



**GENERAL TENDER CONDITIONS  
AND  
TENDER - REQUEST FOR PROPOSALS**

**SAT Tender Number 003/21**

**Digital Agency India**

**Date issued: 05 March 2021**

**Tender closing date: 30 March 2021 at 12h00**

**Non-compulsory briefing date: 15 March 2021 at 1200hr**

**ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)**

**THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2011, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT**

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## 1 INTRODUCTION

The South African Tourism Board (South African Tourism) was established by section 2 of the Tourism Act No 72 of 1993 and continues to exist in terms of section 9 of the new Tourism Act No 3 of 2014. SA Tourism is a schedule 3 A Public Entity in terms of schedule 3 of the Public Finance Management Act 1 of 1999.

The mandate of South African Tourism in terms of the Tourism Act is to provide for the development and promotion of sustainable tourism for the benefit of the Republic, its residents and its visitors. It is common cause that tourism is a strategic industry in terms of the National Tourism Sector Strategy as it supports government objectives of alleviating the triple challenges of unemployment, poverty and inequality.

The scope of South African Tourism's business includes four 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);
- III. Quality assurance of the tourism sector/industry through the delivery of both Visitor Experience and the Tourism Grading Council of South Africa.
- IV. Corporate - enhancing the South African Tourism brand

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 and also confers a constitutional right on every potential supplier to offer goods and services to the public sector when needed.

The submission of proposals will be in terms of this document. All information requested, must be supplied and all annexures completed, whether such information or annexure refers to the eventual tender or not. This information will form part of the eventual tender and must therefore be completed, as there will not be an opportunity to do so later. Thus, it is essential that the information supplied is both correct and true.

South African Tourism has a detailed evaluation methodology premised on Treasury Regulation 16A.3 promulgated under Section 76 of the Public Finance Management Act, 1999 (Act, No. 1 of 1999), the Preferential Procurement Policy Framework Act 2000 (Act, No.5 of 2000) read with Preferential Procurement Regulations 2017, and the Broad-Based Black Economic Empowerment Act, 2003 (Act, No. 53 of 2003).

## 2 CLOSING DATE

The closing date for the submission of proposals is **12h00 on Thursday, 30 March 2021**. No late submissions will be accepted.

## 3 E-PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

- 3.1 South African Tourism has developed and implemented an online e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by South African Tourism.

The portal is the official procurement portal for South African Tourism, which ensures an open, transparent, and competitive environment for any person participating in its procurement processes.

The portal enables a bidder to register as a supplier on the system and to RSVP to tender briefings and to submit tender responses on the portal.

The Portal's URL (<https://e-procurement.southafrica.net>) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, FireFox and Safari. Interested bidders should with immediate effect consider registering and submitting their bid proposals on the portal which has specifically been developed and implemented for this purpose.

The supplier user manual can be viewed and downloaded on South African Tourism's website at <https://www.southafrica.net/gl/en/corporate/page/tenders>.

Therefore, all bidders should note that the physical drop-offs and courier of bid responses to South African Tourism's physical address is no longer permitted. South African Tourism will not consider these bid proposals unless they are submitted through the e-procurement portal.

Prospective tenderers must periodically review both <http://www.southafrica.net/gl/en/corporate/page/tenders> and <https://e-procurement.southafrica.net> for updated information or amendments with regard to this tender, prior to due dates.

- 3.2 Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires and specifications in all respects, may invalidate the tender.
- 3.3 Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used.
- 3.4 Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.

#### 4. CONTACT AND COMMUNICATION

- 4.1 A nominated official of the bidder(s) can make enquiries in writing, to the specified person, Ajay Shah via email [ajay@southafrica.net](mailto:ajay@southafrica.net). Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.
- 4.2 Bidders are to communicate any technical enquiries through the nominated official in writing, no later than 15 March 2021.

All responses will be published by 16 March 2021 on the following links

<https://www.southafrica.net/gl/en/corporate/page/tenders>; and

<https://e-procurement.southafrica.net>.

- 4.2 Any communication to an official or a person acting in an advisory capacity for South African Tourism in respect of the bid after the closing date and the award of the bid by the Bidder(s) is discouraged.
- 4.3 All communication between the Bidder(s) and South African Tourism must be done in writing within the prescribed period.
- 4.4 Whilst all due care has been taken in connection with the preparation of this bid, South African Tourism makes no representations or warranties that the content of the bid or any information communicated to or provided to Bidder(s) during the bidding process is, or will be, accurate, current or complete. South African Tourism and its employees and advisors will not be liable with respect to any information communicated which may not be accurate, current or complete.
- 4.5 If Bidder(s) finds or reasonably believes it has found any discrepancy, ambiguity, error or inconsistency in this bid or any other information provided by South African Tourism (other than minor clerical matters), the Bidder(s) must promptly notify South African Tourism in writing of such discrepancy, ambiguity, error or inconsistency to South African Tourism to consider what corrective action is necessary (if any).
- 4.6 Any actual discrepancy, ambiguity, error or inconsistency in the bid or any other information provided by South African Tourism will, if possible, be corrected and provided to all Bidder(s) without attribution to the Bidder(s) who provided the written notice.
- 4.7 All persons (including Bidder(s)) obtaining or receiving the bid and any other information in connection with the Bid or the Tendering process must keep the contents of the Bid and other such information confidential, and not disclose or use the information except as required for developing a proposal in response to this Bid.

#### 5 SECURITY AND INTEGRITY CLEARANCE

All information documents, records and books provided by South African Tourism to any tenderer, in connection with the invitation to tender or otherwise, are strictly private and confidential. These will not be disclosed by any tenderer to any third party, except with the express consent of South African Tourism, which will be granted in writing prior to such disclosure. South African Tourism, however, reserves the right to disclose any information provided by any tenderer to any of the employees of South African Tourism for successful tenders.

A proposal for the award will be rejected if South African Tourism determines that the supplier recommended for the award, has engaged in corrupt or fraudulent activities in competing for the contract in question.

South African Tourism may require contractors to permit South African Tourism to inspect their accounts and records relating to the performance of the contract and to have them audited by auditors appointed by South African Tourism.

#### **5.1 FALSE INFORMATION**

Should the Tenderer:

- provide and/or provides South African Tourism intentionally or negligently with false and/or misleading information;
- intentionally or negligently omits any material fact;
- render any statement that may be misleading;
- or any subsequent information or representation of information, as it relates to this tender

Shall entitle South African Tourism, in its sole discretion forthwith, to disqualify the Tenderer and/or to immediately terminate any agreements subsequently entered into without prejudice to any of the rights South African Tourism has in terms of such agreement and/or any law.

#### **5.2 VAT, DUTIES AND OTHER TAXES**

Prices must be quoted inclusive of VAT and all other relevant taxes and duties (where applicable) should be shown separately.

5.2.1 The full price under this tender must be quoted in Indian Rupees (INR).

#### **6 SPECIAL TENDER CONDITIONS**

This tender and its acceptance will be subject to the terms and conditions described below.

South African Tourism is/will not be liable for any costs incurred in the preparation and delivery of tenders. However, South African Tourism will consider contributing set amounts only to shortlisted agencies for this tender who will participate during phase two of the tender process to assist with the preparation of final agency pitches.

All documents, samples and materials submitted as part of a tender become the property of South African Tourism, and yet in any event South African Tourism will not be liable for loss or damage to any documents, samples and materials submitted.

#### **6.1 TENDER SECURITY**

South African Tourism requires no proposal surety but reserves the right to review this position at contractual stages.

#### **6.2 DOWNSCALING OF WORK**

South African Tourism reserves the right to downscale the required services and associated costs, should the need arise. In such cases, South African Tourism will only downscale such services after every completed contractual period of 12 months. At least 3 months' written notice of such downscaling will be provided to the successful bidder.

#### **6.3 VALIDITY PERIOD**

The tender proposal must remain valid for at least six (6) months after the tender due date. All contributions/prices indicated in the proposal and other recurrent costs must remain firm for the period of the contract.

#### 6.4 COMPLETENESS OF THE SOLUTION

The tenderer must complete all documents in full and submit these with the proposal. Failure to comply with these requirements may invalidate the tenderer or disqualify the proposal.

Notwithstanding any possible shortcomings and/or inconsistencies in the specifications, the tenderer must ensure that the solution offered will form a complete, cost-effective and functional proposal for the whole project solution.

#### 6.5 CONTRACTUAL IMPLICATIONS

The tenderer must complete all documents in full and submit these with the proposal. Failure to comply with these requirements may invalidate the tenderer or disqualify the proposal.

- 6.5.1 Upon submission of the tender response, the Tenderer is unconditionally bound by the terms and conditions of the Request for Proposal (RFP) and the tender response. In the event of any conflict or confusion arising between the terms and conditions of the RFP and the tender response, the RFP shall prevail.
- 6.5.2 The Tenderer acknowledges that awarding of the Tender is based solely on the information supplied in the tender response, accordingly, the relevant Terms and Conditions of the Request for Proposal and the tender response will be incorporated in the subsequent written agreement, unless otherwise provided by South African Tourism.
- 6.5.3 Other than providing rights to South African Tourism, nothing in this Tender Request and tender response should be construed to give rise to South African Tourism having any obligations or liabilities whatsoever, express or implied.
- 6.5.4 The successful Tenderer shall only be entitled to render services and/or provide goods to South African Tourism once a separate written contract, which should be aligned to "GOVERNMENT PROCUREMENT GENERAL CONDITIONS OF CONTRACT" (Please visit <http://www.treasury.gov.za/divisions/ocpo/sc/GeneralConditions/default.aspx>) for further information issued in 2010 in this respect) and a service level agreement has been signed by both the Tenderer and South African Tourism, whereupon the Request for Proposal and tender response will cease to have force and effect.
- 6.5.5 The successful tenderer will assume sole responsibility, regardless of any third party or subcontracting agreements it may enter.
- 6.5.6 The terms and conditions of this Request for Proposal and any agreement entered between South African Tourism and Tenderer because of a successful proposal by the Tenderer to this Request for Proposal (RFP) shall always be interpreted and subject to the laws of the Republic of South Africa and the jurisdiction of the South Gauteng High Court in Johannesburg. The terms and conditions of this sub-clause 6.5.6 shall survive any subsequent contractual provision or agreement attempting to evade, amend or nullify the said provisions of this sub-clause 6.5.6 to the Request for Proposal.

#### 6.6 CONDITIONS OF PAYMENT

No service should be provided to South African Tourism in terms of this tender and no amount will become due and payable by South African Tourism before:

- a cost estimate and relevant 3<sup>rd</sup> party supporting documents (where applicable) has been provided by the service provider/supplier.
- an official purchase order or similar written instruction has been issued to the supplier where service delivery will be within the specified time scale after the receipt of the official purchase order or similar written instruction; and

Unless otherwise determined in the contract or other agreement, all payments due to creditors will be settled within 30 days from receipt of an invoice or, in the case of civil claims, from the date of settlement or court judgment. This implies that amounts owing will be paid within 30 days from receipt of invoice if the goods, works or services were delivered to the satisfaction of South African Tourism.

Notwithstanding any provisions in this document, no payment will become due or payable unless the invoice is accompanied with:

- a statement, reconciling all monies already paid and still outstanding; and
- all relevant supporting documentation.

All invoices to be issued must be issued in the relevant currency in which the contract is done with South African Tourism. No GST or VAT may be levied on work that meets the criteria of an export.

The tenderer shall be responsible for any foreign exchange losses incurred due to currency fluctuations, without having any recourse whatsoever against South African Tourism for such loss.

#### **6.7 QUALITY ASSURANCE**

All services rendered by the Tenderer, its personnel, agents or sub-contractors will be subject to on-going evaluation to determine its effectiveness and will be so guaranteed for the full contract period by the Tenderer after acceptance by South African Tourism.

