



PART B - SCOPE OF WORK - SOUTH AFRICAN TOURISM TENDER 187/21 - BUSINESS EVENTS BRAND EQUITY STUDY

Bid Description	
BUSINESS EVENTS BRAND EQUITY STUDY	
FOR	
THE SOUTH AFRICAN NATIONAL CONVENTION BUREAU	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender Number 187/21
Closing Time:	12h00
Closing Date:	23 September 2021 (No late submission will be accepted)
Compulsory Briefing Session:	03 September 2021 at 10h00
Date and Time:	
Venue:	meet.google.com/mix-hisk-png
Contact Person	Evah Mkwanazi
Bid Submission Address	https://e-procurement.southafrica.net
Envelope Addressing	<p>SA Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by SA Tourism.</p> <p>The portal is the official portal for SA Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.</p> <p>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.</p> <p>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.</p> <p>Bidders to use Microsoft recognised files such as PDF, Excel, and ZIP file as an exception as this is generated from a Microsoft Windows tool. The following files will be accepted on the e-procurement</p>

	<p>portal: .zip, .pdf, .doc, .docx, .tif, .tiff, .png, .jpeg, .jpg, .xls, .xlsx, .pptx and .dotx</p> <p>Bidders are encouraged to upload tender proposals way ahead of time to avoid any dis-appointments due system errors file size, wrong file types/unsupported files (RAF files) etc. SA Tourism will not accept late submissions for any reason.</p> <p>The supplier user manual can be viewed and downloaded on SA Tourism’s website at https://www.southafrica.net/gl/en/corporate/page/tenders.</p> <p>All bidders should therefore take note that the physical drop-offs and courier of bid responses to SA Tourism’s physical address is no longer permitted.</p> <p>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.</p> <p>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.</p> <p>Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used. 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.</p> <p>No tenders transmitted by telegram, hand delivery telex, facsimile, E-mail or similar apparatus will be considered.</p>
Contact Person	Evah Mkwanzazi
Email Address	evah@southafrica.net

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, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT

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1 CLOSING DATE

The closing date for the submission of proposals is **23 September 2021 at 12h00.** No late submissions will be accepted. There is no briefing session for this tender.

2 E PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

2.1 SA Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by SA Tourism.

The portal is the official portal for SA Tourism, which ensures an open, transparent, and competitive environment for any person participating in the 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.

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Bidders to use Microsoft recognised files such as PDF, Excel, and ZIP file as an exception as this is generated from a Microsoft Windows tool. The following files will be accepted on the e-procurement portal: .zip, .pdf, .doc, .docx, .tif, .tiff, .png, .jpeg, .jpg, .xls, .xlsx, .pptx and .dotx

Bidders are encouraged to upload tender proposals way ahead of time to avoid any disappointments due system errors file size, wrong file types/unsupported files (RAF files) etc. SA Tourism will not accept late submissions for any reason.

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

All bidders should therefore take note that the physical drop-offs and courier of bid responses to SA Tourism's physical address is no longer permitted.

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.

- 2.2 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.
- 2.3 Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used.
- 2.4 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.

3 CONTACT AND COMMUNICATION

- 3.1 A nominated official of the bidder(s) can make enquiries in writing, to the specified person, Ms. Evah Mkwana via email evah@southafrica.net. Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.
- 3.2 Bidders are to communicate any technical enquiries through the nominated official in writing, no later than 09 September 2021.

All responses will be published by the 14 September 2021 on the following links:

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

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

4 VALIDITY PERIOD

The tender proposal must remain valid for at least five (5) 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.

5 DURATION OF THE CONTRACT

South African Tourism intends to enter into a thirty-six (36) month contract and service level agreement with the successful bidder(s). The contract will also be subject to a periodic performance evaluation on agreed terms and conditions unless the parties agree otherwise.

6 SCOPE OF SERVICES

6.1 Scope of work

The South African Tourism (SAT) is the official destination marketing organisation whose mandate is to create demand and promote the country as the preferred tourist destination. The organisational mission is to drive tourism growth to benefit the economy of South Africa, through focused targeted marketing efforts across key international markets as well as the domestic market. The organisation's mission to drive tourism growth is founded on increasing

the return on marketing expenditure through focused activities against key source markets. At the centre of South Africa's competitive advantage is the ability to invest in sound market insights that enable South African Tourism to make informed business and strategic decisions further empowering South African Tourism with tools to maximise the economic potential of tourism for the country and its people.

