

Terms of reference (ToR) for the procurement of services below the EU threshold

CONFIDENTIAL

ITB Berlin 2027 Participation Management, Sustainable Destination Visibility and Booth Implementation	Project number/ cost centre: G-010905-001
	Tender number 10049866

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0. List of abbreviations

AG	Commissioning party
AN	Contractor
AVB	General Terms and Conditions of Contract for supplying services and work
EU	European Union
FK	Expert
FKT	Expert days
GGP	Green Growth Palestine Programme
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
ITB	Internationale Tourismus-Börse Berlin
MoNE	Ministry of National Economy, Palestine
MoTA	Ministry of Tourism and Antiquities, Palestine
ToR	Terms of Reference

1. Context

The Private Sector Development Programme (PSDP), implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), strengthens the competitiveness and resilience of Palestinian businesses, with a focus on micro, small and medium enterprises (MSMEs). Tourism has been identified as a priority sector due to its economic potential and its contribution to cultural identity and international visibility.

Palestine's tourism sector has been strongly affected by regional instability and the decline of international visitor flows. At the same time, the current period creates an opportunity to prepare for the reopening and repositioning of the tourism sector by improving destination visibility, strengthening institutional communication, and presenting Palestine as a sustainable and resilient travel destination.

ITB Berlin 2027 is a central international platform for tourism market engagement, destination positioning and stakeholder outreach. Palestine's participation at ITB Berlin 2027 shall provide an opportunity to present the destination to international tourism professionals, media representatives, institutional stakeholders and potential partners. The participation will be implemented in cooperation with the Ministry of National Economy (MoNE), the Ministry of Tourism and Antiquities (MoTA), the Palestinian Mission in Berlin, GIZ and other relevant tourism sector stakeholders.

The objective of this assignment is to ensure the full preparation, coordination, implementation and follow-up of Palestine's participation at ITB Berlin 2027, including the handling of all related operational, logistical, contractual, visibility, booth and event-related services.

2. Tasks to be performed by the contractor

The contractor is responsible for the full preparation, operational coordination, implementation and follow-up of Palestine's participation at ITB Berlin 2027. The assignment covers all logistical, administrative, financial, communication, visibility, booth-related and on-site coordination tasks required for a professional Palestinian presence at ITB Berlin 2027.

2.1 ITB Contractual, Administrative and Financial Handling

The contractor is responsible for handling all administrative and financial arrangements required for Palestine's participation at ITB Berlin 2027. This includes communication with ITB Berlin / Messe Berlin, handling registration and booth-related requirements, managing mandatory services, insurance, utilities, technical forms, and related deadlines.

The contractor shall administer all ITB-related budget items defined in Chapter 5 and ensure that payments are processed in time. The contractor shall maintain a transparent cost overview showing committed, paid and remaining amounts for all budget ceiling lines. This cost overview shall be shared with GIZ upon request and included in the final report.

2.2 Booth Concept, Tendering of Booth Construction Services and Technical Submission

The contractor is responsible for organising the tendering, selection and coordination of a suitable booth construction company for the design, technical planning, construction, setup and dismantling of the Palestinian booth at ITB Berlin 2027. The booth construction company

shall be selected within the maximum booth construction budget ceiling defined in Chapter 5 and in accordance with the contractual requirements applicable to the contractor, including the GIZ General Terms and Conditions of Contract for supplying services and works, AVB 2025.

For planning and bidding purposes, the booth is expected to have an indicative total area of approximately 50 m², based on an approximate footprint of 5 m x 10 m. The final booth size, exact dimensions, location, configuration and technical specifications remain subject to the space allocated and confirmed by ITB/Messe Berlin. Any official floor plan and technical specifications subsequently issued by ITB/Messe Berlin shall prevail over these indicative dimensions. The selection shall be based on suitability, technical capacity, experience with trade fair booth construction, ability to meet ITB/Messe Berlin technical requirements, ability to implement within the available budget, and capacity to deliver within the required timeline.

Before concluding the subcontract with the selected booth construction company, the contractor shall submit the proposed subcontractor to GIZ for approval in text form. Subcontracting may only proceed after GIZ has provided its consent, in line with the applicable AVB provisions on subcontracting. The contractor remains fully responsible for the quality, timeliness, coordination and contractual compliance of all services delivered by the subcontracted booth construction company.