#### **6.8 INTELLECTUAL PROPERTY RIGHTS**

All intellectual property rights, applicable to the awarded bidder, including, but not limited to, copyright, trademarks, design rights, patent rights, and other similar rights in the Request for Proposal and the tender response and in any works or products created as a result of the performance of the Tenderer in relation to this Request for Proposal and tender response, will vest in, and are hereby assigned to South African Tourism, unless specifically agreed otherwise, in the form of individual written Agreements signed by both parties.

#### **6.9 AWARDING OF CONTRACT**

Proven relevant experience and success, as well as the ability to deliver services required, will be important considerations. By the submission of tender, each submitter warrants that he/she/it is highly skilled, professional, competent, and experienced in the area for which he/she has tendered. Any work performed by a successful tenderer will be evaluated.

The tenderer also warrants that the service provided will be of a superior standard and is unlikely to cause undue difficulties.

In part or in full, the proposal may be awarded at the sole discretion of South African Tourism, to one or more concerns on a non-exclusive basis. Proposals that are qualified by a tenderer's own conditions may be rejected as being invalid, and failure of the submitter to renounce such conditions when called upon to do so may invalidate the proposal. This tender will be awarded on a project fee basis.

South African Tourism may request clarification or additional information regarding any aspect of the proposal. The tenderer must supply the requested information within 24 hours after the request has been made, otherwise, the tenderer may be disqualified. South African Tourism may also request a demonstration/presentation and submitters must comply with such a request within 24 hours or within such a time as mutually agreed.

#### **6.10 CONFLICT OF INTEREST, CORRUPTION AND FRAUD**

South African Tourism reserves its right to disqualify any bidder who either itself or any of whose members (save for such members who hold a minority interest in the bidder through shares listed on any recognized stock exchange), indirect members (being any person or entity who indirectly holds at least a 15% interest in the bidder other than in the context of shares listed on a recognized stock exchange), directors or members of senior management, whether in respect of South African Tourism or any other government organ or entity and whether from the Republic of South Africa or otherwise ("Government Entity")

- (a) engages in any collusive tendering, anti-competitive conduct, or any other similar conduct, including but not limited to any collusion with any other bidder in respect of the subject matter of this bid;
- (b) seeks any assistance, other than assistance officially provided by a Government Entity, from any employee, advisor or other representatives of a Government Entity to obtain an unlawful advantage in relation to procurement or services provided or to be provided to a Government Entity;
- (c) makes or offers any gift, gratuity, anything of value or another inducement, whether lawful or unlawful, to any of South African Tourism officers, directors, employees, advisors or other representatives;

- (d) makes or offers any gift, gratuity, anything of any value or other inducement, to any Government Entity's officers, directors, employees, advisors or other representatives to obtain any unlawful advantage in relation to procurement or services provided or to be provided to a Government Entity;
- (e) accepts anything of value or an inducement that would or may provide financial gain, advantage or benefit in relation to procurement or services provided or to be provided to a Government Entity;
- (f) pays or agrees to pay to any person any fee, commission, percentage, brokerage fee, gift or any other consideration, that is contingent upon or results from, the award of any tender, contract, right or entitlement which is in any way related to procurement or the rendering of any services to a Government Entity;
- (g) has in the past engaged in any matter referred to above; or
- (h) has been found guilty in a court of law on charges of fraud and/or forgery, regardless of whether a prison term was imposed and despite such bidder, member or director's name not specifically appearing on the List of Tender Defaulters kept at National Treasury.

#### **6.11 MISREPRESENTATION DURING THE LIFECYCLE OF THE CONTRACT**

The bidder should note that Tender terms will be incorporated in the proposed contract by reference and that South African Tourism relies upon the bidder's Tender as a material representation in making an award to a successful bidder and in concluding an agreement with the bidder.

Therefore, it follows that misrepresentations in a Tender may give rise to service termination and a claim by South African Tourism against the bidder notwithstanding the conclusion of the Service Level Agreement between South African Tourism and the bidder for the provision of the Service in question. In the event of a conflict between the bidder's proposal and the Service Level Agreement concluded between the parties, the Service Level Agreement will prevail.

#### **6.12 PREPARATION COSTS**

The Bidder will bear all its costs in preparing, submitting and presenting any response or Tender to this bid. Furthermore, no statement in this bid will be construed as placing South African Tourism, its employees or agents under any obligation whatsoever, including in respect of costs, expenses or losses incurred by the bidder(s) in the preparation of their response to this bid.

#### **6.13 INDEMNITY**

Suppose a bidder breaches the conditions of this bid and, as a result of that breach, South African Tourism incurs costs or damages (including, without limitation, the cost of any investigations, procedural impairment, repetition of all or part of the bid process and/or enforcement of intellectual property rights or confidentiality obligations). In that case, the bidder indemnifies and holds South African Tourism harmless from any and all such costs which South African Tourism may incur and for any damages or losses South African Tourism may suffer

#### **6.14 PRECEDENCE**

This document will prevail over any information provided during any briefing session whether oral or written, unless such written information provided, expressly amends this document by reference.

Prospective tenderers must periodically review the following links for updated information or amendments with regard to this tender, prior to due dates.

<https://www.southafrica.net/gl/en/corporate/page/tenders>; or

<https://e-procurement.southafrica.net>.

#### **6.15 LIMITATION OF LIABILITY**

A bidder participates in this bid process entirely at its own risk and cost. South African Tourism shall not be liable to compensate a bidder on any grounds whatsoever for any costs incurred or any damages suffered because of the Bidder's participation in this Bid process.



**6.16 TAX COMPLIANCE (Only applicable to legal entities registered within South Africa)**

No tender shall be awarded to a bidder who is not tax compliant. South African Tourism reserves the right to withdraw an award made, or cancel a contract concluded with a successful bidder if it is established that such bidder was in fact not tax compliant at the time of the award or has submitted a fraudulent Tax Clearance Certificate to South African Tourism, or whose verification against the Central Supplier Database (CSD) proves non-compliant. South African Tourism further reserves the right to cancel a contract with a successful bidder if such bidder does not remain tax compliant for the full term of the contract.

The Central Supplier Database (CSD) and the tax compliance status PIN are the approved methods of verifying the tax compliance of a bidder. The South African Revenues Services (SARS) does not issue Tax Clearance Certificates anymore but has introduced an online provision via e-Filing, for bidders to print their own Tax Clearance Certificates which they can submit with their bids or price quotations.

South African Tourism will therefore accept printed or copies of Tax Clearance Certificates submitted by bidders but will verify their authenticity on e-Filing.

This is applicable for all individual bidders and their sub-contractors (if any) and also consortiums or joint ventures.

**6.17 TENDER DEFAULTERS AND RESTRICTED SUPPLIERS**

No tender shall be awarded to a bidder whose name (or any of its members, directors, partners or trustees) appear on the Register of Tender Defaulters kept by National Treasury, or who have been placed on National Treasury's List of Restricted Suppliers. South African Tourism reserves the right to withdraw an award, or cancel a contract concluded with a Bidder should it be established, at any time, that a bidder has been blacklisted with National Treasury by another government institution.

**6.18 GOVERNING LAW**

The law of the Republic of India governs this bid and the bid response process. The bidder agrees to submit to the exclusive jurisdiction of the Indian courts in any dispute of any kind that may arise out of or in connection with the subject matter of this bid, the bid itself and all processes associated with the bid.

**6.19 RESPONSIBILITY FOR SUB-CONTRACTORS AND BIDDER'S PERSONNEL**

A bidder is responsible for ensuring that its personnel (including agents, officers, directors, employees, advisors and other representatives), its sub-contractors (if any) and personnel of its sub-contractors comply with all terms and conditions of this bid. If South African Tourism allows a bidder to make use of sub-contractors, such sub-contractors will always remain the responsibility of the bidder and South African Tourism will not under any circumstances be liable for any losses or damages incurred by or caused by such sub-contractors.

**6.20 CONFIDENTIALITY**

Except as may be required by operation of law, by a court or by a regulatory authority having appropriate jurisdiction, no information contained in or relating to this bid or a bidder's tender(s) will be disclosed by any bidder or other person not officially involved with South African Tourism's examination and evaluation of a Tender.

No part of the bid may be distributed, reproduced, stored or transmitted, in any form or by any means, electronic, photocopying, recording or otherwise, in whole or in part except for the purpose of preparing a Tender. This bid and any other documents supplied by South African Tourism remain proprietary to South African Tourism and must be promptly returned to South African Tourism upon request together with all copies, electronic versions, excerpts or summaries thereof or work derived therefrom.

Throughout this bid process and thereafter, bidder(s) must secure South African Tourism's written approval prior to the release of any information that pertains to (i) the potential work or activities to which this bid relates; or (ii) the process which follows this bid. Failure to adhere to this requirement may result in disqualification from the bid process and civil action.

**6.21 SOUTH AFRICAN TOURISM PROPRIETARY INFORMATION**

Bidder will on their bid cover letter make declaration that they did not have access to any South African Tourism proprietary information or any other matter that may have unfairly placed that bidder in a preferential position in relation to any of the other bidder(s).

**6.22 AVAILABILITY OF FUNDS**

Should funds no longer be available to pay for the execution of the responsibilities of this bid (RFP SAT 003/21, South African Tourism may terminate the Agreement at its own discretion or temporarily suspend all or part of the services by notice to the successful bidder who shall immediately make arrangements to stop the performance of the services and minimise further expenditure: Provided that the successful bidder shall thereupon be entitled to payment in full for the services delivered, up to the date of cancellation or suspension.

**6.23 ANTI-CORRUPTION COMPLIANCE**

South African Tourism is committed to conducting its business ethically and to achieving and maintaining the highest standards of corporate governance, particularly in respect of anti-corruption compliance. We require all our business partners, suppliers, vendors, contractors and service providers, who play an important and valued role in our continuing business success, to behave ethically and to avoid engaging in corrupt business activities.

Successful bidders will be required to undertake contractually that, in carrying out their responsibilities on behalf of South African Tourism, neither they nor their owners, officers, directors, employees, or their agents or subcontractors will pay, offer, or promise to pay, or authorize the payment directly or indirectly, of any money, gift, or anything of value to any government official or anyone else for the purpose of influencing any act or decision of such official or of the government to obtain or retain business, or to direct business to any person.

**6.24 FRONTING**

South African Tourism supports the spirit of broad-based black economic empowerment and recognizes that real empowerment can only be achieved through individuals and businesses conducting themselves in accordance with the Constitution and in an honest, fair, equitable, transparent and legally compliant manner. Against this background, South African Tourism condemns any form of fronting.

South African Tourism, in ensuring that Bidders conduct themselves in an honest manner will, as part of the bid evaluation processes, conduct or initiate the necessary enquiries/investigations to determine the accuracy of the representation made in bid documents. Should any of the fronting indicators as contained in the Guidelines on Complex Structures and Transactions and Fronting, issued by the Department of Trade and Industry, be established during such enquiry/investigation, the onus will be on the Bidder/contractor to prove that fronting does not exist. Failure to do so within a period of 14 days from the date of the notification may invalidate the bid/contract and may also result in the restriction of the Bidder /contractor to conduct business with the public sector for a period not exceeding ten years, in addition to any other remedies South African Tourism may have against the Bidder/contractor concerned.

Should fronting be inferred or detected, it will be referred to the BEE commission for investigation.

**6.25 SUPPLIER DUE DILIGENCE**

South African Tourism reserves the right to conduct supplier due diligence prior to final award or at any time during the contract period. This may include site visits and requests for additional information.

