



National Industrial Parks Development and Management Company

(A company set up under section 42 of the Companies Ordinance 1984)

(A Subsidiary of PIDC)

Invitation for Bids

Notice for carrying out Market Study for the Khairpur Special Economic Zone (KSEZ)

The Khairpur Special Economic Zone (KSEZ) project is conceived by the Government of Sindh in collaboration with the Competitiveness Support Fund to initiate a model agro-industrial development project that will serve as a catalytic agent to promote socio-economic growth in the district.

The zone, located in the Khairpur District, is envisioned to be a hub of basic and value-added agricultural processing, packaging and storage activities providing national and international market linkages to growers and agro processors of the region. The zone will also be a major attraction to invest in this flourishing sector of the local economy thus providing employment and raising the overall standards of living in adjoining areas.

Bids are invited from interested parties for a comprehensive Market Study for the zone.

Interested parties are requested to submit a '**Research Proposal**' containing the following information:

- Organization Profile including Organization Structure and Ownership status.
- Profiles of individuals who will be involved in the Market Research.
- Details of successful Market Study Projects undertaken in the past for the agricultural processing sector in Pakistan (Copies of at least 2 sample study reports are to be attached with the proposal).
- Proof of in-house capability to understand agriculture in general and agriculture of Sindh in particular.
- Understanding/knowledge of Khairpur and current or past projects conducted in Khairpur by the party will be preferred. Experience of date cultivation, processing and marketing will be an added advantage.
- Details of linkages with local and/or overseas consulting firms specializing in market research and feasibility studies.
- Proposed outline/table of contents of the research report based on the Request for Proposals.
- Proposed timeline for the subject study broken into activities.

A '**Financial Proposal**' containing the fee/service charges for the subject study is to be given separately. The fee/service charges should have a validity of not less than three months from the date of submission.

Parties sending incomplete or missing information will not be considered eligible for evaluation and only those having a verifiable track record of relevant experience and expertise will be considered for selection. Parties stating a timeline of more than 60 days for the research will not be considered. The detailed RFP can be downloaded from the website.

Interested firms are to submit their Bids in the following manner:

The submission package should be sealed and have the subject '**Market Study for Khairpur Special Economic Zone**' along with contact details of the submitting firm clearly written. The package should contain two distinct, sealed envelopes: one of them clearly marked '**Research Proposal**' and the other clearly marked '**Financial Proposal**'.

On behalf of the District Government Khairpur, the proposals are to be forwarded to the following address not later than **4:00 PM, June 18, 2010**.

**The Marketing Department
National Industrial Parks Development and Management Company
Block C, 2nd Floor
Finance & Trade Centre
Shahrah-e-Faisal
Karachi**