At the core of South African Tourism operations sits the commitment to make insights-driven decision-making, through sound research and analytics. While South African Tourism has invested heavily in building the knowledge bank of tourism information over the past decade or more, it is critical that South African Tourism improves its efforts in leading and being equipped with strategic and actionable insights that help the business achieve its key business objectives.

Through this tender, South African Tourism is looking to appoint a suitably qualified market research company or companies that will provide research solution to the South African Tourism's business problem in determining the brand health of South Africa as a business events destination. The collected information allows South African Tourism to gain deeper insight that will support the marketing of South Africa.

6.2. Background to the Study

The South African National Convention Bureau (SANCB), a unit within South African Tourism, wishes to conduct a business events brand equity study that aims to understand the equity of South Africa as a business events destination. South African Tourism currently has a brand study that measures South Africa's brand as leisure destination and targets the travelling community. The business events sub-sector also previously referred to as MICE (Meetings, Incentives, Conferences and Exhibitions) forms an integral part of the tourism sector and is a key contributor to the tourism economy.

Brand equity is a multidimensional concept that is based on the evaluation of the brand and its perceived benefits. The imperative of this project is to foster a solid and salient brand that fulfils the key pillars that contributes to South Africa's brand equity as a business events destination.

The SANCB wants further to understand the enablers and barriers of South Africa as a business events destination amongst key decision makers in business events space.

The SANCB wants to position South Africa as a competitive business events destination in order to grow the number of business events as well as number of delegates attending these events. To achieve the above the brand would need to understand the market drivers, competitive landscape, barriers, and key brand attributes and market effects of a business events destination.

It is with this goal in mind that the SANCB would like to embark on this research study.

6.3. Objectives of the survey

The primary purpose of the survey is to measure the brand health and equity of South Africa as a business events destination across various markets and MICE segments (see Appendix A). The survey should track:

- Awareness of South Africa as a business events destination amongst key decision makers, compared to level of awareness amongst competitors
- Familiarity and perception of South Africa as a business events destination

- Determine the decision-maker consideration set when choosing a business events destination for MICE
- Identify brand attributes for South Africa as a business events destination
- Determine brand equity against competitors (this may be brand measure index that determines the brand equity vs competitors)
- Quarterly progress reports to the Exco team
- Criteria (including trends in bidding criteria) that key decision makers apply to nominate or select destination of choice across the various MICE segments / geographies
- The buying process and decision-making process of decision makers
- Travel intent
- Covid-19 protocols (how Covid-19 has shaped travel and the business events subsector)
- Brand Evaluation module (measurement of brand campaigns)
- South Africa's performance on hygiene factors against its competitors

6.5. Technical Specifications

- South African Tourism prides itself on high quality data collection and accurate data as information sits at the heart of decision-making within our organisation. It is therefore important that the proposal demonstrates compliance with local and/or global market research data quality standards, data security standards as well as maintaining industry standards for quality processes
- The service provider should be compliant with individual and private information protection laws and regulations across jurisdictions / markets (i.e. General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), LGPD (Brazilian General Data Protection Law), and the General Personal Data Protection Law)
- Provide SA Tourism with an aggregate report, segment report, country report in PowerPoint format as well as a dashboard on key brand health performance indicators
- Compile survey results and deliver a cleaned electronic dataset in an .asv. data file format
- Design a robust sample that allows for reporting at a segment level and country level, provide two cost options one with a coverage of 16 countries and another with a coverage of 18 countries (see Appendix A),
- The sample is to comprise of decisions makers, from business events organisations (see Appendix A)
- The data collection instrument used should be localised and back translated
- Project plan is to include - kick-off meetings, data collection instrument design, status meetings, field work timelines, dependencies by project team members
- Produce a technical report, to ensure continuity of the work
- A report on the meta-data for the survey. This report should cover:
 - Definitions and classifications
 - Procedures by which data is collected and processed
 - Operational elements such as measures of respondent burden, response rates, edit failure rates, test for straight lining, etc.
 - Statistical quality measures

7 PRICING SCHEDULE

A detailed pricing schedule should be included in the bid proposal, detailing all aspects to deliver the requirements to South African Tourism as required under this tender. The detailed pricing schedule should, for the avoidance of doubt, also be summarised under Part A (ANNEXURE C) of the bid document.