**6.26 DURATION OF THE CONTRACT**

South African Tourism intends to enter into a 36 (thirty-six) month contract and service level agreement with the successful bidder. A service level agreement/contract, with performance indicators based on the specification of the bid, will be concluded with the successful bidder to facilitate contract management and performance monitoring. The said agreement will quantify cost-benefits and mitigate risks to South African Tourism whilst protecting the successful bidder from scope creep.

Deliverables will be monitored continuously to ensure that products/services are delivered in accordance with the conditions of the contract. The preferred bidder will be required to submit performance reports, i.e. through a progress tracking report after the completion of each individual project.

## **7 TERMINATION OF CONTRACT**

South African Tourism reserves the right to curtail the scope of any tender awarded or to curtail any aspect of any tenderer. In the event of any such curtailment, the tenderer will have no claim against South African Tourism.

South African Tourism also reserves the right to terminate, in South African Tourism's sole discretion and without providing any reason for the termination, the award of any proposal to any party if such party breaches, on 2 or more occasions, any component of the Service Level Agreement to be signed by both the supplier and South African Tourism.

## **8 PROPOSAL SUBMISSION**

All annexures must be completed in full, using the given numbering format. All attachments or references to attachments must be clearly marked and specific to the information required. Compliance or Non-compliance with detailed information must be indicated per paragraph as per numbering format if there are additional and/or alternative products/services, options must be separately tendered for in the form of a separate proposal, and with a complete schedule describing deviations from specifications and technical brochures must be submitted where applicable.

Own conditions submitted by small, micro-enterprises will be considered sympathetically by South African Tourism, however, South African Tourism reserves the right to call upon the tenderer to renounce such conditions.

If any of the conditions on this tender form conflict with any special conditions, stipulations or provisions incorporated in the tender, such special conditions, stipulations or provisions will apply.

### **ANNEXURES TO TENDER - REQUEST FOR PROPOSAL**

#### **8.1 ANNEXURE A: DETAILED SPECIFICATION OF GOODS & SERVICES**

#### **8.2 ANNEXURE B: COMPANY INFORMATION**

The affidavit provides vital information required to evaluate a tender. It is therefore compulsory that the document be completed and stamped by a Commissioner of Oath. (An oath commissioner is appointed by the Registrar of respective High Court under whose jurisdiction the appointment is to be made or a notary is adjusted by the State Government of the Central Government under Indian Notaries Act.)

In the case of more than one party participating in a joint venture that jointly submits a tender for work, the information of all legal entities participating in the joint venture must be provided.

#### **8.3 ANNEXURE C: DETAILED BREAKDOWN OF TOTAL COST AND STANDARD SERVICES**

#### **8.4 ANNEXURE D: ACCEPTANCE OF GENERAL TENDER CONDITIONS OF SOUTH AFRICAN TOURISM**

#### **8.5 ANNEXURE E: DECLARATION OF INTEREST FOR TENDERS**

#### **8.6 ANNEXURE F: TENDER ENTERPRISE DECLARATION AFFIDAVIT:**

An affidavit detailing the company structure, classification, sector, assets etc. of a firm is required. The affidavit provides vital information required to evaluate a tender e.g. the SMME/ HDI status of a firm may be ascertained from the information provided. It is therefore compulsory that the document be completed and stamped by a Commissioner of Oath. (SMME/HDI status for South African bidders only.)

**8.7 ANNEXURE G: NATIONAL TREASURY CENTRALISED SUPPLIER DATABASE (only applicable to legal entities registered in the Republic of South Africa)**

- (a) Bidders are required to be registered on the Central Supplier Database and the National Treasury shall verify the bidder's tax compliance status through the Central Supplier Database.
- (b) Where Consortia / Joint Ventures / Sub-contractors are involved, each party must be registered on the Central Supplier Database and their tax compliance status will be verified through the Central Supplier Database. Consortia and Joint Ventures are also expected to register the respective Consortia and Joint Ventures on CSD.
- (c) Bidder(s) must be compliant when submitting a proposal to South African Tourism and remain compliant for the entire contract term with all applicable tax legislation, including but not limited to the Income Tax Act, 1962 (Act No. 58 of 1962) and Value Added Tax Act, 1991 (Act No. 89 of 1991).
- (d) It is a condition of this bid that the tax matters of the successful bidder be in order, or that satisfactory arrangements have been made with the South African Revenue Service (SARS) to meet the bidder's tax obligations.
- (e) The Tax Compliance status requirements are also applicable to foreign bidders/individuals who wish to submit bids.
- (f) It is a requirement that bidders grant a written confirmation when submitting this bid that SARS may on an ongoing basis during the tenure of the contract disclose the bidder's tax compliance status and by submitting this bid such confirmation is deemed to have been granted.

Bidders who are not registered on CSD can do so on <https://secure.csd.gov.za/>

**8.8 ANNEXURE H: DECLARATION OF BIDDER'S PAST SUPPLY CHAIN MANAGEMENT PRACTICES**

This annexure serves as a declaration to be used by institutions in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse of the supply chain management system.

The tender of any tenderer may be disregarded if that tenderer or any of its directors have:

- Abused the institution's supply chain management system;
- Committed fraud or any other improper conduct in relation to such system; or
- Failed to perform on any previous contract.

**8.9 ANNEXURE K: CERTIFICATE OF INDEPENDENT BID DETERMINATION****9 ANNEXURE A: DETAILED SPECIFICATION OF GOODS AND SERVICES****9.1 BACKGROUND ON SOUTH AFRICAN TOURISM**

South African Tourism was established by section 2 of the Tourism Act No 72 of 1993 and continues to exist in terms of section 9 of the new Tourism Act No 3 of 2014. South African Tourism is a schedule 3 A Public Entity in terms of schedule 3 of the Public Finance Management Act 1 of 1999.

"Objects of the Tourism Act 3 of 2014" which are to:

- a. promote the practising of responsible tourism, contemplated in subsection (2) of the act, for the benefit of the Republic and for the enjoyment of all its residents and foreign visitors;
- b. provide for the effective domestic and international marketing of South Africa as a tourist destination;
- c. promote quality tourism products and services;
- d. promote growth in and development of the tourism sector; and
- e. enhance cooperation and coordination between all spheres of government in developing and managing tourism.

**9.2 SOUTH AFRICAN TOURISM'S BUSINESS UNITS AND COUNTRY OFFICES**

South African Tourism executes a broad spectrum of segment-specific marketing activities and support activities throughout the world through its various Business Units.

Details of these are as follows:

1	Office of the CEO	Internal Audit
		Corporate Governance
		Corporate Legal Services
2	Chief Strategy Officer	Insights
		Analytics
		Strategy and Innovation
3	Chief Financial Officer	Financial Management
		Supply Chain and Asset Management
4	Chief Convention Bureau Officer	Meetings, Incentives, Conference & Exhibitions
		Strategic Events and Exhibitions
		Business Events development and Services Support
		Mega events including but not limited to Africa's Travel Indaba and Meetings Africa
5	Chief Operations Officer	Human Capital
		Information and Communications Technology
		<b>Domestic (South Africa)</b>
		<b>Africa</b>
		East Africa (Kenya, Tanzania, Uganda)
		West Africa * (Nigeria, Ghana)
		Africa Land Markets (Botswana, Lesotho, Malawi, Mozambique, Namibia, Eswatini, Zambia, Zimbabwe)
		Angola
		<b>Europe</b>
		<i>South Europe Hub</i>
		France *
		Spain
		Portugal
		Italy
		<i>Central Europe hub</i>
		Germany *
		Austria
		Switzerland
		<i>UK and Ireland Hub</i>
		UK *
		Ireland
		<i>North Europe Hub</i>
		Netherlands *
		Belgium
		Nordics
		<b>Americas</b>
		<i>North Americas Hub</i>
		US *
		Canada
		<i>South Americas Hub</i>
		Brazil
Argentina		
Chile		

		<b>Asia, Australasia and the Middle East</b>
		<i>Australasia</i>
		Australia*
		New Zealand
		<i>MEISEA</i>
		India *
		Singapore
		Malaysia
		Turkey
		UAE
		<i>Asia Pacific</i>
		China *
		Japan*
		<b>South African Missions</b>
6	Chief Marketing Officer	Brand and Marketing
		Global Public Relations and Communications
7	Chief Quality Assurance Officer	Brand Experience
		Global Trade Relations
		Tourism Grading Council
		Visitor Experience

\* SA Tourism operates physical offices

### 9.3 BUSINESS CASE

Indian travellers are not convinced that South Africa's value proposition as a tourist destination is compelling enough to drive visitation. This, coupled with functional barriers such as an unpredictable visa issuance regime, safety and security concerns, lack of direct flights and limited product diversity have also proven to be points of impediment for travellers.

The majority of the world's national tourism boards are represented in India, resulting in the outbound market being highly competitive and the Indian international travellers being inundated with offerings from competitor destinations. South African Tourism is looking for a digital agency that will allow us to break through the clutter and ensure that Destination South Africa is easily recognisable amongst our competitors. Our digital agency needs to be able to use an insights-based approach to inspire Indian travellers and activate their desire to travel to South Africa. The agency will have to be able to localise the South African Tourism global brand for local execution and provide integrated end-to-end solutions across all digital platforms. The development of consumer and trade social media initiatives, language specific community management (including translation) and database collation and management will all form part of the expectation.

The winning bidder will have a good understanding of the tourism industry; sales and buying cycles; retail and sales marketing; consumer insights and source opportunities for brand associations/partnerships to elevate our brand and to ensure synergies with trusted brands in the region. The agency is required to also liaise with global and local agencies if and or when required. The winning agency will be requested to avail themselves to partake in certain SA Tourism business activities (e.g. business planning, brand reviews, hosting's, etc.) - some of which may take place in South Africa.

This tender is for India but the South African Tourism India office can commission work for other markets (listed under paragraph 9.2) on a needs basis. The commissioned agency will need to render/bill these services through their India office only in INR. Please note:

(i) this is NOT a global tender

(ii) No affiliates in other countries will be required as the India agency must operate and liaise from India

## A. OPERATING ENVIRONMENT

South Africa's performance has grown over the past few years but still does not index as strongly as New Zealand, Australia, US, France or Thailand in terms of brand strength. Key barriers in the customer journey affect our ability to deliver arrivals. These barriers include concerns for personal safety; perceived to be expensive, uncertain about political climate; concern about health risks coupled with no direct airlift from India. Visa issuance has been problematic in the past, and South Africa is launching an e-visa application scheme in India that should address one of our barriers but will require amplification to ensure that all role players are aware of the change. Post COVID-19 health and safety protocols of the country will be crucial along with the economic impact the pandemic has had on the traveller.

South African Tourism in India has always worked predominantly through the trade, but we have seen a consumer shift away from traditional channels. Insights indicate that consumers are looking for new experiences and new areas of South Africa to explore. Our new approach should explore how do we reach these new consumers from awareness to conversion in a seamless manner, whilst still servicing our traditional trade market.

## B. TARGET AUDIENCE

The majority of travellers to South Africa fall into the 25 - 44-year-old category and most of them will be first time travellers. The configuration is very evenly split between MICE (28 %), holiday (34 %) and business travellers (18 %), with Visiting Friends and Relatives (8 %) contributing slightly less.

The majority of travellers are independent travellers (i.e. they purchase from more than two points), followed by fully inclusive travelers. Trade still plays an integral part in the channel, but we are see a movement to more fully independent travellers that book digitally/online and/or through alternative channels.

Lead times are short - the majority book and travel within 30 days - but this could substantially change because of the pandemic.

Lifestyle activities are very popular, followed strongly by wildlife and natural attractions. The beautiful scenery and friendly people are the biggest sources of satisfaction, with safety and security the biggest concern.

Recommendation rates from travellers that have visited South Africa are very high.

