



REQUEST FOR PROPOSAL (RFP)

CARGO GENERAL SALES & SERVICE AGENT
FOR

GREATER BAY AIRLINES

REGARDING

PHILIPPINES

Date: 11th March, 2026



1. Introduction

Given that Greater Bay Airlines Ltd (GBA), the Hong Kong-based airline, is currently operating in Manila, Philippines and are granted with traffic rights to operate maximum 17 per week flights between Manila and Hong Kong, GBA is hereby inviting bids from established General Sales & Service Agents (GSSAs) with a proven track record and experience in airline representations and cargo trade for the **provision of cargo GSSA services for Greater Bay Airlines**.

About Greater Bay Airlines

Greater Bay Airlines is a Hong Kong-based airline serving the 72+ million population of the Greater Bay Area. GBA positions itself as a value carrier between LCCs and full-service carriers. Currently, GBA operates 8 aircraft, a mix of Boeing 737-800 and Boeing 737 Max 9, and has 13 Boeing 737 Max 9 aircraft on order, with deliveries at a rate of around 2 aircraft per year. Currently, the Company is operating in Greater China, Southeast Asia, and East Asia, with plans to expand its network into other Asian regions. The core schedule (upon request via email to cargo@greaterbay-airlines.com) reflects GBA's latest flight schedule.

2. RFP Objectives

This Request for Proposal (RFP) exercise aims to select a GSSA with a proven track record, experience, and capability in airline representation and cargo trade for the provision of cargo General Service Sales Agency (GSSA) services.

It is part of a **competitive procurement process** which helps Greater Bay Airlines select the best provider of services both in financial and qualitative terms. At the same time, it provides service providers with a fair opportunity to have their services considered. With this structured tender process in place, Greater Bay Airlines aims to obtain the best value from service providers.

For ease of reference, each potential service provider of the specified services receiving this RFP is referred to as a "service provider", and the service provider selected to provide the services to Greater Bay Airlines is referred to as the "selected service provider".



3. Scope of Services

It is the intent of Greater Bay Airlines to enter a contractual agreement with the selected service provider(s) for the provision of GSSA services for a period of 2 years and renewable for additional terms, subject to satisfactory performance and at the sole discretion of Greater Bay Airlines.

The scope of the required services is spelt out in enclosed Annexe 1.

4. Evaluation and Selection

Greater Bay Airlines will evaluate proposals and select the service provider on the basis of the:

- Financial proposal - Agency fee/Commission, and other service-related charges
- Company profile detailing the no. of years of experience in the provision of airline GSSA services
- Organisational structure with details of qualification/experience of key personnel in the cargo trade, cargo sales, reservations, and operations
- Affiliations/memberships
- Client portfolio: Details of existing airline representations in the applicable territory
- Capable of coordinating & liaising with authorities
- Business plan/Marketing
 - Overview of current business and market analysis, including but not limited to competition, challenges,
 - Market potential/opportunities of business growth for Greater Bay Airlines
 - Sales network management
 - Proposed market analysis and market development strategy, including publicity and promotion activities
 - Minimum cargo revenue estimate if appointed GSSA
 - Strategies to further promote Greater Bay Airlines products and services
- Geographical coverage and facilities to be provided to Greater Bay Airlines
 - Network of offices in the applicable territory
 - Proposed GBA Office set up (location, surface/space, advertising display facilities...)
 - Communication facilities
 - Number of dedicated staff assigned to GBA
 - Any 3rd Party representation, if applicable
- Financial soundness
- Contractual terms and conditions, including 3rd party representation if applicable, governing the business relationship with Greater Bay Airlines.
- Any other references or factors relevant to the service provider's capacity and willingness to satisfy Greater Bay Airlines.
- **Priority will be given to Agents who can offer an MGR higher than the indicated MGR.**



All proposals received will be carefully evaluated by Greater Bay Airlines. Greater Bay Airlines will subsequently conduct negotiations and select the service provider which, in its assessment, has made the best proposal and will award the contract accordingly.