For the purpose of evaluation, the price shall include all local taxes and other reimbursable expenses.

The proposal is to include a detailed cost structure, the cost structure should outline costs by period; a 1 year (baseline) and 3 years.

APPENDIX - A

	Meetings	Incentives	Conventions	Exhibitions
Priority Markets / Cities:	Africa (Nigeria, Kenya & Rwanda) Asia Pacific (Australia, Japan, China, India) Europe (Germany, Netherlands, France, Russian Federation, UK, Italy & Spain) North America (USA, Canada) South & Central America (Brazil)	Africa (Nigeria, Kenya & Rwanda) Asia Pacific (Australia, Japan, China, India) Europe (Germany, Netherlands, France, Russian Federation, UK, Italy & Spain) North America (USA, Canada) South & Central America (Brazil)	Montreal, (Canada), Beijing, Shanghai, (China) Berlin, Frankfurt, (Germany), Washington, Minneapolis, California (USA) Geneva (Switzerland) Dubai, Abu Dhabi, (UAE), Brussels (Belgium) Paris (France) Vienna (Austria) Rome (Italy), The Hague, (The Netherlands), Melbourne (Australia), London (United Kingdom), Mumbai (India), Singapore, Japan, The Russian Federation	Australia, Austria, Belgium, Brazil, Canada, China, France, Italy, Spain, Germany, India Japan, Netherlands, Turkey, UK, USA,
	Meetings	Incentives	Conventions	Exhibitions
Organisations:	Global Corporations	Global Corporations	Global Associations	Global PEOs

	Regional Headquarters	Incentive Houses	AMCs	Regional PEOs
	Corporate Agencies	Corporate Agencies	Core PCOs	
	National Headquarters	Regional Headquarters	Regional Associations	
	Third Party Planner	Third Party Planner		
	Intermediaries	Intermediaries		
Hygiene Factors	World Class Venue (Size, specs, catering, meeting rooms)			
	Quality Accommodation			
	Logistics / Venue: Technology and Connectivity (Internet)			
	AV, sound, lightning, décor, entertainment etc (Hybrid Event Technology)			
	Accessibility			
	Visas (Access)			
	Infrastructure: Speciality services, and experience (by e.g. PCO's and DMC's)			
	Proximity to venue (and other services) & Quality Accommodation - (Quality assurance)			
	Destination support: Local contact /liaison			
	In-kind Support / Subvention			
	Sustainability			
	Strong local industry representation			
	Health / Medical Access			
	Safety & security			
	Overall Pricing (Venue, Accommodation)			
Weather and seasonality				
Group travel experiences				

	Social event options, experiences and entertainment
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8 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.

South African Tourism, as far as practically possible, has taken every effort to prepare the best possible documentation of what is required and to ensure the specifications do not inhibit participation by Exempted Micro Enterprises (EMEs) and Qualifying Small Enterprise (QSE). South African Tourism therefore also encourages the establishment of consortia, to ensure that EMEs and QSEs can participate in the bid.

9 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;
- 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; and/or
- 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.

9.1 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 legal and commercial information of all bidders where the below portfolio of evidence and supporting documents should be provided in sequential order (This must include the sub-contractor information as well):

- a) Cover letter introducing your company and any sub-contractor who will participate in the bid/contract;
- b) Bidder credentials (comprehensive company profile, ownership structure of the company, B-BBEE profile etc.);
- c) Confirmation of valid tax status (refer to paragraph 6.16 for acceptable method(s) of proof);
- d) Valid certified copy of B-BBEE certificate (if applicable);
- e) Copies of latest audited statement of financial position, statement of financial performance, cash flow statement and latest audit report (issued by independent auditors). Shortlisted bidders will be required to submit full set of latest financials upon request from South African Tourism;
- f) Certified copy of Companies and Intellectual Property Commission (CIPC) registration documents (if applicable);
- g) Certified copies of South African Identity Documents or Valid Passports of Members, Directors or owner (Copy with original stamp); and
- h) Certified copies of all latest share certificates, in case of a company (Copy with original stamp);

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; and
- b) Duly complete all Standard Bidding Documentations (SBDs) and Declarations.

Part C: Credentials against the proposed scope of services, any information which will demonstrate the bidder's response as per set functional criteria

End.