

# Public Notice of Bid

## 1. Project Details

Title	2026 K-Food Supporters Program in Mexico
Scope of Work	<ul style="list-style-type: none"> <li>○ Recruitment and Promotion of the 2nd K-Food Supporters in Mexico</li> <li>○ Influencer-Linked Content Creation</li> <li>○ Website Management and Updates</li> <li>○ Project Management and Reporting</li> </ul> <p style="text-align: center;">※ Please refer to the Request for Proposal for specific details.</p>
Budget	○ USD 39,702
Contract Period	○ From the date of contract execution to 10 31, 2026
Bidding Method	○ General Competitive Bidding (Contract by Negotiation)

## 2. Bidding Schedule

Proposal Submission Deadline	<ul style="list-style-type: none"> <li>○ Due Date : 2026. 5. 22(FRI) by 16:00</li> <li>○ Required Documents               <ul style="list-style-type: none"> <li>- Proposal (Project Plan) and Detailed Budget Breakdown.</li> <li>- New agencies (not currently registered with aT LA) must also submit a Company Profile and a list of relevant projects completed within the last 3 years.</li> </ul> </li> <li>○ Submission               <ul style="list-style-type: none"> <li>- via Email to jessiep@at.or.kr and losangeles@at.or.kr</li> </ul> </li> </ul>
Evaluation	<ul style="list-style-type: none"> <li>○ 2026. 5. 26 (Tue) ※ Specific time to be notified individually, date is subject to change</li> <li>○ Technical Evaluation (Presentation) 70% + Price Evaluation 30%</li> <li>○ The presentation must be delivered by the Company Representative or the Project Manager (PM)</li> </ul>
계약체결	<ul style="list-style-type: none"> <li>○ 2026. 5. 28(Thu) ※ Subject to change</li> <li>○ Negotiations will proceed starting with the top-ranked bidder based on technical evaluation results.</li> </ul>

3. Contact Information : aT LA Jessie Park (jessiep@at.or.kr)

2026. 5. 8.

Korea Agro-Fisheries & Food Trade Corporation (aT)  
Los Angeles Center