The majority of travellers to South Africa travel during the monsoon period (April to June with a May peak) and we have a smaller secondary peak over Diwali.

South African Tourism India's focused target audiences are as follows:

### I. MILLENNIALS

Millennial travellers are the first generation of digital-natives and they have very different priorities as compared to other generations. This segment is using new channels and platforms not all yet explored by South African Tourism. There are over one billion millennials in APAC of which a third is in India. India's millennials are 30 % of the population, but they contribute 38 % of the nation's total gross income.

Indian millennials are tech-savvy and hyper-connected. They have grown up online and on social media and have an 'always on' mindset. They are fearless and open to travel. Pre-pandemic, they were positive about the future and 80 % of Indian millennials expected the economy to improve.

Indian millennials require high impact, packed itineraries and are open to explore the 'unknown'. They are keen users of social media and use their travels to boast online about having visited places never seen before, touched before, places that are off the beaten track and have not been explored before by their peers and/or tribe.

## II. FAMILIES

Globally, Indian travellers are the most family-orientated and prefer destinations that offer fun activities for all (multi-generational travel). Indian families are more predisposed to travel internationally than ever before: In 2013 the frequency at which Indian families took leisure trips abroad was 21 months, but today that has shrunk to 13 months.

Travel requirements include the comfort of wanting to travel in groups and experience the local culture and tasting local produce. Families often travel with children and although their spending power may be less than younger couples or solo travellers, they maximise their vacation with as many activities as possible.

The segment craves privacy, space, new products coupled with safety and assurances along the way. They want the destination to walk them through their potential journey.

## III. MICE AND CORPORATE

Pre-pandemic India expected to witness an impressive rise in MICE travel. The country's outbound MICE travel was expected to reach USD9 billion by 2025. South Africa's beautiful scenery, wildlife, beaches and wine have kept leisure tourism as the sector's key contributor, but the contribution from the MICE sector has increased in recent years. South African Tourism has recognized the untapped potential in this market and has elevated MICE as a key priority. South Africa is the leading MICE destination in Africa and is aiming to expand the product offering beyond Cape Town to include other metros (e.g. Johannesburg and Durban) and to introduce the potential and offering of secondary cities.

Business travel and tourism are an investment that drives great return over a period of time. This does not only include the conference and meetings industry (i.e. corporates travelling to meet international buyers and sellers and attending important global events), but the incentive industry also plays a crucial role. Corporates often incentivize suppliers and their own staff to travel to exotic locations as part of their strategy to enhance and reward performance.

Companies in India are realizing the benefits that accrue to their businesses from organizing MICE trips and travelling happens throughout the year. In addition to Indian corporates expanding their global footprint, we have seen a rise in leisure travel - business executives travelling overseas incorporating leisure into their business trips. Often families are incorporated in these trips and the majority of time this leads to an extension on length of stay. The expectation is that this trend will grow even more in the future.

Awareness of newer destination, flight connectivity and cheaper airfares are the major demand drivers for outbound MICE from India. Travellers in this segment are seeking something new, require a seamless ease of accessing South Africa and want their employees/suppliers/clients to explore more and experience things beyond the norm.

## IV. TRADE

Traditional trade continues to be a target group as the expertise of tour operators/travel specialists continues to hold sway for the family segment and first-time travellers in India's Tier-II and Tier-III markets. The travel trade in India today have introduced hybrid clicks & bricks model which has seen strong uptake given an omni-channel experience, providing customers with the option to book their travel online and continuing their journey offline at their closest tour operator. This ensures that the destination and its endless products are available both online and offline through a travel operator that the consumer trusts.

### 9.3.1 SCOPE OF WORK

#### A. CAMPAIGN STRATEGY

South African Tourism India is looking for a digital agency to deliver a campaign development and fulfilment strategy with strong integration across all digital platforms (SA Tourism and partner owned). The strategy needs to be multipronged but integrated, addressing the entire digital spectrum and the entire customer journey from awareness to conversion. The strategic approach should provide clarity on direction and intention on organic vs paid media, brand partnerships, influencers, online communities, etc. The strategy



must also provide clear direction on community, reputation, narrative and barrier management against the environment provided with an agility to adjust to a mid- and post-pandemic environment.

Apart from creating a localized strategy + content for the India market, the winning agency will also be expected to localize the global strategy to make it relevant for local audiences and increase engagement across all steps of the consumer and purchasing cycle.

Post COVID it is important we understand consumer mindset and thought processes in order to respond to their needs proactively and with agility. There is a lack of understanding of who our potential customers are and what they're saying about us, their needs and pain points, and their potential buying behaviours. Our expectation is that the agency will do an analysis of the entire traveller's journey and ecosystem, from awareness to consideration, from promotion to purchase, etc.)

The agency must also be able to adapt and tweak the strategy to the ever-changing travel landscape and customer mindset in a post COVID-19 world. Where there's change, there are new possibilities. The agency must seize opportunities, take action, transform, and move forward.

- Perception: how many people are talking about the brand
- Consideration: how many people are hinting at making a purchase (what is their background, demographics, interests, etc.)
- Purchase: Which audiences made a purchase; what led them to do so
- Service: who is commenting on the service provided and how do they feel about it
- Retention: what is the satisfaction level of customers
- Loyalty: who is expressing they are committed to your brand by specific emotions like love and joy and other indicators

#### Evaluation:

- South African Tourism is looking for 'digital that sells and build' and in evaluating the digital strategy, we will pay particular attention to the agency's ability to interpret the global brand strategy and the subsequent creation of localised promotional/sales driven/retail campaign. The strategy needs to ensure that SA Tourism has a thriving digital community as way of creating customer engagement, community growth and loyalty.
- The agency must be proficient in multiple Indian languages like Hindi, Marathi and Tamil to monitor content in those languages as well
- The strategy must demonstrate an understanding of the peculiarities of tourism retail and sales marketing, as well as the sales cycle.
- The strategy must demonstrate a complete understanding of the customer journey right from the purchasing cycle to the end journey by ensuring all digital touchpoints and experiences work towards creating a positive sentiment about the brand
- The strategy must validate the audience selection, how the brand will be built per target segment and why certain elements (e.g., new niche markets, featured experiences, influencer suggestions) were included.
- The strategy must clearly address the usage of influencers, micro-influencers, etc. SA Tourism will pay particular attention to the ROI that can be derived from limited budget, selection of proposed influencers vs projects, matching of proposed influencers to the South African Tourism brand and how the strategy will enable to South African Tourism to break through the clutter.
- Channel/platform selection must be corroborated with audience categories with a clear indication of how data, analytics, etc. were used in the decision-making process. Once briefed, the agency can request South African Tourism for insights which will then help the agency determine the channel selection. The channel selection must be corroborated with audience categories showcasing reasons on why the channel/medium would suit South African Tourism
- The strategy must include benchmarking and outcomes-based ROI. The strategy must show longevity after the specified campaign period.
- Develop an excellent content marketing strategy that covers end to end techniques and tactics by using the most relevant content to serve, attract, convert, retain and engage the target audience
- The strategy must include optimization of the website to get higher rankings in organic search results (i.e. ensure an SEO optimized website that is easily understood by search engine crawlers that will increase the chances of ranking higher in SERPS (search engine results pages).
- Optimize SEM to motivate potential travellers to book/convert.

- conduct comprehensive research as part of the SEM keyword management strategy
- South African Tourism often works with partners (traditional and non-traditional) and part of the strategy needs to indicate the selection of partners and how the campaign strategy will create a win-win for both partners.
- Due to the uncertain times around the pandemic, the strategy must address the volatile environment we operate in and contingency plans to mitigate that.

## B. CAMPAIGN MECHANICS AND EXECUTION

SA Tourism is specifically looking for an agency that brings in conversion, audience growth & retention into the execution of the campaign. Execution could entail an adaptation of global creative or locally developed created against market needs. South African Tourism is looking for an end-to-end solution and the digital agency appointed should also be able to buy media and purchase all elements when required (this includes collateral, media buy across all channels, imagery and videos from third party, etc.). Quick turnaround time for production of imagery + videography will be crucial. The imagery and videography needs to be captivating and engaging to keep the consumer interested at all times. The agency should develop a social media platform road map that articulates why SAT is on social media, channel by channel, and what they would like to accomplish. A digital image cleanse of the website, social media handles along with a profile cleanse should also be included

### Evaluation:

- The digital campaign must be executable through varied platforms and must reach a diverse set of audience on those platforms
- Considering the market conditions (high congestion) in India, the evaluation will be performed against how identifiable and 'ownable', the execution is for South Africa.
- It is important that all actions on the digital platforms whether campaigns or creative, must resonate with our Indian target markets and display a strong call to action. Our digital platforms need to be highly engaging with enthralling imagery.
- Execution must be shown both as localisation from global brand as well as the development of new creative.
- All the executions must be suitable for the required purpose for both consumer and trade
- The campaign must show longevity beyond the campaign period.
- Campaign mechanics and management must be clearly explained.
- If the agency does any media buy for South African Tourism, it needs to show proficiency in the standard tracking used by South African Tourism (Google stack, Facebook Analytics, Twitter Analytics, etc.) and how that can be integrated into the South African Tourism GA dashboard.
- Development of a digital toolkit for both trade and media which would also include development of e-presentations, development of eye-catching creative communication solutions, etc.
- South African Tourism is looking for an end-to-end solution. The campaign mechanics must include a project plan on how the various executions and underlying logistics will be co-ordinated and managed.
- Audience management and optimization is key (ex: building audience buckets, conversion journey tracking, re-targeting, others)
- 24/7 response availability and support system for any crisis communications management
- Showcase how analytics are employed to inform and predict conversational opportunities
- Sentiment reporting and 24/7 detection of conversations.
- Online behaviour segmentation to create customer/buyer personas.

## C. MEASUREMENT AND REPORTING

Although measurement and reporting have been included in the campaign element, we will evaluate the agency separately on their ability to monitor any campaigns and market conditions, including individual elements of the campaign. We request actionable advice on how to rebuild and thrive in the current marketing environment which would include implications, takeaways, data-led insights, etc. that would help us achieve our targets and grow.

### Evaluation:

- Interval reporting (this will be decided on per campaign) must be supplied against objectives, inclusive of sentiment tracking, performance, awareness, etc.
- The agency needs to show an integration model on how they will collaborate with other in-country agencies, SA Tourism's global agencies, etc. The model must show how learnings can be integrated across all the above.
- South African Tourism will expect images testing to be done for all campaigns - testing parameters and hypothesis to be jointly decided on by SA Tourism and the agency - and the report feedback must include optimisations. AB testing is mandatory for all campaigns which will include full performance analysis of content and imagery recommendations for optimisation.
- The report must showcase the level of engagement and reach for each post/campaign which includes shares, saves, likes etc. The agency should be able to advise on which of the factors contributed to the success of the campaign/post
- Post report campaign results must include full decks of data and the accompanying insights which will also showcase community, reputation, and narrative management across various digital verticals (social media channels, blogs, vlogs and other online communities)
- A comprehensive framework of tools (including the maintenance of visualisation tools to South African Tourism) must be included.
- The chosen agency will have to work with the media buying agency (where appropriate) to evaluate the success/ failure of the campaign using industry approved tools.

#### D. INTELLIGENCE AND INFORMATION USAGE

South African Tourism understands that we are operating in a constantly changing environment and that attitudes towards travel will not remain static. Our expectation would be that our agency will have the ability to monitor these constant consumer changes through our campaign work and contribute to our insights deck. The agency will also have to provide intelligence on our competitors through competition mapping along with showcasing the tools used by them digitally. It is imperative that the agency understands social algorithms, audience segmentation and analytics in its full capacity. The agency should conduct quarterly trainings for the in-market SA Tourism staff on trends, tech updates, campaigns do's and don'ts, updates on social algorithms, update on new channels and latest measurement technics and tools, etc.

