



**SOUTH AFRICAN TOURISM**

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Dear Bidder

**Subject Matter: Request for Quotation (RFQ) – Identification of sector aligned corporate companies within the SA Tourism’s key source markets**

South African Tourism Board (SA Tourism) was established by section 2 of the Tourism Act, 1993 (Act No. 72 of 1993) and continues to exist in terms of section 9 of the Tourism Act, 2014 (Act No. 3 of 2014) as amended. SA Tourism is also Schedule 3 Part A public entity in terms of the Public Finance Management Act, 1999 (Act No. 1 of 1999).

SA Tourism is mandated in terms of the Tourism Act to provide for, amongst others, 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 key strategic industry in terms of The National Development Plan and the National Tourism Sector Strategy as it supports governments’ objectives to alleviate the triple challenges of unemployment, poverty and inequality.

Section 217 of the Constitution of the Republic of South Africa, 1996, provides that goods and services must be contracted through a system that is fair, equitable, transparent, competitive and cost-effective and confers a constitutional right on every potential supplier to offer goods and services to the public sector when needed.

Having regard for the aforementioned SA Tourism invites reputable and experienced research service providers with a good track record to submit proposals that demonstrate their ability and capability to deliver services as required through the request for proposal.

**Scope of Work**

South Africa National Convention Bureau (SANCB) acts as a ‘one-stop solution’ for independent information and assistance, giving neutral advice on all aspects of hosting and organising any business event in SA. The unit provides dedicated assistance to meeting planners, as well as incentive and exhibition organisers, who are considering South Africa as their next destination. Support is provided on every level, using their expertise, strategic planning and destination knowledge to ensure conferences, exhibitions or incentives in SA are memorable for delegates and hassle-free for organisers and associations. Furthermore, the SANCB’s role is to generate qualified leads and inform targeted positioning of South Africa as a business events destination. Moreover, capacitating and enable a competitive business events destination. Through the South Africa National Convention Bureau, SA Tourism has identified Business Development as a critical role in assisting with the identification of corporate companies in South Africa Tourism’s key source markets. SA Tourism’s key source markets were selected based on parameters such as South Africa’s existing market share, South Africa’s ability to win in these markets, and the outbound potential of these markets. The

activated growth potential for these markets is based on econometric forecasts and South African Tourism's growth aspirations, equally optimising marketing investment across the identified target markets and distributing resources to help meet set objectives.

## **Business Goal**

The SANCB is tasked with generating potential leads to create future bidding opportunities for destination South Africa. SA Tourism has 10 country offices across various regions, which have designated marketing workforce, who are part of SA Tourism and are stationed in designated SA Tourism country offices. The SANCB is able to partner with these in-market partners, to collectively target and deriving business from these corporate companies and incentive houses.

The objective of this exercise is to identify key global sectors across some of SA Tourism's key source markets, and align them to South Africa's priority sectors according to SANCB's reviewed bid support programme

To build a sector aligned repository of corporate companies and incentive houses across SA Tourism's source markets to enable the business unit to effectively engage these companies for future MICE opportunities.

Upon identifying corporate companies within the key markets and key sectors; the aim is to communicate with these corporates, and develop a rapport without the reliance of intermediaries. The SANCB does not have data on sector aligned corporate companies and incentive houses, acquiring data will enable the business unit to develop sound acquisition strategies on targeting these companies directly. This is a strategy focused on aggressive lead generation, and business acquisition from corporates and incentive organisers.

The SANCB wishes to focus on these SA Tourism's key source markets:

- Europe: United Kingdom, Germany
- Americas: USA
- Asia Pacific: China, India
- Africa: Nigeria

The following sectors have been identified in the Reviewed Bid Support Programme:

- Manufacturing, Wholesale, Retail trade, Financial services, Transport, Mining, Agriculture, Travel & tourism, Trade and Export Development and Promotion, Medical Science, Technology, Science, Religious, Philanthropy and Education

## **Deliverables:**

- A database of corporate companies and incentive houses that are sector specific including key contacts

The database should include but not limited to the informing below;

- Name of business
- Country the business operates in / is Head quartered
- Business contact details such as; telephone number
- Business email address,
- Designation
- Level of decision making or influence

## **Cost structure and project plan:**

Suppliers must submit the total price for the assignment based on the skills, resources and time allocated to the project. Suppliers should also propose innovation in their technical proposals to keep the cost to a minimum where SA Tourism will still benefit from the best possible qualitative outcome. SA Tourism reserves the right to request additional information or clarity on cost proposals prior to the evaluation thereof.

## 1. Format of proposal

1.1 Bidders must complete and return all the necessary standard bidding documents (SBD's) attached to this request with technical and financial proposals.

