



## SOUTH AFRICAN TOURISM

### REQUEST FOR INFORMATION - INTEGRATED EXHIBITION & EVENT SOLUTION

#### THE ORGANISATION AND OPPORTUNITY

South African Tourism (SAT) is a Schedule 3A Public Entity, listed in terms of the Public Finance Management, 1999 (Act No. 1 of 1999), and it is accountable to the Minister of Tourism. SAT is a public entity established in terms of section 2 of the Tourism Act, 2014, (Act No. 72 of 2014). In line with its mandate, SAT receives funds for its operations from government.

SAT's business includes three distinct areas of business focus and delivery, with different target markets and segments:

- I. International Leisure Tourism (travel trade and consumer); and Domestic Leisure Tourism (travel trade and consumer);
- II. Business events through the delivery unit the South African National Convention Bureau (Meetings, Incentives, Conferences, Exhibitions); and
- III. Quality Assurance of Tourism establishments through the delivery unit the Tourism Grading Council of South Africa.

South African Tourism is responsible for executing the two of the biggest trade show in South Africa the Africa's Travel Indaba (ATI) and Meetings Africa(MA). The mandate of these two shows is to create a platform for the African countries at large to engage with buyers of high quality in creating leads and converting leads into business. The platforms contribute in increasing tourist traffic into the country through business deals that are formed during the shows, this is our key mandate as the organization. For this objective to be achieved efficiently, South African Tourism needs an integrated exhibition and events management solution that will simplify and enhance the experience of the exhibitors, buyers and participants.

#### 1. Meetings Africa (<https://www.meetingsafrica.co.za/>)

In recent years, the global meeting industry has begun to recognize Africa as a sought-after destination. Meetings Africa showcases Africa's diverse offering of services and product where African associations and African meetings industry professionals can partner to help transform our continent. Meetings Africa serves as the primary platform to enable the growth of South Africa and the rest of the continents business events industry and ultimately contribute towards the transformation of the continents economic growth.

#### 2. Africa's Travel Indaba (<https://www.indaba-southafrica.co.za/>)

Africa's Travel Indaba is a Pan-African event, a deliberate strategy to boost the African economy. Africa's Travel Indaba is one of the largest tourism marketing events on the African calendar and one of the top three 'must visit' events of its kind on the global calendar. It showcases the widest variety of Africa's best tourism products and attracts international buyers and media from across the world. Africa's Travel Indaba is owned by South African Tourism and organised by Synergy Business Events (Pty) Ltd. Africa's Travel Indaba has won the awards for Africa's best travel and tourism show. This award was presented by the Association of World Travel Awards.

**The proposed solution should support the operations of the MA & ATI in the following ways:**

- Applications or online registration for Trade Shows
- User Access Control (role based)
- Email Notifications
- Participant Dashboard
- Seminar Management/Online Diary Management/Business Matchmaking
- Statistics and reports
- Approval or Rejection of Applications for: Visitors; Exhibitors (Sellers); Hosted Buyers
- Floor Plan simulations and stand design and approval (allocations)
- Automatic pre-population of repeat users' information
- Data Analytics and Simulations to aid decision-making and improve performance
- Contract Management
- Sponsor Management
- Product Management
- Logistics Management

South African Tourism is requesting proposals from firms which can provide an integrated exhibition and events management solution. The notice is aimed at testing the market for potential firms to be part of our dynamic team. Potential firms are required to forward their proposals for the solution, contact details, company profiles and proof that each is successfully registered on National Treasury's Centralised Supplier Database (CSD) via e-mail to The Supply Chain Sourcing Specialist, Ms Evah Mkwanazi, e-mail: [evah@southafrica.net](mailto:evah@southafrica.net)) by no later than 28 April 2020.

It must be noted that responses to this notice are not offers and South African Tourism does not intend to award a contract based on the responses to this notice, to pay for any information submitted, or for the use of such information. South African Tourism may invite suppliers for presentations and thereafter issue a Request for Proposal/Quotations (RFP/RFQ) for integrated exhibition and events management solution. Furthermore, this notice shall not limit any rights of SA Tourism, and SA Tourism reserves all its rights including but not limited to its rights to elect not to procure the solutions that are the subject of this notice and its right to procure them from a vendor that has not responded to this notice.

Yours in Tourism

Evah Mkwanazi