



The State of Israel

Israel Government Advertising Agency

To:

All Participants

**Tender No. 67/05/19 For The Selection Of A Global Media Planning And Buying Agency
For The Israel Ministry Of Tourism And The Israel Government Advertising Agency**

Stage 1: Invitation For Pre-Qualification

Pursuant to the provisions of Section 15 (Request For Clarification) and Section 16 (Amendments And Addenda), Participants are hereby informed of the attached Answers to Clarifications Questions document and Addenda to the Tender.

All capitalized terms shall have the meaning ascribed to them in the Tender.

The attention of the Participants is drawn to the amendments made to the Tender and its Appendices, attached hereto.

The Tender Committee hereby postpones the Pre-Qualification submission deadline to Monday, May 4, 2020, at 12:00 noon, Israel time.

The Tender Committee will allow additional **Requests for clarifications**, in writing only, via E-mail, at michrazim@lapam.gov.il, by **Thursday, April 2, 2020, at 12:00 noon, Local Time**. The subject line should read "Tender No. 67/05/19 For The Selection of a Global Media Planning and Buying Agency – Request For Clarification".

Sincerely,

Israel Government Advertising Agency

(LAPAM)