1.2 Bidders are advised that their proposals should be concise, written in plain English and simply presented in the same order as indicated below:

- (a) Cover letter introducing your firm and credentials, capacity, capability and experience for this assignment;
- (b) National Treasury Centralized Supplier Database (CSD) registration summary report with a valid tax status;
- (c) Valid certified copy of B-BBEE certificate;
- (d) 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 were undertaken.
- (e) Overview of the methodology your firm will apply for this assignment;
- (f) Project/assignment approach and plan which outlines the activities to be undertaken during the process;
- (g) Outline of the qualifications and related experience of the proposed resources that will be assigned to the matter;
- (h) Financial proposal to deliver the assignment including any other cost SA Tourism should be aware off for the successful completion of the assignment;
- (i) Declaration of Interest – SBD 4;
- (j) Preference Point Claim Form – SBD 6.1;
- (k) Declaration of Bidder's Past Supply Chain Management Practices – SBD 8; and
- (l) Independent Bid Determination – SBD 9.

## 2 Cost structure and project plan:

2.1 Bidders must submit the total bid price for the assignment based on the skills, resources and time allocated in providing the services.

2.2 Bidders should also propose innovation in their technical proposals to keep the cost to a minimum where SA Tourism will still benefit from the best possible qualitative outcome. SA Tourism reserves the right to request additional information or clarity on cost proposals prior to the evaluation thereof.

## 3 Evaluation Method

3.1 The evaluation process of bids will comprise of the following phases:

Phase 1	Phase 2	Phase 3
<b>Administration and Mandatory bid requirements</b>	<b>Functionality</b>	<b>Price and B-BBEE</b>
Compliance with administration and mandatory bid requirements.	Bids will be evaluated in terms of functionality.	(a) The bidders that have successfully progressed through to Phase 2 will be evaluated in accordance with the 80/20 preference point system contemplated in the Preferential Procurement Policy Framework Act, 2000

Phase 1	Phase 2	Phase 3
		(b) 80 points will be awarded for price while 20 points will be allocated for preference points for BBEE as prescribed in the regulations.

### 3.2 Points awarded for functionality:

EVALUATION CRITERIA	Rating					Weight
	1	2	3	4	5	
The Bids will be evaluated on a scale of 1 – 5 in accordance with the criteria below. The rating will be as follows: 1 = Very poor, 2 = Poor, 3 = Good, 4 = Very good, 5 = Excellent						

Deliverables / Performance Indicators	Weight
<p><b>Criterion 1:</b></p> <p>Credentials and experience relevant to the scope of work under this RFP, and doing research in tourism</p> <ul style="list-style-type: none"> <li>• Experience in working on similar projects (Industry, size), Suppliers should clearly state work done similar to a project of this nature)</li> <li>• The service provider is required to provide three (3) contactable client references where its services can be verified. References should be presented in the form of a written letter on official letterhead from clients with similar services stating clearly what work was done for them.</li> <li>• Services provided should not be older than four (4) years from the closing date of this RFP. No appointment letters from clients will be accepted as reference letters</li> </ul>	10
<p><b>Criterion 2:</b></p> <p>Research Design:</p> <ul style="list-style-type: none"> <li>• Demonstrate how data will be collected, including key sectors identification per market</li> <li>• Service provider should demonstrate that they have considered possible limitations to the study and advise how to mitigate possible limitations</li> <li>• Show examples of what the report emanating from the study will look like (using dummy data)</li> </ul>	40
<p><b>Criterion 3:</b></p> <p>Infrastructure and capacity</p> <ul style="list-style-type: none"> <li>• Demonstrate how data quality will be insured (compliance and methods, quality measures that are applied by the entity to ensure that the data is of sound quality, include local or global data security (including protection of personal information) and data quality compliance documents)</li> <li>• Demonstrate efficiency through methods that will be used in building the database</li> </ul>	30

<p><b>Criterion 4:</b></p> <p>Proposed project team that will be assigned to the project and their experience</p> <p>1. Advisory person(s) should have:</p> <ul style="list-style-type: none"> <li>• 20+ years research experience (5 points)</li> <li>• 15 - 19 years research experience (4 points)</li> <li>• 11 - 14 years research experience (3 points)</li> <li>• 5 to 10 years research experience (2 points)</li> <li>• Less than 4 years research experience (1 point)</li> <li>•</li> </ul> <p>2. Research Project leader should have:</p> <ul style="list-style-type: none"> <li>• 10 years research experience (5 points)</li> <li>• 7 - 9 years research experience (4 points)</li> <li>• 5 - 6 years research experience (3 points)</li> <li>• 3 - 4 years' experience (2 points)</li> <li>• 1- 2 years (1 point)</li> </ul> <p>3. Support team members should have an average of:</p> <ul style="list-style-type: none"> <li>• 15+ years research experience (5 points)</li> <li>• 11 - 14 years research experience (4 points)</li> <li>• 8 - 10 years research experience (3 points)</li> <li>• 5 - 7 years research experience (2 points)</li> <li>• Less than 5 years research experience (1 point)</li> </ul>	15
<p><b>Criterion 5:</b></p> <p>Detailed project implementation plan with timelines from inception to completion of the project; (with deliverables and dependencies)</p>	5
<p><b>TOTAL</b></p>	100

**“functionality”** means the measurement according to predetermined norms, as set out in the bid documents, of a service or commodity that is designed to be practical and useful, working or operating, considering, among other factors, the quality, reliability, viability and durability of a service and the technical capacity and ability of a bidder.

