

REQUEST FOR BIDDING DOCUMENTS

PR AGENCY FOR UK MARKET - 2024

1. In order to develop its market in the UK, Vietnam Airlines UK is looking for a PR agency to:

- Strengthen the image of VNA after several years of existence
- Develop new markets in order to obtain referrals from future partners, and retain existing customers.
- Ensure the communication strategy with the press agency and sustain relations with headquarters and local contacts as part of promotional operations.
- Please find all details and documents requested in attached file

If you wish to respond to this call for tender, please send us your presentation and proposal before 12h00 on 22nd Mar 2024.

2. The provider may obtain more information from VN by the following address:

Name :	Representative of Vietnam Airlines in the UK
Address :	3rd Floor, University House, 11-13 Lower Grosvenor Place, SW1W 0EX, London
Contact :	Mr Paul Rowley
Email :	paulrowley@vietnamairlines.com
Phone :	+ 44 20 3263 2062
Fax :	

London, 20th Mar 2024

**General Manager
of Vietnam Airlines UK**



Phan The Thang