Evaluation:

- SA Tourism would wish to see which data was used, how it was used, how it was authenticated (throughout the process) and what analysis was done.
- The agency will have to be able to deliver an insight report with learnings after every campaign element and a complete insights deck on campaign completion.
- The agency must indicate how 'live' insights will be delivered and cross-reference how these updated insights will be used to optimise the campaign, as well as how these insights will be used to craft and define future campaigns.
- Basis intelligence generated the digital agency must also aim to expand brand presence across all digital platforms including social media and also help in identification of new social/digital platforms

#### 9.3.2 ADDITIONAL DOCUMENTATION

##### A. AGENCY CREDENTIALS

The agency will be expected to present a body of evidence that clearly illustrated their ability to interpret global brand strategies and the localisation of promotional, sales driven and retail campaigns. The case studies must include promotions that were created and developed for DMOs and/or other tourism players. Please clearly indicate the linkage of the performance of the campaign to the relevant sales performance. Case studies must include campaigns that were executed over multiple platforms and illustrate an end solution.

**B. SERVICING TEAM**

Senior Management and Executive Management should be part of the servicing team. A minimum of 7 years of experience in the industry is crucial. The servicing team that would potentially service the account should be active participants during the pitch along with the business development/sales team. The servicing team should be strategic, creative and bring the brand to life.

**9.3.3 PITCH PRESENTATION**

All agencies will be expected to present a short pitch revert against the background, environment and scope of work stated above. The pitch presentation also needs to address the below:

Prepare an engaging call to action campaign for business and leisure consumers, clearly indicating when it would be appropriate to commence this campaign and how/if South African can leverage occasions in the Indian calendar. Clearly indicate how this campaign will reposition South Africa's offering once COVID-19 has ended and/or travel resumes as per the new normal.

*The campaign should ensure a top of mind recall for the destination during the current COVID-19 crisis. Clearly indicate the channels, messaging and platforms require to dominate the consumer travel preference. The campaign must be multi-platform, integrated and show how and end to end solutions will be delivered.*

Based on the current COVID-19 crisis, show your understanding of the consumers' concerns and how South African Tourism should address them.

Evaluation:

The campaign would be evaluated against the evaluation criteria supplied above for the various aspects.

**9.3.4 PRICING SCHEDULE****Share a commercial proposal for a 3-year project based contract with South African Tourism Tender 003/21.**

With reference to the above tender, the contract period for the successful bidders will be for a period of three years. We therefore are inviting the shortlisted bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline.

Please note this tender is for an agency that will be used on a project/needs basis by South African Tourism in India, but may be required to do work for any other business units of South African Tourism. The agency, while quoting their estimates, must take the above scope of work into consideration along with providing solutions to the business problems listed above. The price quoted by the agency during submission will be used whilst evaluation. However, it is important to note that this is not a fixed retainer amount and the agency will be briefed per project during the year.

A detailed price schedule should be included in the proposal where the following should be considered:

- Agency fees basis projects i.e. responsibilities, levels of seniority, creatives, client service, strategy, production management etc.
- In-house rate for the resources
- Mark-up policy on external costs, i.e. third-party production, etc.
- Full disclosure of commercial agreements with partners, where South African Tourism is a beneficiary, where gratuitous services and inter-agency agreements are applied, i.e. total transparency for all commercial deals relating to South African Tourism
- Indicate any once-off costs that may occur

It is however important to note that South African tourism will contract based on project fee model structure only.

**9.4 COMPETITIVE BIDDING PROCEDURE:**

South African Tourism is issuing this tender through a competitive bidding procedure because there are sufficient suppliers/service providers in the market to afford the opportunity to be considered for the bid. As a schedule 3A Public Entity in terms of schedule 3 of the Public Finance Management Act 1 of 1999, South African Tourism fully conforms and supports the obligatory transformation initiatives embedded in the Preferential Procurement Regulations, 2017 issued in terms of section 5 of the Preferential Procurement Policy Framework Act, Act Number 5 of 2000 (PPPFA) when procuring goods or services from suppliers.

## 9.5 BID PROTOCOL AND PACKAGING OF BIDS

Bidders should take precaution to not contravene the provisions of Section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, which prohibits an agreement between, or concerted practice by, firms, or a decision by an association of firms, if it is between parties in a horizontal relationship and if it involves collusive bidding (or bid rigging).

An agreement to engage in a restrictive horizontal practice is presumed to exist between two or more firms if -

- a) any one of those firms owns a significant interest in the other, or they have at least one director or substantial shareholder in common; and
- b) any combination of those firms engages in that restrictive horizontal practice;
- c) an agreement for co-operation between two or more competing businesses operating at the same level in the market;
- d) Price fixing- an arrangement in which several competing businesses make a secret agreement to set prices for their products to prevent real competition.

South African Tourism requires bidder(s) to declare the following in the Bidder's Technical response:

Confirm that the bidder(s) is to: -

- (a) Act honestly, fairly, and with due skill, care and diligence, in the interests of South African Tourism;
- (b) Have and employ effectively the resources, procedures and appropriate technological systems for the proper performance of the services;
- (c) Act with circumspection and treat South African Tourism fairly in a situation of conflicting interests;
- (d) Comply with all applicable statutory or common law requirements applicable to the conduct of business;
- (e) Make adequate disclosures of relevant material information including disclosures of actual or potential own interests, in relation to dealings with South African Tourism;
- (f) Avoidance of fraudulent and misleading advertising, canvassing and marketing;
- (g) To conduct their business activities with transparency and consistently uphold the interests and needs of South African Tourism as a client before any other consideration; and
- (h) To ensure that any information acquired by the bidder(s) from South African Tourism will not be used or disclosed unless the written consent of the client has been obtained to do so.

9.5.1 Proposals are expected to be presented in one pack where the pack, however, should be noticeably **subdivided into 3 sections** under the following headings:

### **PART A- Legal and commercial information**

This refers to documents and information relating to the vetting of company information of all bidders where the below portfolio of evidence and supporting documents should be provided in sequential order:

- a) A cover letter introducing your company and any sub-contractor who will participate in the bid/contract;
- b) Bidder credentials (comprehensive company profile, the ownership structure of the company, B-BBEE profile, etc.);
- c) Confirmation of valid tax status (refer to paragraph 6.16 for the acceptable method(s) of proof);
- d) Valid certified copy of B-BBEE certificate (if applicable - South African companies only);
- e) Proof of VAT/GST registration (if applicable);
- f) Copies of latest audited Statement of financial position, Statement of financial performance and Cash flow statement and latest audit report (issued by independent auditors). Shortlisted bidders will be required to submit a full set of latest financials upon request from South African Tourism;
- g) Proof of registration with Unemployment Insurance Fund and Workmen's Compensation Fund (South African companies only - international companies any proofs of employee insurance);

- h) Certified copy of the Companies and Intellectual Property Commission (CIPC) registration documents (if applicable);
- i) Certified copies of South African Identity Documents or Valid Passports of Members, Directors or owner (*Copy with original stamp*);
- j) Certified copies of all latest share certificates, in case of a company (*Copy with original stamp*);
- k) Bidders must have specific experience and submit at least three recent references (in a form of written proof(s) on their client's letterhead including relevant contact person(s), office telephone & fax number, website and email address) where similar work was undertaken.

**Part B-** All documents and completed annexures of the Request for Proposal (RFP) in sequential order as they have been issued where bidders are required to:

- a) Initial each page of the Request for Proposal (RFP) to confirm that they have read and understood the contents of the bid;
- b) Duly complete all Standard Bidding Documentations (SBD's) and Declarations.

**Part C-** Credentials against the proposed scope of services considering the criteria that will be used to evaluate bid proposals as outlined under section 9.7.2 and also a cover letter introducing your company and any information which will demonstrate:

- a) Bidders' capability and any partnerships or sub-contractors to provide the required services, this may include but not limited to resources e.g. equipment, staff, asset register, etc. in line with SA Tourism's request for proposals (RFP);
- b) Proof of previous relevant experience;
- c) Proposed team structure and skills of team members who will be assigned to the contract;
- d) Proposed project implementation plan and timelines;
- e) Mini-pitch proposal as outlined under 9.3
- f) A detailed cost breakdown is based on your understanding of what the scope of work will entail (also see paragraph 9.3).

***Companies who fail to adhere to the requirements under paragraph 9.5.1 may be disqualified from the evaluation process.***

## 9.6 ANTI-CORRUPTION COMPLIANCE

South African Tourism is committed to conducting its business ethically and to achieving and maintaining the highest standards of corporate governance, particularly with respect to anti-corruption compliance. We require all of our business partners, suppliers, vendors, contractors and service providers, who play an important and valued role in our continuing business success, to behave ethically and to avoid engaging in corrupt business activities.

To assist South African Tourism in respect of its commitment to ethical business practices, all successful bidders are required to complete an anti-bribery compliance questionnaire and thereafter to undergo an anti-bribery due diligence check. The outcome thereof may determine, at South African Tourism's discretion, whether South African Tourism will enter into any contractual agreement or other arrangements with the supplier, or not.

South African Tourism reserves the right to disqualify bidders based on the results and outcomes of its risk based anti-bribery due diligence procedures and will not furnish reasons for such decisions.

Successful bidders may further be required to sign warranties and undertake contractually that, in carrying out their responsibilities on behalf of South African Tourism, neither they nor their owners, officers, directors, employees, or their agents or subcontractors will pay, offer, or promise to pay, or authorize the payment directly or indirectly, of any money, gift, or anything of value to any government official or anyone else for the purpose of influencing any act or decision of such official or of the government to obtain or retain business, or to direct business to any person.

## 9.7 BID EVALUATION PROCESS

South African Tourism has set minimum standards (Gates) that a bidder needs to meet to be evaluated and selected as a successful bidder. The minimum standards consist of the following:

GATE 1 Pre-qualification Criteria	GATE 2 Pitch Presentation and Technical Evaluation Criteria	GATE 3 Price and B-BBEE Evaluation
Bidders to submit all documents as outlined under paragraph 9.5.1 PART A, B & C.	<p>Bidder(s) are required to achieve a minimum threshold of 70% to proceed to Gate 3</p> <p>The Tender/Evaluation Matrix Cross Reference: Bidders should reference the criteria to the portfolio of evidence in the bid proposal. – it is of vital importance that systematic scoring can be carried out.</p> <p>Bidders are required to reference page numbers in Bid Proposals next to the criteria under paragraph 9.7.2</p>	<p>The tender will be evaluated on either the 80/20 or 90/10 preference point system.</p> <p>Once a tender is received, the lowest acceptable tender will be used to determine the preference point system to be used for the evaluation. Where the lowest acceptable tender is below R50 million, the 80/20 preference point system must be used and If the lowest acceptable tender is above R50 million, the 90/10 preference point system must be used.</p>

#### 9.7.1 GATE 1: PRE-QUALIFICATION CRITERIA

Without limiting the generality of South African Tourism's other critical requirements for this Bid, bidder(s) must submit the documents listed in paragraph 9.5.1.

All documents must be completed and signed by the duly authorized representative of the prospective bidder(s). During this phase Bidders' response will be evaluated based on compliance with the listed administrative and mandatory bid requirements. The bidder(s) proposal may be disqualified for the non-submission of any of the documents.

#### 9.7.2 GATE 2: PITCH PRESENTATION AND TECHNICAL EVALUATION CRITERIA = WEIGHTING OUT OF 100 BASIS POINTS

All bidders are required to respond to the technical evaluation criteria scorecard and provide information/portfolio of evidence that they unconditionally hold the available capacity, ability, experience, and qualified staff to provide the requisite system, technical and functional support to South African Tourism under this tender. Bidders will be required to present their proposal and must achieve a minimum threshold of 70% in order to proceed to Gate 3. Bidders who do not achieve the minimum threshold, will not be further considered.