The contractor shall ensure that the selected booth construction company prepares and delivers the following outputs:

- one visual booth concept;
- one functional booth layout;
- one set of technical drawings suitable for coordination with ITB/Messe Berlin requirements;
- one implementation description covering materials, branding surfaces, lighting, storage, seating, counters, display areas, technical infrastructure and setup/dismantling requirements;
- one sustainability notes explaining how reusable, recyclable, resource-conscious or low-waste materials and production choices will be considered where feasible.

The contractor shall review the booth concept, layout, technical drawings and implementation description before submission to GIZ. The final booth concept and technical documents shall be submitted to GIZ for approval before booth construction begins.

The maximum budget ceiling for booth construction and technical implementation is defined in Chapter 5. The contractor is not entitled to exceed this ceiling.

2.3 Booth Construction, Setup, Operation and Dismantling

The contractor shall manage the subcontracted implementation of the approved booth concept. The contractor is responsible for ensuring that the booth is constructed according to the approved design, ITB/Messe Berlin regulations and agreed visibility requirements.

The contractor shall coordinate the full booth implementation cycle, including setup, technical checks, booth readiness before opening, daily operational checks during ITB, dismantling and handover after the fair. The contractor shall act as the main coordination interface between GIZ, ITB/Messe Berlin, the subcontracted booth company and relevant Palestinian institutional stakeholders.

2.4 Institutional and Stakeholder Coordination

The contractor shall coordinate the preparation and implementation of the ITB participation with GIZ and the relevant institutional partners, particularly the Ministry of National Economy (MoNE), the Ministry of Tourism and Antiquities (MoTA), and the Palestinian Mission in Berlin.

The contractor shall organise coordination meetings, prepare brief written follow-ups, collect required inputs from stakeholders, and support alignment on booth design, messaging, institutional representation, event planning and on-site roles. The contractor shall also support coordination with selected Palestinian tourism sector stakeholders, private sector actors and partner organisations, as agreed with GIZ.

The Palestinian Mission in Berlin shall be involved particularly for Germany-based coordination, local stakeholder outreach, diplomatic representation and ITB-related event arrangements.

2.5 Sustainable Destination Visibility and Communication Materials

The contractor shall prepare a concise visibility and communication package for Palestine's participation at ITB Berlin 2027. The purpose is to present Palestine as a resilient and sustainability-oriented tourism destination and to ensure coherent communication by institutional representatives during ITB.

The contractor shall produce the following materials:

- one destination positioning notes of 3–5 pages;
- one key message document for institutional representatives;
- one stakeholder briefing note;
- one press kit;
- booth texts and display texts;
- **digital and print-ready communication materials required for ITB, such as digital invitations, social media/digital visuals, screen/display visuals, print-ready factsheets or comparable materials, as agreed with GIZ; GIZ/EU visibility elements, in line with the visibility requirements provided by GIZ.**

All public-facing materials shall be submitted to GIZ for approval before printing, publication or use at ITB.

2.6 ITB Booth Programming, Press Engagement and Networking Event

The contractor shall prepare and implement a structured booth programme for ITB Berlin 2027. This includes daily booth coordination, stakeholder engagement support, meeting support, and coordination of agreed presentation moments at the booth.

The contractor shall implement:

- one press briefing or media engagement format during ITB Berlin 2027;
- one booth networking event / reception for up to 50 participants;
- invitation and RSVP management for the networking event;
- catering, setup and event flow for the networking event;
- support to institutional representatives during press and stakeholder engagement.

The contractor shall document the press briefing, networking event and stakeholder engagement activities through short written summaries and selected photographic documentation.

2.7 On-Site Representation and Booth Management During ITB Berlin 2027

The contractor shall ensure professional on-site management throughout the official setup period, all relevant exhibition days and the dismantling period. The contractor shall provide personnel capable of representing and explaining Palestine's tourism offer at the booth in a knowledgeable, culturally appropriate and professional manner.

On-site responsibilities include booth readiness checks, daily coordination with stakeholders, support to institutional representatives, visitor engagement, meeting support, coordination with ITB/Messe Berlin, troubleshooting, supervision of service providers, and coordination of dismantling and handover.

