willing to intervene in **LAO PDR**. The maximum budget available for this contract is estimated at 466,500 EUR (all taxes excluded).

Interested economic operators are invited to submit sufficient documentation to respond to the selection criteria. The dossier, including the selection criteria and the application form, is available on request at the address given below.

Email: procurement.opevte@luxdev.lu

The shortlist of candidates invited to submit a full offer will be established of a minimum three and maximum eight candidates evaluated as qualified and ranked, if necessary, against the selection criteria.

Expressions of interest, exclusively drawn up in English, must reach no later than **02.06.2025 at 10h00** (Laos's local time):

Deposit box:

https://luxdev1-my.sharepoint.com/:f/g/personal/paramee_keosouvanh_luxdev_lu/EvMR94Zyw01Egb4ml98ecioBP476wFUU9jxe6B_2ag_Ecw

Requests for clarifications shall be sent to the email address given above.

Only shortlisted candidates will be invited to submit a full offer.

Service providers interested by this CEOI may also consult LuxDev's website:
www.luxdev.lu (Tender notices: Services - Status: Information - Area: Asia).