#### Category A: Digital Agency

100%	Percentage points allocated for FUNCTIONALITY	
70%	Lowest acceptable % for FUNCTIONALITY - Tenderers with less than this score will be eliminated	
<b>Deliverables / Performance Indicators</b> <b>Please refer to the detailed evaluation pointers under the scope of work shared above.</b>		Value allocated  Reference page in submission
<b>Campaign strategy:</b> Showcase a localised/desi relevant digital/social marketing strategy, design, and creation in conjunction with other marketing disciplines to enable campaign integration across the various online platforms and activities, SEM, SEO, utilizing innovative mechanisms to enhance campaigns and brand.		30

<b>Campaign mechanics and execution:</b> Showcase campaign development and execution across leisure, B2B, MICE. Also provide 2 case studies for successful digital campaigns that were executed in India inclusive of all tagging and tracking. The case studies should also include promotions that were created and developed for DMOs and/or other tourism players if applicable.	30	
<b>Measurement and reporting:</b> brand performance monitoring, competitor performance tracking and reporting - approach, service and tools that will be made available to South African Tourism.	20	
<b>Intelligence and information usage:</b> Showcase understanding of the tourism industry and levers that can be used for impact. The agency will have to be able to deliver an insight report with learnings after every campaign element and a complete insights deck on campaign completion. The agency must indicate how 'live' insights will be delivered and cross-reference how these updated insights will be used to optimise the campaign, as well as how these insights will be used to craft and refine future campaigns. It is also imperative that the agency understands social algorithms, audience segmentation and analytics in its full capacity	10	
<b>Agency credentials and servicing team:</b> The agency will be expected to present a body of evidence that clearly illustrated their ability to interpret global brand strategies and the localisation of promotional, sales drive and retail campaigns. The agency also needs to show proven experience of the proposed team to be deployed to the project. Number of years (min 7) and level of experience of the proposed team member.	5	
<b>Certification:</b> Share social media certifications (GMP and Google certification should be mandatory.)	5	
<b>Total Weight</b>	100	

South African Tourism will reserve its rights to request bidders for presentations/demonstrations where these will provide an opportunity for the bid evaluation committee to look more closely at the proposals and identify gaps between how the bidder indicated that their proposed solution met the business requirements and what the team is able to discern regarding how closely it actually meets the needs of the business.

If required, they will be at a high level where criterion will be identified that the bid evaluation team might be interested in looking more closely at. The bid evaluation committee will have the opportunity to ask questions and make notes of what they consider to be gaps in the proposals compared with how well the business requirements are satisfied.

- Bids proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements as indicated in the Terms of Reference. The panel responsible for scoring the respective bids will evaluate and score all bids based on information presented in the bid proposals in line with the RFP and the subsequent system demonstration.
- The score for functionality will be calculated as in terms of the table below where each Bid Evaluation Committee (BEC) member will rate each individual criterion on the score sheet using the following value scale:

Rating	Definition	Score
<b>Excellent</b>	<b>Exceeds</b> the requirement. Exceptional demonstration by the bidder of the relevant ability, understanding, experience, skills, resources and quality measures required to provide the goods/services.	<b>5</b>
<b>Good</b>	<b>Satisfies</b> the requirement with <b>minor additional benefits</b> . Above-average demonstration by the bidder of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods/services.	<b>4</b>



<b>Acceptable</b>	<b>Satisfies</b> the requirement. Demonstration by the supplier of the relevant ability, understanding, experience, skills, resource, and quality measures required to provide the goods/services, with supporting evidence.	<b>3</b>
<b>Minor Reservations</b>	Satisfies the requirement with <b>minor reservations</b> . Some minor reservations of the supplier's relevant ability, understanding, experience, skills, resources and quality measures required to provide the goods/services, with little or no supporting evidence.	<b>2</b>
<b>Serious Reservations</b>	Satisfies the requirement with <b>major reservations</b> . Considerable reservations of the supplier's relevant ability, understanding, experience, skills, resources and quality measures required to provide the goods/services, with little or no supporting evidence.	<b>1</b>
<b>Unacceptable</b>	<b>Does not meet the requirement</b> . Does not comply and/or insufficient information provided to demonstrate that the supplier has the ability, understanding, experience, skills, resource & quality measures required to provide the goods/services, with little or no supporting evidence.	<b>0</b>

### 9.7.3 GATE 3: PRICE AND BBBEE EVALUATION = 100 POINTS

Only bidder(s) who meets the minimum threshold for functionality during Gate 2 will be further evaluated for comparative price and BBBEE level of contribution.

The total points for price evaluation (out of 80/90) and the total points for BBBEE evaluation (out of 20/10) will be consolidated. The bidder who scores the highest points for comparative pricing and B-BBEE status level of contributor after the consolidation of points will normally be considered as the preferred bidder who South African Tourism will enter into further negotiations with.

Upon the successful negotiation and signing of a contract and services level agreement with the preferred bidder all other bidders will be considered as unsuccessful.

## 9.7.5 PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2017

**NB: BEFORE COMPLETING THIS FORM, BIDDERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF B-BBEE, AS PRESCRIBED IN THE PREFERENTIAL PROCUREMENT REGULATIONS, 2017.**

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### GENERAL CONDITIONS

9.7.5.1 The following preference point systems are applicable to all bids:

Once a bidder has met the minimum qualifying threshold for functionality, where applicable, the tender will be further evaluated on either the 80/20 or 90/10 preference point system. Once a tender is received, the lowest acceptable tender will be used to determine the preference point system to be used for the evaluation of tenders.

Where the lowest acceptable tender is below R50 million, the 80/20 preference point system must be used. If the lowest acceptable tender is above R50 million, the 90/10 preference point system will be used.

9.7.5.2 Points for this bid shall be awarded for:

- (a) Price; and
- (b) B-BBEE Status Level of Contributor (This is applicable to South African bidders only.)

9.7.5.3 The maximum points for this bid are allocated as follows:

	POINTS
PRICE	80/90
B-BBEE STATUS LEVEL OF CONTRIBUTOR	20/10
<b>Total points for Price and B-BBEE must not exceed</b>	<b>100</b>

9.7.5.4 Failure on the part of a bidder to submit proof of B-BBEE Status level of contributor together with the bid, will be interpreted to mean that preference points for B-BBEE status level of contribution are not claimed. (This is applicable to South African bidders only.)

9.7.5.5 SA Tourism reserves the right to require of a bidder, either before a bid is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the purchaser.

### 9.7.6 DEFINITIONS

- (a) **“B-BBEE”** means broad-based black economic empowerment as defined in section 1 of the Broad-Based Black Economic Empowerment Act;
- (b) **“B-BBEE status level of contributor”** means the B-BBEE status of an entity in terms of a code of good practice on black economic empowerment, issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act;
- (c) **“bid”** means a written offer in a prescribed or stipulated form in response to an invitation by an organ of state for the provision of goods or services, through price quotations, advertised competitive bidding processes or proposals;
- (d) **“Broad-Based Black Economic Empowerment Act”** means the Broad-Based Black Economic Empowerment Act, 2003 (Act No. 53 of 2003);
- (e) **“EME”** means an Exempted Micro Enterprise in terms of a code of good practice on black economic empowerment issued in terms of section 9 (1) of the Broad-Based Black Economic Empowerment Act;
- (f) **“functionality”** means the ability of a tenderer to provide goods or services in accordance with specifications as set out in the tender documents.

- (g) “prices” includes all applicable taxes less all unconditional discounts;
- (h) “proof of B-BBEE status level of contributor” means:
- 1) B-BBEE Status level certificate issued by an authorized body or person;
  - 2) A sworn affidavit as prescribed by the B-BBEE Codes of Good Practice;
  - 3) Any other requirement prescribed in terms of the B-BBEE Act;
- (i) “QSE” means a qualifying small business enterprise in terms of a code of good practice on black economic empowerment issued in terms of section 9 (1) of the Broad-Based Black Economic Empowerment Act;
- (j) “rand value” means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;

### 9.7.7 POINTS AWARDED FOR PRICE

#### 9.7.7.1 THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS (This is applicable to South African bidders only.)

A maximum of 80 or 90 points is allocated for price on the following basis:

$$P_s = 80 \left( 1 - \frac{P_t - P_{\min}}{P_{\min}} \right) \quad \text{or} \quad P_s = 90 \left( 1 - \frac{P_t - P_{\min}}{P_{\min}} \right)$$

Where

- $P_s$  = Points scored for price of bid under consideration
- $P_t$  = Price of bid under consideration
- $P_{\min}$  = Price of lowest acceptable bid

#### POINTS AWARDED FOR B-BBEE STATUS LEVEL OF CONTRIBUTOR (This is applicable to South African bidders only.)

In terms of Regulation 6 (2) and 7 (2) of the Preferential Procurement Regulations, preference points must be awarded to a bidder for attaining the B-BBEE status level of contribution in accordance with the table below:

B-BBEE Status Level of Contributor	Number of points (90/10 system)	Number of points (80/20 system)
1	10	20
2	9	18
3	6	14
4	5	12
5	4	8
6	3	6
7	2	4
8	1	2
Non-compliant contributor	0	0

### 9.8 BID DECLARATION

9.8.1 Bidders who claim points in respect of B-BBEE Status Level of Contribution must complete the following:

**B-BBEE STATUS LEVEL OF CONTRIBUTOR CLAIMED IN TERMS OF PARAGRAPHS 9.7.5.3 AND 9.7.7.2**

9.9 B-BBEE Status Level of Contributor: . = ..... (maximum of 10 or 20 points)

(Points claimed in respect of paragraph 9.10 must be in accordance with the table reflected in paragraph 9.7.7.2 and must be substantiated by relevant proof of B-BBEE status level of contributor.

**9.9 SUB-CONTRACTING**

9.10.1 Will any portion of the contract be sub-contracted?

(Tick applicable box)

YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
-----	--------------------------	----	--------------------------

9.10.2 If yes, indicate:

- i) What percentage of the contract will be subcontracted.....%
- ii) The name of the sub-contractor.....
- iii) The B-BBEE status level of the sub-contractor.....
- iv) Whether the sub-contractor is an EME or QSE

(Tick applicable box)

YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
-----	--------------------------	----	--------------------------

v) Specify, by ticking the appropriate box, if subcontracting with an enterprise in terms of Preferential Procurement Regulations,2017:

Designated Group: An EME or QSE which is at last 51% owned by:	EME <i>f</i>	QSE <i>f</i>
Black people		
Black people who are youth		
Black people who are women		
Black people with disabilities		
Black people living in rural or underdeveloped areas or townships		
Cooperative owned by black people		
Black people who are military veterans		
<b>OR</b>		
Any EME		
Any QSE		

**9.11 DECLARATION WITH REGARD TO COMPANY/FIRM**

- 9.11.1 Name of company/firm:.....
- 9.11.2 VAT registration number:.....
- 9.11.3 Company registration number:.....

9.11.4 TYPE OF COMPANY/ FIRM

- Partnership/Joint Venture / Consortium
- One-person business/sole propriety
- Close corporation
- Company
- (Pty) Limited

[TICK APPLICABLE BOX]

9.11.5 DESCRIBE PRINCIPAL BUSINESS ACTIVITIES

.....

.....

.....

.....

.....

9.11.6 COMPANY CLASSIFICATION

- Manufacturer
- Supplier
- Professional service provider
- Other service providers, e.g. transporter, etc.