2.8 Photography Package, Reporting and Documentation

The contractor shall provide professional photographic documentation of Palestine's participation at ITB Berlin 2027. The package shall include **50 edited, professional-grade photographs** covering booth setup, official booth opening or institutional moments, stakeholder meetings, press engagement, booth activities, the networking event, and selected visitor interactions.

All photographs shall be delivered in high-resolution digital format and shall be accompanied by a short caption list indicating date, location, activity and persons shown where relevant. The contractor shall ensure that all photographs are **rights-cleared** and can be used by GIZ, the European Union and the Palestinian institutional partners for non-commercial communication, reporting, documentation, social media, websites, presentations and publications without additional licensing costs.

The contractor shall ensure that no third-party intellectual property rights are infringed and that required consent for identifiable persons is obtained in line with applicable data protection and communication requirements. The final photo package shall be submitted together with the event and press documentation package no later than **five working days after the end of ITB Berlin 2027**.

In addition, the contractor shall submit the following deliverables:

- 1. Inception report**
Including methodology, work plan, coordination structure, risk overview and implementation schedule (expected length: 5-8 pages).
- 2. Booth concept and technical submission package**
Including visual concept, layout, technical drawings, implementation description and sustainability note prepared by the subcontracted booth company and submitted by the contractor.
- 3. ITB implementation plan**
Including event schedule, booth operations plan, stakeholder coordination plan, logistics plan, staff plan and decision points requiring GIZ approval.

4. Communication and visibility package

Including destination positioning note, key messages, stakeholder briefing note, press kit, booth texts and approved GIZ/EU visibility materials.

5. Event and press documentation package

Including short documentation of the press briefing/media engagement, booth networking event, selected stakeholder meetings and photographic documentation (expected length: 5-8 pages excluding photographic documentation with 50 professional pictures).

6. Final implementation report

Including activities implemented, deliverables achieved, stakeholder reach, visibility results, budget overview, implementation challenges, lessons learned and recommendations for future participation (expected length: max. 20 pages incl. annexes).

The contractor is responsible for providing the following services:

- The contractor is responsible for selecting, preparing, training and steering the proposed experts assigned to perform the advisory tasks.
- The contractor manages costs and expenditures, accounting processes and invoicing in line with the requirements of GIZ.
- The contractor reports regularly to GIZ in accordance with the current AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

Certain milestones, as laid out in the table below, are to be achieved during the contract term:

Milestones / partial works	Date / location / responsibility	Criteria for acceptance
Kick-off meeting with GIZ and agreement on detailed implementation schedule	Within 5 working days after contract signing / Online or Ramallah/Berlin / Contractor	Kick-off meeting completed; detailed implementation schedule, coordination arrangements and immediate next steps agreed with GIZ.
Inception Report submitted	Within 10 working days after kick-off / Remote / Contractor	Inception Report includes methodology, work plan, coordination structure, risk overview and implementation schedule and is accepted by GIZ.
Subcontracted booth construction company identified, and coordination process initiated	By 30 September 2026 / Remote/Berlin / Contractor	Suitable booth company selected in accordance with applicable contractual requirements and fixed budget; proposed subcontractor submitted to and approved by GIZ prior to subcontracting.
First booth concept, layout and technical approach submitted	By 15 October 2026 / Remote/Berlin / Contractor	Initial visual concept, functional layout and technical approach submitted and sufficiently developed for review and feedback by GIZ.
Final booth concept and technical submission package	By 15 November 2026 / Remote/Berlin / Contractor	Final visual concept, layout, technical drawings, implementation description and sustainability note submitted;

