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SOUTH AFRICAN TOURISM

Tender no SAT 001/19

Integrated PR and Communications Agency in China Market

Notes for Bid Clarification

"Please include a signed copy of the Addendum with the Bid submission"

Introduction

This Addendum with clarification notes serves to inform potential Tenderers of changes, amendments and/or clarifications made to the Bid documentation. The following queries and/or changes have been received from those that have collected documentation.

Item	Description
1	<p><u>Query</u></p> <ul style="list-style-type: none">• What are the key brand and business challenges for South Africa Tourism in China? Or when trying to attract more visitors to China? <p><u>Response</u></p> <ul style="list-style-type: none">• It is your responsibility to do the research for the proposal. All the information is included in the RFP. We are looking forward to the creative insights from bidders.
2	<p><u>Query</u></p> <ul style="list-style-type: none">• Who are South Africa Tourism's largest competitors in the China market? <p><u>Response</u></p> <ul style="list-style-type: none">• Any long-haul destination countries eg. Australia, New Zealand, Egypt and Kenya.
3	<p><u>Query</u></p> <ul style="list-style-type: none">• How does South Africa stand out as a destination? <p><u>Response</u></p> <ul style="list-style-type: none">• It is your responsibility to do the research for the proposal. All the information is included in the RFP. We are looking forward to the creative insights from bidders.
4	<p><u>Query</u></p> <ul style="list-style-type: none">• What is the profile of current visitors from China at the moment (current visitor profiling)? And who does SAT want to attract (potential visitor profiling)? Families, tour groups, FITs, luxury visitors etc.? <p><u>Response</u></p> <ul style="list-style-type: none">• It is your responsibility to do the research for the proposal. All the information is included in the RFP. We are looking forward to the creative insights from bidders.
5	<p><u>Query</u></p> <ul style="list-style-type: none">• Which offering is most popular among Chinese visitors currently? <p><u>Response</u></p> <ul style="list-style-type: none">• It is your responsibility to do the research for the proposal. All the information is included in the RFP. We are looking forward to the creative insights from bidders.
6	<p><u>Query</u></p>

	<ul style="list-style-type: none"> What is your key strategic objective - to increase visitorship or increase tourism spending? <p>Response</p> <ul style="list-style-type: none"> It is your responsibility to do the research for the proposal. All the information is included in the RFP. We are looking forward to the creative insights from bidders.
7	<p>Query</p> <ul style="list-style-type: none"> In terms of marketing activities conducted in China over the last 3 years, what's worked/working and what has not worked? <p>Response</p> <ul style="list-style-type: none"> It is your responsibility to do the research for the proposal. All the information is included in the RFP. We are looking forward to the creative insights from bidders.
8	<p>Query</p> <ul style="list-style-type: none"> What do you want to see in the proposal - a 'big idea' that cuts across both earned PR and digital social platforms, or content-focused day to day press office/social content generation engine? <p>Response</p> <ul style="list-style-type: none"> It is your responsibility to do the research for the proposal. All the information is included in the RFP. We are looking forward to the creative insights from bidders.
9	<p>Query</p> <ul style="list-style-type: none"> What is the total budget for this RFP? <p>Response</p> <ul style="list-style-type: none"> Bid price is proposed by the bidder. Comparative prices will be evaluated in Phase 3.
10	<p>Query</p> <ul style="list-style-type: none"> There are a lot of required documents that seem to apply to companies in South Africa, as our company is registered in China, we might not have access to some of these certificates/documents, and wanted to know how we can go about applying for them, or if they are applicable to companies that are not registered in South Africa. <p>Response</p> <ul style="list-style-type: none"> Those certificates not applicable to China are not requested to be submitted eg. B-BBEE, CSD.

Addendum received by the Tenderer and the contents thereof included in the Tender:

Signature(s)



25/9/2019

Name(s)

Date

Simon Wang

Capacity

Finance & Admin Manager - CHINTA.

(Name of organization)

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