



State of Israel  
Israeli Governmental Advertising Agency (LAPAM)  
on behalf of the Israel Ministry of Tourism

**Call for Competition Notice**  
**Tender No. 25/02/13**

Selection of a Global Media Planning & Buying Agency for the Israel Ministry of Tourism LAPAM, the Israeli Governmental Advertising Agency, on behalf of the Israel Ministry of Tourism, is issuing a public tender searching for global media planning & buying services for the purpose of promoting incoming tourism to Israel (The Services).

LAPAM is looking for one global media agency to provide the services in various countries as detailed in the tender. The tender will be published in the English language and will be available online at LAPAM's website: [www.pirsum.gov.il/LAPAMEng](http://www.pirsum.gov.il/LAPAMEng)

**Stage 1:** Interested global agencies should provide the necessary information and documents as required in the tender in order to establish eligibility.

The required documents that establish the eligibility should be submitted to LAPAM no later than **7<sup>th</sup> May 2014** (Israel time) according to the instructions for submission set forth in the tender.

The agencies have the right to ask clarification questions regarding the tender process and the mandatory requirements, until **29<sup>th</sup> April 2014** (Israel time).

The Contact e-mail address for submission as well as for clarification questions:

**Mr. Guy Getz, Senior Account Manager at LAPAM, [mediatender2014@lapam.gov.il](mailto:mediatender2014@lapam.gov.il)**

**Stage 2:** Eligible agencies, as determined by the tender committee will submit their proposals according to the instructions for submission as set forth in Part F in the tender.

Submission of Financial bid - no later than **7<sup>th</sup> June 2014** (Israel time).

Oral presentations will be held on **17<sup>th</sup> - 18<sup>th</sup> June 2014**, as detailed in Part C of the tender