- I. Bids will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- II. Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements. The official responsible for scoring the respective bids will evaluate and score all bids based on bid submissions and the information provided.
- III. The score for functionality will be calculated in terms of the 1 - 5 rating scale as shown in the functionality criteria matrix under paragraph 4.2.
- IV. The value scored for each criterion will be multiplied with the specified weighting for the relevant criterion to obtain the marks scored for each criterion. These scores will be added and expressed as a fraction of the best possible score for all criteria.
- V. The points for functionality and the points for B-BBEE level of contribution will be added together and the proposal from the bidder which meets the highest score will be deemed the preferred proposal.

**Important notice:** A minimum threshold of 75% has been set for suppliers to achieve for FUNCTIONALITY during the evaluation process of Phase 1. Any supplier who does not achieve at least 350 points or more

(>75%) will be eliminated and will not qualify for further adjudication where only comparative price and B-BBEE level of the contributor will be considered.

#### 4. **Awarding of Points for Price and Broad-Based Black Economic Empowerment**

The bidders that have successfully progressed through to Phase 3 (bidders who meet the minimum threshold for the functionality of (75%) will be evaluated in accordance with the 80/20 preference point system contemplated in the Preferential Procurement Policy Framework Act, 2000 and the Preferential Procurement Regulations of 2017.

80 points will be awarded for price while 20 points will be allocated for preference points for BBEE as prescribed in the regulations.

Points for B-BBEE level of contribution will be awarded in accordance with the below table: -

<b>B-BBEE Status Level of Contributor</b>	<b>Number of Points</b>
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

#### 5. **Adjudication and Final Award of Bid**

The successful bidder will usually be the service provider scoring the highest number of points for comparative price and BBEE level of contribution or it may be a lower scoring bid on justifiable grounds or no award at all.

#### 6. **National Treasury Centralized Supplier Registration and B-BBEE Certificates**

6.1 All bid submissions must include a copy of successful registration on National Treasury's Centralized Supplier Database (CSD) with a valid tax clearance status and an original or certified copy of a B-BBEE verification certificate (if you have been assessed).

6.2 Proposals which do not include these documents will not be considered.

#### 7. **Deadline for submission**

All proposals must be e-mailed, in PDF format, to [quotes@southafrica.net](mailto:quotes@southafrica.net) no later than **12H00 on Tuesday, 15 February 2022** and should remain valid for at least 45 days after the closing date.

#### 8. **Confidentiality**

The request for a technical and cost proposal and all related information shall be held in strict confidence by bidders and usage of such information shall be limited to the preparation of the bid. All bidders are bound by a confidentiality

agreement preventing the unauthorized disclosure of any information regarding SA Tourism or of its activities to any other organization or individual. The bidders may not disclose any information, documentation or products to other clients without written approval of SA Tourism.

**9. Terms of engagement**

Prior to commencing with the assignment, the successful bidder will be required to meet with the SA Tourism's Head of Risk to finalize the statement of work (SOW) and criteria for approval.

**10. Payments**

10.1 No advance payments will be made in respect of this assignment. Payments shall be made in terms of the deliverables as agreed upon and shall be made strictly in accordance with the prescripts of the PFMA (Public Finance Management Act, 1999. Act 1 of 1999).

10.2 The successful bidder shall after completion of the contract, invoice SA Tourism for the services rendered. No payment will be made to the successful bidder unless an invoice complying with section 20 of VAT Act No 89 of 1991 has been submitted to SA Tourism.

10.3 Payment shall be made into the bidder's bank account normally 30 days after receipt of an acceptable, valid Invoice.

**11. Non-compliance with delivery terms**

The successful bidder must ensure that the work is confined to the scope as defined and agreed to. As soon as it becomes known to the bidder that they will not be able to deliver the services within the delivery period and/or against the quoted price and/or as specified, SA Tourism's Head of Risk Management must be given immediate written notice to this effect.

**12. Retention**

Upon completion of the assignment and / or termination of the agreement, the successful bidder shall on demand hand over to SA Tourism's Head of Risk Management all documentation, information, etc... relevant to the assignment without the right of retention.

**13. Cost**

The bidder will bear all the costs associated with the preparation of the response and no costs or expenses incurred by the bidder will be borne by SA Tourism.

**14. Cancellation of the request for a technical and cost proposal**

SA Tourism may, prior to the award of the bid, have the right to cancel the bid if:

- (a) Due to changed circumstances, there is no longer a need for the service; or
- (b) Funds are no longer available to cover the part and/or total envisaged expenditure; or
- (c) No acceptable bids are received.

SA Tourism reserves the right to withdraw this request for technical and cost proposals, to amend the term or to postpone this work by email notice to all parties who have received this request.

14. **Clarification**

Any clarification required by a bidder regarding the meaning or interpretation of the Terms of Reference, or any other aspect concerning this request for technical and cost proposals, is to be requested in writing from the Sourcing Specialist

Thanking you and looking forward to your proposal in this regard.

Yours in Tourism

**Sizakele Nkosi**  
**Sourcing Specialist**