Milestones / partial works	Date / location / responsibility	Criteria for acceptance
		compliant with ITB/Messe Berlin requirements and approved by GIZ prior to construction.
ITB administrative and contractual requirements completed	By 15 December 2026, or earlier where required by ITB/Messe Berlin deadlines / Berlin/Remote / Contractor	Required registrations, technical forms, mandatory services, utilities, insurance, permits and other ITB/Messe Berlin requirements completed or confirmed within applicable deadlines.
Draft Communication and Visibility Package submitted	By 15 January 2027 / Remote / Contractor	Draft package includes destination positioning note, key messages, stakeholder briefing note, press kit, booth/display texts, communication materials and required GIZ/EU visibility elements.
Final ITB Implementation Plan submitted	By 31 January 2027 / Remote / Contractor	Plan includes event schedule, booth operations, stakeholder coordination, logistics, staffing and relevant GIZ decision/approval points and is accepted by GIZ.
Final press, briefing and booth event materials submitted	By 15 February 2027 / Remote/Berlin / Contractor	Final press kit, briefing materials and booth event plan complete; public-facing materials and visibility elements approved by GIZ prior to use.
Booth construction, setup and readiness	During official ITB setup period, March 2027 / Messe Berlin / Contractor	Booth constructed according to approved concept and applicable ITB/Messe Berlin requirements; technical and operational checks completed and booth ready before opening.
Full on-site implementation of Palestine's participation at ITB Berlin 2027	During ITB Berlin 2027 / Messe Berlin / Contractor	Professional booth operation maintained throughout ITB; stakeholder and institutional support provided; press/media engagement and networking event implemented; agreed visitor and meeting support delivered.
Booth dismantling and handover	During official ITB dismantling period, March 2027 / Messe Berlin / Contractor	Booth dismantled in accordance with ITB/Messe Berlin requirements and required handover completed without outstanding contractor obligations.
Event, press and photographic documentation package submitted	Within 5 working days after the end of ITB Berlin 2027 / Remote / Contractor	Event and press documentation submitted together with 50 edited, professional-grade, high-resolution and rights-cleared photographs, including required captions and consent requirements.
Final Implementation Report submitted	Within 15 working days after the end of ITB Berlin	Final report covers activities implemented, deliverables achieved,

Milestones / partial works	Date / location / responsibility	Criteria for acceptance
	2027 / Remote / Contractor	stakeholder reach, visibility results, budget overview, implementation challenges, lessons learned and recommendations; complete package accepted by GIZ.

Period of assignment: from **October 2026** until **31 March 2027**.

3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 2 (Tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

Technical-methodological concept

Strategy (1.1): The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1 Context) **(1.1.1)**. Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see Chapter 2 Tasks to be performed) **(1.1.2)**.

The tenderer is required to present the actors relevant for the services **(1.2.1)** for which it is responsible and describe the **cooperation (1.2)** with them.

The tenderer is required to present and explain its approach to **steering (1.3)** the measures with the project partners **(1.3.1)** and its contribution to the **results-based monitoring system (1.3.2)**.

The tenderer is required to describe the key **processes (1.4)** for the services for which it is responsible and create an **operational plan** or schedule **(1.4.1)** that describes how the services according to Chapter 2 (Tasks to be performed by the contractor) are to be provided. In particular, the tenderer is required to describe the necessary work steps and, if applicable, take account of the milestones and **contributions** of other actors (partner contributions) in accordance with Chapter 2 (Tasks to be performed) **(1.4.2)**.

The tenderer is required to describe its contribution to knowledge management for the partner **(1.5.1)** and GIZ and to promote scaling-up effects **(1.5.2)** under **learning and innovation (1.5)**.

Project management of the contractor (1.6)

The tenderer is required to explain its approach for coordination with the GIZ project **(1.6.1)**. In particular, the project management requirements specified in Chapter 2 (Tasks to be performed by the contractor) must be explained in detail.

The tenderer is required to draw up a **personnel assignment plan (1.6.2)**, with explanatory notes that lists all the experts proposed in the tender; the plan includes information on

assignment dates (duration and expert days) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule.

The tenderer is required to describe its backstopping concept **(1.6.3)**. The following services are part of the standard backstopping package, which (like ancillary personnel costs) must be factored into the fee schedules of the staff listed in the tender in accordance with Section 3.1 of the GIZ AVB:

- Service-delivery control
- Managing adaptations to changing conditions
- Ensuring the flow of information between the tenderer and GIZ
- Assuming personnel responsibility for the contractor's experts
- Process-oriented steering for implementation of the commission
- Securing the administrative conclusion of the project

4. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 7), the range of tasks involved and the required qualifications.