[TICK APPLICABLE BOX]

9.11.7 Total number of years the company/firm has been in business:.....

9.11.7.1 I/we, the undersigned, who is / are duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the B-BBEE status level of contributor indicated in paragraphs 9.7.5.3 and 9.9 of the foregoing certificate, qualifies the company/ firm for the preference(s) shown and I / we acknowledge that:

- i) The information furnished is true and correct;
- ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 9.7.5 of this form;
- iii) In the event of a contract being awarded as a result of points claimed as shown in paragraphs 9.7.5.3 and 9.9, the contractor may be required to furnish documentary proof to the satisfaction of the purchaser that the claims are correct;
- iv) If the B-BBEE status level of contributor has been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the purchaser may, in addition to any other remedy it may have -
  - (a) disqualify the person from the bidding process;
  - (b) recover costs, losses or damages it has incurred or suffered as a result of that person's conduct;
  - (c) cancel the contract and claim any damages which it has suffered as a result of having to make less favourable arrangements due to such cancellation;
  - (d) recommend that the bidder or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted by the National Treasury from obtaining business from any organ of state for a period not exceeding 10 years, after the *audi alteram partem* (hear the other side) rule has been applied; and
  - (e) forward the matter for criminal prosecution.

WITNESSES

1. ....

2. ....

.....

SIGNATURE(S) OF BIDDERS(S)

DATE:

Failure on the part of a bidder to fill in and/or to sign this form and submit a B-BBEE Verification Certificate from a Verification Agency accredited by the South African Accreditation System (SANAS) or a Registered Auditor approved by the Independent Regulatory Board of Auditors (IRBA) or an Accounting Officer as contemplated in the Close Corporation Act (CCA) together with the bid, will be interpreted to mean that preference points for B-BBEE status level of contribution are not claimed;

**9.12 CONSOLIDATION OF POINTS FOR COMPARATIVE PRICE AND B-BBEE LEVEL OF CONTRIBUTION (GATE 3)**

The total points for price evaluation (out of 80/90) and the total points for BBBEE evaluation (out of 20/10) will be consolidated. The bidder who scores the highest points for comparative pricing and B-BBEE status level of contributor after the consolidation of points will normally be considered as the preferred bidder who South African Tourism will enter into further negotiations with for this tender.

Upon the successful negotiation and signing of a contract and services level agreement with the preferred bidder, all other bidders will be considered as unsuccessful.

## 10. ANNEXURE B - COMPANY INFORMATION

SUPPLIER INFORMATION				
NAME OF BIDDER				
POSTAL ADDRESS				
STREET ADDRESS				
TELEPHONE NUMBER	CODE		NUMBER	
CELLPHONE NUMBER				
FACSIMILE NUMBER	CODE		NUMBER	
E-MAIL ADDRESS				
VAT REGISTRATION NUMBER				
TAX CLEARANCE NUMBER				
TAX CLEARANCE EXPIRY DATE				
HAS PROOF OF CENTRALISED SUPPLIER DATABASE REGISTRATION BEEN SUBMITTED?				YES or NO
SUPPLIER COMPLIANCE STATUS	TAX COMPLIANCE SYSTEM PIN:		OR	CENTRAL SUPPLIER DATABASE No: MAAA
B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE	TICK APPLICABLE BOX]  <input type="checkbox"/> Yes <input type="checkbox"/> No	B-BBEE STATUS LEVEL SWORN AFFIDAVIT	[TICK APPLICABLE BOX]  <input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>[A B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE/ SWORN AFFIDAVIT (FOR EMES &amp; QSEs) MUST BE SUBMITTED IN ORDER TO QUALIFY FOR PREFERENCE POINTS FOR B-BBEE]</b>				
ARE YOU THE ACCREDITED REPRESENTATIVE IN SOUTH AFRICA FOR THE GOODS /SERVICES /WORKS OFFERED?	<input type="checkbox"/> Yes <input type="checkbox"/> No  [IF YES ENCLOSE PROOF]	ARE YOU A FOREIGN BASED SUPPLIER FOR THE GOODS /SERVICES /WORKS OFFERED?	<input type="checkbox"/> Yes <input type="checkbox"/> No  [IF YES, ANSWER PART B:3]	
QUESTIONNAIRE TO BIDDING FOREIGN SUPPLIERS				
IS THE ENTITY A RESIDENT OF THE REPUBLIC OF SOUTH AFRICA (RSA)?				<input type="checkbox"/> YES
<input type="checkbox"/> NO				

DOES THE ENTITY HAVE A BRANCH IN THE RSA? <input type="checkbox"/> YES <input type="checkbox"/> NO	
DOES THE ENTITY HAVE A PERMANENT ESTABLISHMENT IN THE RSA? <input type="checkbox"/> YES <input type="checkbox"/> NO	
DOES THE ENTITY HAVE ANY SOURCE OF INCOME IN THE RSA? YES <input type="checkbox"/> NO <span style="float: right;"><input type="checkbox"/></span>	
IS THE ENTITY LIABLE IN THE RSA FOR ANY FORM OF TAXATION? <input type="checkbox"/> YES <input type="checkbox"/> NO	
IF THE ANSWER IS "NO" TO ALL OF THE ABOVE, THEN IT IS NOT A REQUIREMENT TO REGISTER FOR A TAX COMPLIANCE STATUS SYSTEM PIN CODE FROM THE SOUTH AFRICAN REVENUE SERVICE (SARS) AND IF NOT REGISTER AS PER 2.3 BELOW.	
Total number of years the firm has been in business	
Total number of employees :	
Full Time	
Part Time	
Street Address of all Facilities used by Firm (e.g. Warehousing, storage space, offices etc.)	
Do you Share Facilities	<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, which facilities	
With who do you share facilities (Name of Firm / Individual)	



What is the enterprises annual turnover (excl VAT) during the lesser period for which the business has been operating, or for the previous three financial years			
Rand amount :	R/INR		
Or Previous three financial years	Year	Year	Year
	R /INR	R /INR	R/INR
Management Structure (Percentage of management on executive level in each of the following groups)			
Group		Percentage	
African			
Coloured			
Indian			
White			

The undersigned is duly authorised on behalf of the firm and affirms that the information furnished is true and correct	
Name and surname	
Signature	
Capacity under which the bid is signed	
Duly authorised to sign on behalf of	
Date	
Commissioner of Oath Signature	
Commissioner of Oath Stamp	

**11. ANNEXURE C: DETAILED BREAKDOWN OF TOTAL COST AND STANDARD SERVICES**

A detailed cost breakdown (inclusive of VAT/GST) based on your understanding of South African Tourism's full requirements under this tender. If any aspect is uncertain, as much detail as possible should be provided. Also clearly indicate any once-off cost.

A detailed price schedule (including rate) must be supplied. Clear indication of annual escalation must be completed as per below.

Please summarise the total cost below which agrees to your detailed pricing schedule:

PRICE	ZAR/INR (Including all applicable taxes)	Projected annual escalation Percentage
YEAR 1		
YEAR 2		
YEAR 3		
OTHER - SPECIFY		
OTHER - SPECIFY		

**12. TIME FRAMES**

Pricing schedule should be supported by time frames for delivery and/or execution in the form of detailed project / roll out plans where applicable.

**13. ANNEXURE D: ACCEPTANCE OF GENERAL TENDER CONDITIONS OF SOUTH AFRICAN TOURISM**

I/We hereby tender to supply all or any of the services described in the Tender Request for Proposal, in accordance with the specifications stipulated therein (and which will be taken as part of, and incorporated into, this tender submission) at the prices and on the terms regarding time for delivery and/or execution inserted therein, to South African Tourism on the terms of the General Tender Conditions of South African Tourism

I/WE AGREE THAT -

- 13.1 the offer herein will remain binding upon me/us and open for acceptance by South African Tourism during the Validity Period indicated and calculated from the closing time of the tender.
- 13.2 if I/we withdraw my/our tender within the period for which I/we have agreed that the tender will remain open for acceptance, or fail to fulfill the contract when called upon to do so, South African Tourism may, without prejudice to its other rights, agree to the withdrawal of my/our tender or cancel the contract that may have been entered into between me/us and South African Tourism and I/we will then pay to South African Tourism any additional expense incurred by South African Tourism having either to accept any less favorable tender or, if fresh tenders have to be invited, the additional expenditure incurred by the invitation of fresh tenders and by the subsequent acceptance of any less favorable tender; South African Tourism will also have the right to recover such additional expenditure by set-off against moneys which may be due or become due to me/us under this or any other tender or contract or against any guarantee or deposit that may have been furnished by me/us or on my/our behalf for the due fulfillment of this or any other tender or contract and pending the ascertainment of the amount of such additional expenditure to retain such moneys, guarantee or deposit as security for any loss the Province may sustain by reason of my/our default;
- 13.3 if my/our tender is accepted the acceptance may be communicated to me/us by letter or order by ordinary post or registered post and that SA Post Office Ltd will be regarded as my/our agent; and delivery of such acceptance to SA Post Office Ltd will be treated as delivery to me/us;
- 13.4 the law of the Republic of India will govern the contract created by the acceptance of my/our tender and that I/we choose domicilium citandi et executandi in the Republic at (full address of this place)

I/We furthermore confirm that I/we have satisfied myself/ourselves as to the correctness and validity of my/our tender; that the price(s) and rate(s) quoted cover all the work/item(s) specified in the tender documents and that the price(s) and rate(s) cover all my/our obligations under a resulting contract and that I/we accept that any mistakes regarding price(s) and calculations will be at my/our risk.

I/We hereby accept full responsibility for the proper execution and fulfillment of all obligations and conditions devolving on me/us under this agreement as to the Principal(s) liable for the due fulfillment of this contract.

I/We agree that any action arising from this contract may in all respects be instituted against me/us and I/we hereby undertake to satisfy fully any sentence or judgment which may be pronounced against me/us as a result of such action.

I/We agree that background screening can be done to all directors of our legal entity that submits this bid

I/We declare that I/we have participation /no participation in the submission of any other offer for the supplies/services described in the attached documents. If in the affirmative, state name(s) of tender(s) involved:


Duly signed by authorised person on this                      day of                      20\_\_ as unconditional acceptance of the terms and conditions of this Tender.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

In capacity as: \_\_\_\_\_

**These conditions form part of the tender and failure to comply therewith may invalidate a tender.**

**14 ANNEXURE E: DECLARATION OF INTEREST FOR TENDERS**

This declaration must accompany tender documents submitted.

Any legal person, including persons employed by the South African Tourism or persons who act on behalf of South African Tourism or persons having a kinship with persons employed by South African Tourism including a blood relationship, may make an offer or offers in terms of this tender invitation. In view of possible allegations of favoritism, should the resulting tender, or part thereof, be awarded to persons employed by South African Tourism, or to persons who act on behalf of South African Tourism, or to persons connected with or related to them, it is required that the tenderer or his/her authorized representative will declare his/her position vis-à-vis the evaluating authority and/or take an oath declaring his/her interest, where

The tenderer is employed by South African Tourism or acts on behalf of South African Tourism; and/or the legal person on whose behalf the tender document is signed, has a relationship with persons/a person who are/is involved with the evaluation of the tender(s), or where it is known that such a relationship exists between the person or persons for or on whose behalf the declarant acts and persons who are involved with the evaluation of the tender.

In order to give effect to the above, complete the following and submit with the tender.

<b>Are you or any person connected with the tenderer, act on behalf of, or employed by South African Tourism?</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If Yes, state particulars :		
<b>Do you, or any person connected with the tenderer, have any relationship (family, friend, other) with a person employed in the department concerned or with South African Tourism, and who may be involved with the evaluation or adjudication of this tender?</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If Yes, state particulars :		
<b>Are you or any person connected with the tenderer, aware of any relationship (family, friend, other) between the tenderer and any person employed by South African Tourism, who may be involved with the evaluation or adjudication of this tender?</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If Yes, state particulars :		

Duly signed by authorised person on this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_as

Declaration of Interest for the tendering of: \_\_\_\_\_

TENDER REQUIREMENT, TENDER NUMBER.

