



COEGA DEVELOPMENT CORPORATION

**CDC/13/25 et al: APPOINTMENT OF PREFERRED SERVICE PROVIDERS FOR THE PROVISION OF MARKETING
AND COMMUNICATIONS SERVICES FOR THE COEGA DEVELOPMENT CORPORATION
08 December 2025 @ 11:00**



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PROJECT BACKGROUND



Project Background

The Marketing and Communications Business Unit of the CDC provides services to the entire Coega Development Corporation (CDC) business, including the sub brands. To deliver on this mandate, the Unit requires the appointment of experienced and capable service providers who can support the full spectrum of marketing, brand management, strategic communications, digital and media services. These partners will be integral in elevating CDC's market positioning, expanding reach across priority segments, and ensuring consistent, credible, and impactful communication across all platforms and touchpoints. The work of these service providers will directly support the CDC's growth ambitions, promote organisational achievements, and reinforce the corporation's reputation as a trusted leader in sustainable industrial development.

The services will be required as and when, and the contract duration is 36 months.

SCOPE OF WORK

Scope of Work

- The detailed requirements and scope of works encompasses the following services:

Table 1:

NO.	CONTRACT NUMBER	PROJECT NAME	MAXIMUM NO OF SERVICE PROVIDERS REQUIRED PER OFFICE
1.	CDC/13/25	Advertising and Marketing	3
1.	CDC/14/25	Public Relations	3
1.	CDC/16/25	Digital & Online	3
1.	CDC/17/25	Events Management	3
1.	CDC/18/25	Printing Services	3
1.	CDC/19/25	Branded Corporate Merchandise	3

Scope of Work

- (I) Advertising and Marketing Services;
- (a) The service provider will be required to develop a brand campaign for the CDC:

Advertising and Marketing Services:

- (i) A direct marketing campaign, creating concepts and messaging, producing all creative and copywriting, and preparing a detailed advertising plan or media schedule. Bidders must also manage media placements, monitor performance, and report results to support the CDC's objectives.
- (ii) Book, manage, and pay for media space on behalf of the CDC, as and when required, across both local and international media platforms. This includes securing competitive rates, coordinating placements, and ensuring timely flighting of all approved advertising.

- iii. Submit proof of confirmation of “Credit Terms” from the media houses of not less than R1 million per quarter or R4 million per annum.
- iv. Provide full production services for outdoor branding, including design adaptation, printing, fabrication, and delivery of all approved outdoor and indoor branding materials.
- v. To submit a close-out report upon completion of each project

(II) Public Relations Services;

- (a) The service provider is required to undertake the following Public Relations (PR) services when required by the CDC:
 - i. To provide strategic public relations support to the CDC as needed. This includes developing PR and media plans that strengthen the CDC’s share of voice while mitigating reputational risk;

Scope of Work

- ii. Offer stakeholder management support in all areas where the CDC operates, including potential engagements elsewhere on the African continent; and
- iii. Provide the latest qualitative and quantitative PR metrics, supported by clear reporting dashboards on all CDC PR services undertaken.
- iv. To submit a close-out report upon completion of each project.

(III) Digital and Online Services;

- (a) The service provider is required to perform the following services when required by the CDC:
 - i. Develop mobile applications for the CDC, including full support across Android, iOS and other relevant operating systems or platforms.

Scope of Work

- ii. Support the enhancement, maintenance, and ongoing development of the CDC website, including .NET, CMS, digital functionalities and any related online services.
- iii. Provide comprehensive Search Engine Optimisation (SEO) services for all CDC websites, including analytics, performance monitoring, and recommendations to improve visibility and ranking.
- iv. To submit a close-out report upon completion of each project.

(IV) Event Management Services;

- (a) The service provider is required to perform the following services when required by the CDC:
 - i. Support the CDC in the management of small (up to 150 people), medium (between 151 and 500), and large events (beyond 500 people) as per the event management plan provided by the CDC.