Team leader

Tasks of the team leader

- Overall responsibility for quality, deadlines, coordination and delivery of all services under the assignment.
- Coordination and communication with GIZ, MoNE, MoTA, the Palestinian Mission in Berlin, ITB/Messe Berlin and other stakeholders.
- Steering of all work packages, including administrative handling, communication materials, booth implementation, events, reporting and budget tracking.
- Coordination and quality control of the subcontracted booth company.
- Management of the contractor's team and on-site delivery during ITB Berlin 2027.
- Regular reporting to GIZ in accordance with agreed deadlines.

Qualifications of the team leader

- **Education/training (2.1.1):** university degree (German 'Diplom'/Master) in tourism management, international business, event management, communication, marketing, economics, political science or another field relevant to the assignment.
- **Language (2.1.2):** C1-level language proficiency in English and German.
- **General professional experience (2.1.3):** 10 years of professional experience in tourism, destination marketing, international event management, trade fair management or institutional communication.
- **Specific professional experience (2.1.4):** 7 years of professional experience managing international trade fair participation including ITB Berlin, destination promotion events, institutional representation formats or comparable international visibility assignments.
- **Leadership/management experience (2.1.5):** 5 years of experience managing teams, subcontractors or multi-stakeholder assignments.
- **Regional experience (2.1.6):** 5 years of experience in assignments related to the Middle East and North Africa, including 2 years related to Palestine or Palestinian

stakeholders; 5 years of experience in travel trade fair show implementation in Germany.

- **Development cooperation (DC) experience (2.1.7):** 7 years of experience in development cooperation, donor-funded programmes, public sector cooperation or international institutional assignments.
- **Other (2.1.8):** N/A

Key expert 1- Marketing and Communication Expert

Tasks of key expert 1

- Develop the destination positioning note and key messages.
- Prepare stakeholder briefing materials, press kit, booth texts and digital/print-ready communication materials.
- Ensure coherence between Palestine's sustainable destination positioning and GIZ/EU visibility requirements.
- Support press engagement and media communication during ITB Berlin 2027.
- Support quality assurance of all public-facing materials before submission to GIZ.

Qualifications of key expert 1

- **Education/training (2.2.1):** university degree (German 'Diplom'/Master) in marketing, communication, journalism, tourism, public relations, international relations or another field relevant to the assignment.
- **Language (2.2.2):** C1 -level language proficiency in English and German.
- **General professional experience (2.2.3):** 10 years of professional experience in marketing, communication, public relations, tourism promotion or institutional visibility work.
- **Specific professional experience (2.2.4):** 7 years of professional experience developing destination marketing materials, public communication products, press materials or visibility packages for international audiences.
- **Regional experience (2.2.6):** 5 years of experience in assignments related to the Middle East and North Africa, including 2 years related to Palestine or Palestinian stakeholders; 5 years of experience in travel trade fair show implementation in Germany.
- **Development Cooperation (DC) experience (2.2.7):** 5 years of experience in donor-funded communication, institutional visibility or development cooperation assignments.
- **Other (2.1.8):** N/A

Key expert 2: Palestinian Tourism Specialist / Booth Representative

Tasks of key expert 2

- Provide technical and contextual input on Palestine's tourism offer, visitor experience, tourism products and destination positioning.
- Represent and explain Palestine's tourism offer at the booth during ITB Berlin 2027.
- Support communication with Palestinian institutional and private sector stakeholders.
- Support preparation of briefing materials for MoNE, MoTA and other Palestinian representatives.

- Support meetings with tourism professionals, media representatives and other stakeholders during ITB.
- Contribute to the final report with observations on visitor interest, stakeholder feedback and market-facing questions received at the booth.

Qualifications of key expert 2

- **Education/training (2.3.1):** university degree (German 'Diplom'/Master) or comparable vocational training in tourism, hospitality, cultural heritage, business administration, economics, communication, international relations or another field relevant to the assignment.
- **Language (2.3.2):** C1 -level language proficiency in English and Arabic, B2-level language proficiency in German.
- **General professional experience (2.3.3):** 10 years of professional experience in the Palestinian tourism sector, destination promotion, tourism services, tourism product development or tourism stakeholder coordination.
- **Specific professional experience (2.3.4):** 7 years of professional experience working with Palestinian tourism stakeholders, tourism SMEs, public tourism institutions, tour operators, guides, hotels or destination-level actors.
- **Regional experience (2.3.6):** 10 years of professional experience in the tourism sector in Palestine.
- **Development Cooperation (DC) experience (2.3.7):** 5 years of experience in donor-funded tourism, private sector development or cultural heritage assignments.
- **Other (2.1.8):** N/A