Signature: \_\_\_\_\_  
 Print Name: \_\_\_\_\_  
 In capacity as: \_\_\_\_\_  
 For and on behalf of: \_\_\_\_\_  
 COMPANY NAME (TENDERER): \_\_\_\_\_

Commissioner of Oath:    
---------------------------------------

**15 ANNEXURE F: DECLARATION OF INTEREST FOR TENDERS (SBD4)**

This declaration must accompany tender documents submitted.

- 1 Any legal person, including persons employed by the state, or persons having a kinship with persons employed by the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid (includes a price quotation, advertised competitive bid, limited bid or proposal). In view of possible allegations of favouritism, should be the resulting bid, or part thereof, be awarded to persons employed by the state, or to persons connected with or related to them, it is required that the bidder or his/her authorised representative declare his/her position in relation to the evaluating/adjudicating authority where-

- the bidder is self-employed by the state; and/or
- the legal person on whose behalf the bidding document is signed, has a relationship with persons/a person who are/is involved in the evaluation and or adjudication of the bid(s), or where it is known that such a relationship exists between the person or persons for or on whose behalf the declarant acts and persons who are involved with the evaluation and or adjudication of the bid.

- 2 In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

2.1	Full name of bidders or his or her representative:	
2.2	Identity Number:	
2.3	Position occupied in the company (director, trustee, shareholder):	
2.4	Company registration number:	
2.5	Tax reference number:	
2.6	Vat registration number:	

- 2.7 Are you or any person connected with the bidder presently employed by the state? YES / NO

- 2.7.1 If so, furnish the following particulars:

2.7.1.1	Name of person / director / trustee / shareholder / member:	
2.7.1.2	Name of state institution at which you or the person connected to the bidder is employed:	
2.7.1.3	Position occupied in the state institution:	
2.7.1.4	Any other particulars:	

- 2.7.2 If you are presently employed by the state, did you obtain the appropriate authority to undertake remunerative work outside employment in the public sector? YES / NO

- 2.7.2.1 If yes, did you attach proof of such authority to the bid document? YES / NO

(Note: Failure to submit proof of such authority, where applicable, may result in the disqualification of the bid)

2.7.2.2

If no, furnish reasons for the non-submission of such proof:

--	--

2.8 Did you or your spouse, or any of the company's directors/trustees/shareholders/members YES / NO or their spouses conduct business with the state in the previous twelve months?

2.8.1

If yes, furnish particulars:

--	--

2.9 Do you, or any person connected with the bidder, have any relationship (family, friend, other) with a person employed by the state and who may be involved with the evaluation of this bid? YES / NO

2.9.1

If yes, furnish particulars:

--	--

2.10 Are you, or any person connected with the bidder, aware of any relationship (family, friend, other) between any other bidder and any person employed by the state who may be involved with the evaluation and or adjudication of this bid? YES / NO

2.10.1

If yes, furnish particulars:

--	--

2.11 Do you or any of the directors/trustees/shareholders/members of the company have any interest in any other related companies whether or not they are bidding for this contract? YES / NO

2.11.1

If yes, furnish particulars:

--	--

3 Full details of directors/trustees/members/shareholders

3.1  
3.2  
3.3  
3.4  
3.5  
3.6  
3.7  
3.8  
3.9

Full Name	Identity Number	Personal Tax Reference Number	State Employee Number / Persal Number



4 DECLARATION

I, THE UNDERSIGNED (NAME) \_\_\_\_\_

CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 2 AND 3 ABOVE IS CORRECT.

I ACCEPT THAT THE STAE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 3 OF THE  
GENEAL CONDITIONS OF CONTRACT SHOULD THIS DECLARATION PROVE TO BE FALSE.

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
POSITION

\_\_\_\_\_  
NAME OF  
BIDDER

**16 ANNEXURE G - NATIONAL TREASURY CENTRALISED SUPPLIER DATABASE (this is only applicable for South African registered legal entities)**

To demonstrate compliance to commercial information bidders are required to attach proof of their successful supplier registration on National Treasury's Centralized Supplier Database (CSD).

**SA Tourism will not consider any bids from bidders whose tax status is not valid on CSD.**

Bidders who are not registered on CSD can do so on <https://secure.csd.gov.za/>

In bids where Consortia / Joint Ventures / Sub-contractors are involved, each party must submit a separate centralized supplier database registration report.

**Failure to submit proof of CSD registration shall invalidate a tender and/or inclusion in any list or database of prospective suppliers.**

**17. ANNEXURE H - DECLARATION OF BIDDERS'S PAST SUPPLY CHAIN MANAGEMENT PRACTICES (SBD8)**

This Standard Bidding Document must form part of all bids invited.

It serves as a declaration to be used by institutions in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse of the supply chain management system.

The bid of any bidder may be disregarded if that bidder or any of its directors have-

- abused the institution's supply chain management system;
- committed fraud or any other improper conduct in relation to such system; or
- failed to perform on any previous contract.

In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

Item	Question	Yes	No
17.1	<p>Is the bidder or any of its directors listed on the National Treasury's Database of Restricted Suppliers as companies or persons prohibited from doing business with the public sector?</p> <p>(Companies or persons who are listed on this Database were informed in writing of this restriction by the Accounting Officer/Authority of the institution that imposed the restriction after the <i>audi alteram partem</i> rule was applied).</p> <p>The Database of Restricted Suppliers now resides on the National Treasury's website (<a href="http://www.treasury.gov.za">www.treasury.gov.za</a>) and can be accessed by clicking on its link at the bottom of the home page.</p>	<input type="checkbox"/>	<input type="checkbox"/>
17.1.1	If so, furnish particulars:		
17.2	<p>Is the bidder or any of its directors listed on the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004)?</p> <p>The Register for Tender Defaulters can be accessed on the National Treasury's website (<a href="http://www.treasury.gov.za">www.treasury.gov.za</a>) by clicking on its link at the bottom of the home page.</p>	<input type="checkbox"/>	<input type="checkbox"/>
17.2.1	If so, furnish particulars:		
17.3	<p>Was the bidder or any of its directors convicted by a court of law (including a court outside of the Republic of South Africa) for fraud or corruption during the past five years?</p>	<input type="checkbox"/>	<input type="checkbox"/>
17.3.1	If so, furnish particulars:		

17.4	Was any contract between the bidder and any organ of state terminated during the past five years on account of failure to perform on or comply with the contract?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
17.4.1	If so, furnish particulars:		

**CERTIFICATION**

I, the undersigned, (NAME IN FULL) \_\_\_\_\_, certify that the information furnished on this Declaration is true and correct.

I accept that, in addition to cancellation of a contract, action may be taken against me should this declaration, made on behalf of the tendering company, prove to be false.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Position

\_\_\_\_\_  
Name of bidder

**18. ANNEXURE K - CERTIFICATE OF INDEPENDENT BID DETERMINATION (SBD9)**

- 18.1 This Standard Bidding Document (SBD) must form part of all bids<sup>1</sup> invited.
- 18.2 Section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, prohibits an agreement between, or concerted practice by, firms, or a decision by an association of firms, if it is between parties in a horizontal relationship and if it involves collusive bidding (or bid rigging).<sup>2</sup> Collusive bidding is a *per se* prohibition meaning that it cannot be justified under any grounds.
- 18.3 Treasury Regulation 16A9 prescribes that accounting officers and accounting authorities must take all reasonable steps to prevent abuse of the supply chain management system and authorizes accounting officers and accounting authorities to:
- a. disregard the bid of any bidder if that bidder or any of its directors have abused the institution's supply chain management system and or committed fraud or any other improper conduct in relation to such system.
  - b. cancel a contract awarded to a supplier of goods and services if the supplier committed any corrupt or fraudulent act during the bidding process or the execution of that contract.

This SBD serves as a certificate of declaration that would be used by institutions to ensure that, when bids are considered, reasonable steps are taken to prevent any form of bid-rigging.

In order to give effect to the above, the attached Certificate of Bid Determination (SBD 9) must be completed and submitted with the bid:

<sup>1</sup> Includes price quotations, advertised competitive bids, limited bids and proposals.

<sup>2</sup> Bid rigging (or collusive bidding) occurs when businesses, that would otherwise be expected to compete, secretly conspire to raise prices or lower the quality of goods and/or services for purchasers who wish to acquire goods and/or services through a bidding process. Bid rigging is, therefore, an agreement between competitors not to compete.

**19. CERTIFICATE OF INDEPENDENT BID DETERMINATION (SBD9)**

I, the undersigned, in submitting the accompanying bid:

.....  
(Bid number and Description)

in response to the invitation for the bid made by:

**SOUTH AFRICAN TOURISM**

do hereby make the following statements that I certify to be true and complete in every respect:

I certify, on behalf of: .....that:

(Name of Bidder)

- 19.1 I have read and I understand the contents of this Certificate;
- 19.2 I understand that the accompanying bid will be disqualified if this Certificate is found not to be true and complete in every respect;
- 19.3 I am authorized by the bidder to sign this Certificate, and to submit the accompanying bid, on behalf of the bidder;
- 19.4 Each person whose signature appears on the accompanying bid has been authorized by the bidder to determine the terms of, and to sign the bid, on behalf of the bidder;
- 19.5 For the purposes of this Certificate and the accompanying bid, I understand that the word "competitor" shall include any individual or organization, other than the bidder, whether or not affiliated with the bidder, who:
  - (a) has been requested to submit a bid in response to this bid invitation;
  - (b) could potentially submit a bid in response to this bid invitation, based on their qualifications, abilities or experience; and
  - (c) provides the same goods and services as the bidder and/or is in the same line of business as the bidder.
- 19.6 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However communication between partners in a joint venture or consortium<sup>3</sup> will not be construed as collusive bidding.
- 19.7 In particular, without limiting the generality of paragraphs 6 above, there has been no consultation, communication, agreement or arrangement with any competitor regarding:
  - (a) prices;
  - (b) geographical area where product or service will be rendered (market allocation)
  - (c) methods, factors or formulas used to calculate prices;
  - (d) the intention or decision to submit or not to submit, a bid;
  - (e) the submission of a bid which does not meet the specifications and conditions of the bid; or
  - (f) bidding with the intention not to win the bid.
- 19.8 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications and conditions or delivery particulars of the products or services to which this bid invitation relates.

19.9 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.

<sup>3</sup> Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.

19.10 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

.....

Signature

.....

Date

.....

Position

.....

Name of bidder

**20 BIDDER DECLARATION**

The bidder hereby declare the following:

We confirm that \_\_\_\_\_ (Bidder's Name) will: -

- a. Act honestly, fairly, and with due skill, care and diligence, in the interests of SA Tourism;
- b. Employ effectively the resources, procedures and appropriate technological systems for the proper performance of the services;
- c. Act with circumspection and treat SA Tourism fairly in a situation of conflicting interests;
- d. Comply with all applicable statutory or common law requirements applicable to the conduct of business;
- e. Make adequate disclosures of relevant material information including disclosures of actual or potential own interests, in relation to dealings with SA Tourism;
- f. Avoid fraudulent and misleading advertising, canvassing and marketing;
- g. Conduct business activities with transparency and consistently uphold the interests and needs of SA Tourism as a client before any other consideration; and
- h. Ensure that any information acquired by the bidder(s) from SA Tourism will not be used or disclosed unless the written consent of the client has been obtained to do so.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Print Name of Signatory: \_\_\_\_\_

Designation: \_\_\_\_\_

FOR AND ON BEHALF OF: \_\_\_\_\_ (Bidding Company's Name)