- ii. Provide the CDC with the advanced digital guests management systems for RSVPs and registration;
- iii. Utilise the latest South African Government Protocol on events management. In addition, the service provider must have the experience in hosting Government events which include Officials, Diplomats, Presidency, etcetera.
- iv. Provide live streaming services for digital platforms, including social media, such as on Facebook, X, and YouTube, to name but a few;
- v. CDC with event related services, e.g. Deco, Furniture, Tents, Catering etc.

(V) Printing Services;

- (a) The service provider is required to perform the following services when required by the CDC:

Scope of Work

- i. Provide high quality printing services using modern technology, covering but not limited to items such as corporate folders, large sized compliance posters, and specialised publications including the CDC Annual Report (full-colour, varnished, laminated covers, high-grade paper, and perfect binding). These examples illustrate the scope of work; however, CDC may request additional print products as required.

(VI) Corporate Banded Merchandise Services;

- (a) The service provider is required to perform the following services when required by the CDC:
 - i. Provision of high-quality corporate branded merchandise to support the CDC's brand visibility and stakeholder engagement efforts;
 - ii. Be able to customize and supply a broad range of branded items, making use of the latest product ranges available in the corporate merchandise industry; and
 - iii. Provide the latest catalogue of currently available corporate gifts in the Continental regions to which the service provider has access.

HEALTH, SAFETY AND ENVIRONMENTAL REQUIREMENTS

SHEQ Requirements

Safety, Health and Environment will include the following provisions:

The successful Tenderer will be required to comply with the Occupational Health and Safety Act and Regulations, Act (85 of 1993); Compensation for Occupational Injuries and Disease Act, Act (130 of 1993) and SHEQ Management systems, National Environmental Management Act, Act (107 of 1998), read with all relevant legislations throughout the duration of the contract;

This includes, but is not limited to, risk management, safe work practices, environmental stewardship, ethical conduct, and continuous improvement.

Procurement Matters

Procurement Matters – Evaluation of Submitted Bids

Stage of Assessment	Area of Assessment
<i>Stage 1</i>	Responsiveness Assessment
<i>Stage 2</i>	Quantitative Assessment
<i>Stage 3</i>	Qualitative Assessment

Timeous Submissions

- (a) All the Proposals must reach the CDC before the stated date and time of closure of this RFP Process.
- (b) Any late submission will be returned unopened to the respective Bidder.

Stage 1– Responsiveness Assessment

- (a) In order for the Bidder to be considered as being responsive and eligible for the next stage of assessment, it has to pass the Responsiveness Assessment Stage. This will be determined from the submitted Bid and Returnable Documents that are listed in Tables 3 below.
- (b) If any of the items reflected under Mandatory requirements are not furnished fully, then the submitted Bid will be considered as null and void and shall be considered as non-responsive and will therefore not be assessed further.

Procurement Matters – Evaluation of Submitted Bids

Item No.	Responsiveness Assessment Criteria – Mandatory Requirements
	Fully Completed and Signed SBD 1 FORM: Invitations to Bid. In case of a Joint Venture/Consortium the information (CSD registration numbers) of all the entities (members of the JV/Consortium) should be reflected on the SBD 1 Form. (ANNEXURE A)
2.	Fully Completed and Signed SBD 4 FORM: Bidder's Disclosure. In case of a JV/Consortium, a separate Bidders Disclosure Form (SBD4) in respect of each party to the JV/Consortium must be completed and submitted. (ANNEXURE B)
3.	A signed letter of intent to enter into a JV/Consortium, to be signed by all parties (Where applicable). Completed and Signed Certificate of Authority of Signatory TO BE SIGNED BY ALL BIDDING ENTITIES . Proof of Authority to sign may be submitted in a form of company resolution.
4.	Fully Completed and signed Certificate of Authority of signatory to be signed by ALL BIDDING ENTITIES (ANNEXURE D) . In case of a JV/Consortium the authority of Lead Partner to sign JV/Consortium documents to be signed by all parties in the JV (Where applicable) . Proof of authority to sign may be submitted in a form of company resolution.
5.	In case of JV/Consortium, a signed letter of intent to enter into JV/Consortium or JV agreement to be signed by all parties.
6.	<p>Bidders must submit proof of at least two similar projects completed in the past two years, each supported by a performance or recommendation letter from the client. The total value should be a minimum project appointment value of R100 000 per project. The following must be on the letter of recommendation:</p> <ol style="list-style-type: none"> 1. Be on an official letterhead, 2. Clearly describe the scope of services provided, 3. Include the contract duration, 4. Provide traceable contact details of the reference, 5. State the performance and satisfaction level