Key expert 3: Photographer

Tasks of key expert 3

- Provide professional photographic documentation of booth setup, official moments, stakeholder engagement, press activities and networking event.
- Support media engagement and collection of communication material for post-event reporting.
- Deliver an edited photo package and captions for GIZ documentation and visibility purposes.
- Ensure that consent and data protection requirements are respected when photographing individuals.

Qualifications of key expert 3

- **Education/training (2.4.1):** university degree (German 'Diplom'/Master) or professional qualification in photography.
- **Language (2.4.2):** C1 -level language proficiency in English, B2-level language proficiency in German.
- **General professional experience (2.4.3):** 10 years of professional experience in photography.
- **Specific professional experience (2.4.4):** 7 years of professional experience documenting tourism-related activities, events and trade fairs.
- **Leadership/management experience (2.4.5):** N/A
- **Regional experience (2.4.6):** 5 years of professional experience in the tourism sector in the Middle East.

- **Development Cooperation (DC) experience (2.4.7):** N/A
- **Other (2.4.8):** N/A

Key expert 4: Logistics and Event Coordination Expert

Tasks of key expert 4

- Coordinate shipment, storage, booth supplies, printed materials and display logistics.
- Coordinate invitation and RSVP management for the booth networking event.
- Coordinate catering, setup, event flow and on-site implementation of the networking event.
- Support daily booth operations, meeting schedules and troubleshooting during ITB Berlin 2027.
- Support documentation of logistics-related costs and budget ceiling items.

Qualifications of key expert 4

- **Education/training (2.5.1):** university degree (German 'Diplom'/Master) or professional qualification in event management, logistics, tourism, business administration, hospitality, project management or another field relevant to the assignment.
- **Language (2.5.2):** C1 -level language proficiency in English and German.
- **General professional experience (2.5.3):** 10 years of professional experience in logistics, event coordination, conference management or events.
- **Specific professional experience (2.5.4):** 7 years of professional experience coordinating tourism-related trade fairs, institutional events, receptions, stakeholder meetings or international event logistics.
- **Regional experience (2.5.6):** 5 years of professional experience in the tourism sector in the Middle East.

Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Team skills
- Initiative
- Communication skills
- Socio-cultural skills
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

5. Costing requirements

The budget amounts indicated below for travel and other costs are maximum budget ceilings provided as guidance to bidders and to ensure comparability of financial offers. They do not constitute guaranteed expenditure or predetermined supplier prices. Actual eligible third-party costs shall be incurred in accordance with the applicable contractual and procurement requirements and settled against evidence, up to the respective maximum ceiling.

Assignment of personnel and travel expenses

Assignment of personnel and travel expenses

Per diem allowances are reimbursed as a lump sum up to the maximum amounts permissible under tax law for each country as set out in the country table in the circular from the German Federal Ministry of Finance on travel expense remuneration (downloadable from the [German Federal Ministry of Finance – tax treatment of travel expenses and allowances for international business travel as of 1 January 2026 \(GERMAN ONLY\)](#)).

Accommodation allowances are reimbursed as detailed in the specification of inputs below.

With special justification, additional Accommodation costs up to a reasonable amount can be reimbursed against evidence.

All business travel must be agreed in advance by the officer responsible for the project

The travel budget specified below is an overall maximum ceiling for necessary assignment-related travel to Berlin by contractor personnel and is not allocated per expert. The tenderer shall propose the travel required on the basis of its personnel assignment plan. All travel remains subject to prior agreement by GIZ and settlement against evidence, up to the maximum ceiling.

Sustainability aspects for travel

GIZ has undertaken an obligation to reduce greenhouse gas emissions (CO₂ emissions) caused by travel. When preparing your tender, please incorporate options for reducing emissions, such as selecting the lowest-emission booking class (economy) and using means of transport, airlines and flight routes with a higher CO₂ efficiency. For short distances, travel by train (second class) or e-mobility should be the preferred option.

