



**SOUTH AFRICAN TOURISM**

## **Invitation to tender for South African Tourism's UK and Ireland offices' Media & Advertising Agency**

South African Tourism is a statutory body whose main objective is to promote tourism to and within South Africa, by marketing the country as a tourism destination both internationally and domestically. Although accountable to Parliament, South African Tourism is an independent and impartial organisation affiliated to the Government of the Republic of South Africa.

As a South African Government agency operating in the United Kingdom (UK), our organisation is bound to operate within the confines of the Public Finance Management Act (PFMA) of the Republic of South Africa which has been established to secure transparency, accountability, and sound management of the revenue, expenditure, assets and liabilities of all South African Government Agencies.

Section 217 of the Constitution of the Republic of South Africa, 1996, prescribes that goods and services must be contracted through a system that is fair, equitable, transparent, competitive and cost-effective where every potential supplier is given the opportunity to offer goods and services to South African Tourism when needed.

South African Tourism is therefore inviting proposals from reputable service providers in a bid to be appointed as an agency to South African Tourism's UK & Ireland Media & Advertising Agency to complement and align to existing PR & marketing, social media events & activations in order to complete the 360° consumer and trade engagement.

The detailed scope of services and tender requirements for this tender will be available from 9h00 on Friday, **20<sup>th</sup> September 2019** on South African Tourism's website: <https://southafrica.net/tenders> and also on: <http://www.etenders.gov.za/>. The closing date for the submission of Proposals is the 14th October 2019. No late submissions will be accepted.

Completed documents together with two copies of the proposal and an electronic copy (PDF format) (submitted in one sealed envelope & by registered/trackable mail) must be submitted to The Finance and Administration Manager, South African Tourism, 1-2 Castle Lane, 2<sup>nd</sup> Floor, London, SW1E 6DR, UK.

*All technical enquires should be addressed to The Finance and Administration Manager, Mr. Wiqar Sayed, tel. (020) 8971 9350 or e-mail: [wiqar@southafrica.net](mailto:wiqar@southafrica.net)*