5. Commercial Information

The service provider's proposal must contain all information as outlined in this RFP document and include but not be limited to, the following:

- Each bidder is requested to submit its financial proposal clearly indicating the remuneration fee and structure.
- Company profile detailing the no. of years of experience in the provision of airline GSSA services
- Organisational structure with details of qualification/experience of key personnel in the cargo trade, cargo sales, reservations, and operations
- Affiliations/memberships
- Client portfolio: Details of existing airline representations in the applicable territory
- Capable of coordinating & liaising with authorities
- Business plan/Marketing
 - Overview of current business and market analysis, including but not limited to competition, challenges...
 - Market potential/opportunities of business growth for Greater Bay Airlines
 - Sales network management
 - Proposed market analysis and market development strategy, including publicity and promotion activities
 - Minimum cargo revenue estimate if appointed GSSA (a Minimum Guaranteed Revenue "MGR" per flight is required for submission)
 - **Indication MGR per flight is PHP 14500 per flight (equalise throughout whole year)**
 - Strategies to further promote Greater Bay Airlines products and services
- Geographical coverage and facilities to be provided to Greater Bay Airlines
 - Network of offices in the applicable territory
 - Proposed GBA Office set up (location, surface/space, advertising display facilities...)
 - Communication facilities
 - Number of dedicated staff assigned to GBA
 - Any 3rd party representation, if applicable
- Shareholding structure of the company
- Audited accounts of the company for the last two years (or accounts submitted to the Registrar of Companies)
- Annex 2 - Document Check List duly filled and all documents requested submitted.



6. Submission of Proposal

Proposals must be signed by duly authorised person(s) and submitted in English. Each proposal must include all information as outlined in this RFP document and must be sent in PDF format **exclusively** to the email address:

cargo@greaterbay-airlines.com by the latest **10th April 2026** at 23:00 local HKT time.

The mailbox's maximum receiving capacity is **7 MB** per e-mail. Should your proposal exceed this size limit, you are requested to send it in multiple parts.

Proposals received after the closing date and time will not be considered.

Please quote the following reference in the subject line of your email: **"GSSA CARGO - PHILIPPINES"**

Important Notes:

- The proposal shall constitute an offer by each service provider, which will remain open and irrevocable for 180 days from the proposal submission deadline.
- Failure to submit the required information/documents will entail the service provider's elimination from the final selection process.
- **Each service provider must include in its proposal all requirements, best terms and any conditions, and should not assume that another opportunity will be available to add any such matter after the proposal is submitted.**
- Any deviations from the specifications, terms and conditions of this RFP and/or alternative proposals must be distinctly pointed out by the service provider.

7. Process Schedule

Below is a brief plan for this tender process, specifying the important dates and milestones:

Event	Date
Issue of RFP	11 th March 2026
Deadline for Submission of Proposals	10 th April 2026
Letter of Offer (tentative)	24 th April 2026

8. Rights of Greater Bay Airlines

- Greater Bay Airlines Ltd reserves the right to accept, split or reject any or all proposals received or cancel the tendering exercise without incurring any liability towards any supplier and/or without having any obligation to inform any supplier of the grounds of its action.
- Non-acceptance of a service provider's proposal will mean that other proposal(s) were deemed more advantageous to Greater Bay Airlines or that all proposals were rejected.



Service providers, whose proposals are not accepted, will be notified after the issuance of a letter of offer to the selected supplier and its acceptance thereof or in the event Greater Bay Airlines Ltd rejects all proposals.

- Greater Bay Airlines reserves the right to assign this tender exercise or any part thereof to any of its subsidiary companies without the prior written consent of the selected supplier or its successor in interest, as applicable, except as expressly provided otherwise.
- Greater Bay Airlines reserves the right not to consider proposals submitted by suppliers with whom Greater Bay Airlines has experienced poor service levels and/or contractual non-compliance in the past.

9. Conditions

All proposals submitted are subject to the following conditions:

- Greater Bay Airlines, its directors, employees or other representatives will not be liable for any cost or expenses incurred by any bidder in the preparation and submission of a proposal nor shall Greater Bay Airlines, its directors, employees or other representatives be liable for any damage, loss or cost (including legal costs) incurred or suffered by any bidder in connection with this RFP process.
- Service providers, their employees, subcontractors, and agents (if any) shall keep all information concerning Greater Bay Airlines and any of their business activities acquired as a result of this RFP strictly confidential.
- Joint Venture: A tender submitted by a joint venture of two or more firms must be accompanied by the document of formation of the joint venture duly registered and authenticated by a Notary Public or other official deputized to witness sworn statements in which is defined precisely the conditions under which the joint venture will function, its period of duration, the persons authorized to represent and obligate it, the address for correspondence, the participation of several firms forming the joint venture and any other information necessary to permit a full appraisal of its functioning including a clause to the effect that the members of the joint venture are jointly and severally bound. One of the partners of the joint venture shall be nominated as being in charge, authorised to incur liabilities, and receive instructions for and on behalf of any and all partners of the joint venture. The execution of the entire contract, including payment, shall be carried out exclusively by the partner in charge.
- Any canvassing or attempt to cause undue influence to obtain the contract will lead to disqualification from the selection exercise.

-END-



ANNEX 1 – SCOPE OF THE REQUIRED SERVICES

Cargo GSSA

The prospective General Sales & Service Agent shall;

- Provide New Carrier Launch Plan & subsequent Schedule Operation Plan; and provide dedicated and qualified staff to
 - Secure essential permits (if required)
 - Slot co-ordination and Schedule Application and Liaisons (if required)

- Be authorised to make sales of the services of Greater Bay Airlines and any other carrier with whom Greater Bay Airlines has interline traffic agreements.
- Provide office space for Greater Bay Airlines activities in the applicable market, and maintain these offices to deliver services of the highest standards.
- Provide a Bank Guarantee.
- Employ dedicated qualified staff to provide sales and marketing, customer services and reservation/airway bill functions amongst others.
- Be responsible for the custody, care and security of the transportation documents of Greater Bay Airlines
- Solicit, promote and sell airfreight forwarding for Greater Bay Airlines and assist in all operations likely to encourage traffic on Greater Bay Airlines' services.
- Maintain a prominent and high-standard business area for the transaction of Greater Bay Airlines business, including the provision of reservation and airway bill facilities to sub-agents and the public.
- Distribute Greater Bay Airlines timetables, tariffs and promotional materials to sub-agents and to the public.
- Service and supervise sub-agents in the GSSA territory and ensure that any special instructions from Greater Bay Airlines are promptly brought to the agent's notice.
- Make regular, frequent sales solicitations/calls within the territory to all agents (both IATA- and non-IATA-approved) and to air carriers with interline agreements with Greater Bay Airlines.
- Display Greater Bay Airlines publicity material prominently.
- Honour cargo orders and other documents issued by Greater Bay Airlines or by airlines with whom Greater Bay Airlines has interline agreements.
- Advise the Customer on Export/Import Consolidation, Ground Services, Container Haulage, Chartered Services, Customs Clearance, Cold Chain Logistics, and
- Sells services for Greater Bay Airlines.

GREATER BAY AIRLINES COMPANY LIMITED

大灣區航空有限公司

**ANNEX 2 DOCUMENT CHECKLIST**

The following documents are to be submitted with the proposal:

S/N	Documents to be submitted	Tick if submitted
1	Financial proposal clearly indicating the remuneration fee and structure.	
2	Company profile detailing the number of years of experience in the provision of airline GSSA services	
3	Organizational structure with details of qualification/experience of key personnel in the cargo trade, customer sales, reservations and operations	
4	Affiliations / memberships	
5	Client portfolio: Details of existing airline representations in the applicable territory	
6	Business plan/Marketing <ul style="list-style-type: none"> ➤ Overview of current business and market analysis, including but not limited to competition, challenges... ➤ Market potential/opportunities of business growth for Greater Bay Airlines ➤ Sales network management ➤ Proposed market analysis and market development strategy, including publicity and promotion activities ➤ Minimum cargo revenue estimate if appointed GSSA ➤ Strategies to further promote Greater Bay Airlines products and services 	
7	Geographical coverage and facilities to be provided to Greater Bay Airlines <ul style="list-style-type: none"> ➤ Network of offices in the applicable territory ➤ Proposed GBA Office set up (location, surface/space, advertising display facilities...) ➤ Communication facilities ➤ Number of dedicated staff assigned to GBA 	
8	Shareholding structure of the company	
9	Audited accounts of the company for the last two years (or accounts submitted to the Registrar of Companies)	
10	All annexes duly completed and signed (wherever applicable)	

Failure to submit the required information / documents may entail the service provider's elimination from the selection process.