CO₂ emissions caused by air travel must be offset. GIZ specifies a budget for this, through which the carbon offsets can be settled against evidence.

There are many different providers in the market for emissions certificates, and they have different climate impact ambitions. The [Development and Climate Alliance \(German only\)](#) has published a [list of standards \(German only\)](#). GIZ recommends using the standards specified there.

Specification of inputs

Fee days	Number of experts	Number of days per expert	Total	Comments
Team Leader / ITB Participation Manager	1	25	25	Overall coordination, quality assurance, stakeholder coordination with GIZ, MoNE, MoTA, Palestinian Mission in Berlin, ITB/Messe Berlin,

				subcontractor steering, budget tracking and final reporting
Key Expert 1: Marketing and Communication Expert	1	10	10	Destination positioning note, key messages, press kit, stakeholder briefing materials, booth texts, GIZ/EU visibility integration
Key Expert 2: Palestinian Tourism Specialist / Booth Representative	1	15	15	Technical input on Palestine's tourism offer, booth representation, visitor engagement, support to Palestinian institutional representatives, stakeholder meetings during ITB
Key Expert 3: Photographer	1	5	5	Professional documentation of ITB participation, press/event coverage, delivery of 50 edited rights-cleared high-resolution photographs with captions
Key Expert 4: Logistics and Event Coordination Expert	1	15	15	Material logistics, shipment coordination, booth supplies, RSVP management, networking event coordination, daily booth operations and on-site troubleshooting
Travel expenses	Quantity	Number per expert	Total	Comments
Maximum travel budget ceiling	1	n/a	5.000EUR	A maximum travel budget ceiling applies to bidders for necessary assignment-related travel to Berlin. The ceiling is not allocated per expert. The tenderer shall propose the travel required based on its personnel assignment plan. All business travel must be agreed in advance with GIZ and settled against evidence. Please use the 'Explanations' column in the price schedule to break down the proposed travel items. Settlement is possible only up to the maximum ceiling.
• Other costs	Number	Price	Total	Comments

ITB participation fees and mandatory Messe Berlin / ITB costs	1	EUR 25.000,00	EUR 25.000,00	Maximum budget ceiling applies to ITB booth space, registration, mandatory services, utilities, insurance, permits and related ITB/Messe Berlin costs. The tenderer shall include the required costs in its financial offer based on the anticipated implementation requirements. Actual eligible ITB/Messe Berlin charges shall be settled against evidence and may not exceed the applicable maximum budget ceiling. .
Subcontract for booth design, construction, technical implementation, setup and dismantling	1	EUR 30.000,00	EUR 30.000,00	Maximum budget ceiling applies to the subcontract for booth design, construction, technical implementation, setup and dismantling. The contractor shall tender, select and coordinate a suitable booth construction company in accordance with the applicable contractual and procurement requirements, including the GIZ AVB. The actual subcontract value shall result from this procurement process and must remain within the ceiling. The selected subcontractor requires prior approval by GIZ in text form before subcontracting.
Booth networking event / reception	1	EUR 5.000,00	EUR 5.000,00	Maximum budget ceiling applies to one booth networking event/reception during ITB Berlin 2027, including catering, setup, basic event logistics and related services. Actual eligible costs shall be incurred in accordance with the applicable contractual and procurement requirements, including the GIZ AVB, settled against evidence, and remain within this ceiling.
Printing, communication materials, shipment and display logistics	1	EUR 5.000,00	EUR 5.000,00	Maximum budget ceiling applies to approved print materials, media kits, booth texts, display materials, shipment, storage,

				handling and related logistics. Actual eligible costs shall be incurred in accordance with the applicable contractual and procurement requirements, including the GIZ AVB, settled against evidence, and remain within this ceiling.
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Workshops, events and trainings

The contractor shall implement one booth networking event / reception during ITB Berlin 2027.

The booth networking event / reception shall:

- take place at the Palestinian booth at ITB Berlin 2027, Messe Berlin;
- be implemented during ITB Berlin 2027, with the exact date and time to be agreed with GIZ;
- accommodate up to 50 participants;
- target Palestinian institutional representatives, tourism sector stakeholders, international tourism professionals, media representatives, GIZ/EU representatives and invited partners;
- support stakeholder engagement, destination visibility and professional networking around Palestine's sustainable tourism positioning;
- include catering, basic event setup, invitation and RSVP management, event flow, coordination with ITB/Messe Berlin where required, and on-site implementation;
- be implemented within the **applicable maximum budget ceiling; and**
- not include reimbursement of participant travel expenses.

The contractor shall also prepare and support one press briefing or media engagement format during ITB Berlin 2027. This activity shall be implemented at or in direct connection with the Palestinian booth, subject to availability and ITB/Messe Berlin requirements. Costs for the press briefing or media engagement format shall be covered under the consultancy, communication materials and logistics budgets.

P+R Rule 566 on ensuring standards for sustainable event management shall be observed. For the booth networking event held in Germany, the contractor shall ensure compliance with the following minimum standards to the extent feasible within the ITB venue conditions:

- vegetarian/vegan catering options;
- fair trade products where products are sourced from overseas;
- physically accessible event space within the booth and surrounding venue conditions;
- public transport access to the venue;
- use of venue services that support green electricity and/or energy-optimised operations where available through ITB/Messe Berlin;
- avoidance of unnecessary disposable materials and preference for reusable, recyclable or low-waste event materials.

The tenderer shall describe in its concept how these sustainable event management standards will be implemented.

6. Inputs of GIZ or other actors

The following actors are expected to provide the inputs and fulfil the roles described below. The contractor remains responsible for coordinating the actors and for the full operational implementation of the assignment.

- **GIZ:** provides overall technical steering; provides available background information and GIZ/EU visibility requirements; facilitates institutional coordination where required; reviews and approves key deliverables, public-facing materials, event plans and visibility elements; and provides guidance on applicable contractual and procurement requirements.
- **Ministry of National Economy (MoNE):** provides relevant institutional priorities and content inputs; provides information on delegation composition and official messaging, as applicable; and supports coordination with relevant Palestinian private-sector stakeholders where required.
- **Ministry of Tourism and Antiquities (MoTA):** provides tourism-sector and destination-related content and priorities; provides input on official tourism messaging and representation; and supports coordination with relevant Palestinian tourism-sector stakeholders.
- **Palestinian Mission in Berlin:** supports Germany-based institutional and stakeholder coordination, local outreach and diplomatic/institutional representation, and ITB-related arrangements and events where applicable.
- **ITB/Messe Berlin:** provides the final booth allocation, floor plan and technical requirements when available, together with applicable forms, deadlines and information on mandatory services; and reviews or approves technical submissions where required under ITB/Messe Berlin rules.
- **Relevant Palestinian tourism/private-sector stakeholders:** provide agreed tourism-product, destination and market information and participate in meetings, booth activities and networking activities as agreed.
- **Contractor:** coordinates all actors and remains responsible for the full preparation, operational coordination, implementation, quality control and follow-up of the assignment in accordance with this ToR.

7. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToR. In particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English.

The complete tender must not exceed 10 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in English (language).

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will

be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.

8. Outsourced processing of personal data

The data-protection and information-security provisions set out in the most recent **GIZ AVB (Section 1.10 – Data Protection)** apply.

For the implementation of this assignment, the contractor may process personal data only to the extent necessary for ITB Berlin 2027 preparation, coordination, implementation and documentation. This may include names, functions, institutional affiliations, professional contact details, RSVP information, meeting coordination data, media contact details, and photographs or video material from ITB-related activities.

The contractor shall process such data exclusively for the purposes of implementing this assignment and shall ensure confidential, secure and purpose-limited handling of all personal data. **Personal data shall not be used for any unrelated purpose and shall not be shared with third parties unless this is required for implementation of the assignment and has been agreed with GIZ.**

For photographic documentation, the contractor shall ensure that consent and communication requirements for identifiable persons are respected. The contractor shall ensure that the 50 professional photographs delivered under this assignment are rights-cleared and usable by GIZ, the European Union and Palestinian institutional partners for non-commercial communication, documentation, reporting and visibility purposes without additional licensing costs.

If GIZ determines that the assignment constitutes outsourced processing of personal data, the relevant data protection annex shall be completed and attached to the contract.

Accordingly, **no annex on outsourced data processing is required** for this contract.