ONLY FOR - CDC/13/15/17/25

Item No.	Responsiveness Assessment Criteria – Mandatory Requirements
7.	Submit proof of confirmation of “Credit Terms” from the media houses of not less than R1 million per quarter or R4 million per annum. ONLY FOR CDC/13/25
8.	Provide the latest catalogue (2025) of currently available corporate gifts to which the service provider has access. ONLY FOR CDC/19/25
9.	<p>Bidders must submit valid proof of office space within their selected areas, such as a lease agreement, title deed, or municipal statement (not older than 3 months) in the bidder’s name. Landlord letters must be signed and include contact details. Failure to provide sufficient proof will render the bid non-responsive.</p> <p>Please note: CSD, CIPC registration documents, Letterheads, Search engines, Statements, etc. will not be considered as proof of office space.</p>

Procurement Matters – Evaluation of Submitted Bids

1.	As per amended Generic sector codes, generic entities as well as Qualifying Small Enterprises with less than 51% black shareholding are to submit a valid SANAS Accredited B-BBEE Verification Certificate. All Exempted Micro Enterprises and Qualifying Small Enterprises with more than 51% black shareholding are to submit a sworn affidavit stamped and signed by the Commissioner of Oaths as per the DTIC B-BBEE template. In case of a JV, a consolidated B-BBEE certificate must be submitted as well as individual B-BBEE Certificates/affidavit of their entities to confirm the type of enterprise. (Annexure F)
2.	Company Registration documents (Biz Portal).
3.	Company Profile.
4.	Completed and signed POPIA Consent Form (Annexure G)
5.	Completed and signed Form SBD 6.1 preference points claim form in terms of the Preferential Procurement Regulations 2022. (Annexure E)

Stage 2 – Quantitative Assessment

- ❑ Bids that pass the Responsiveness assessment stage will be further evaluated on Price and Specific Goals.
- ❑ Bids will be evaluated according to the Preferential Procurement Policy Framework Act, 2000:
- ❑ Preferential Procurement Regulations, 2022.
- ❑ 80/20 preferential point system will be used to evaluate Price and Specific Goals.

❑ Please refer to SBD 6.1 for details on allocation of points.

❑ <u>Area of Adjudication</u>	<u>Maximum Points</u>
Tendered Price (Sp)	80.00
Specific Goals (BBBEE level scoring)	20.00
Total Points (S)	100.00

All JV's must provide a valid consolidated B-BBEE certificate in order to get points for their B-BBEE levels

Stage 3 – Qualitative Assessment

- (a) Qualitative Assessment will be conducted on the top three (3) Bidders that met the Quantitative Assessment.
- (b) The main aim of this assessment is to do risk analysis and mitigation and also to ascertain that they have capacity and capability to execute the project successfully.
- (c) Performance reports for the previous projects done internal and external will be reviewed and those bidders with negative performance reports will be invited to a clarification to explain the reasons for non-performance before the decision is taken.
- (d) During this stage, tender offers will be verified if they are market related and if there are arithmetic errors made. The outcome of the verification will be communicated with the bidder to confirm if their tendered price still stands or withdraws.
- (e) Restricted bidders as well as bidders listed on the Treasury default register will be disqualified.
- (f) The Bidders will also be checked on National Treasury Database of Restricted Suppliers as well as National Treasury Tender Defaulters.

Final Outcomes of the Process

Unsuccessful Bidders will be advised of the outcomes of this Stage of the Procurement Process.

OWNERSHIP OF DELIVERABLES AND INTELLECTUAL PROPERTY

- (a) All the submissions and subsequent information received by the CDC as part of the bidding process shall become the property of the CDC and will not be returned to any Bidder.
- (b) Any deliverables (documents, drawings, etc.) prepared by the successful Bidder and submitted to the CDC during the execution of the contract arising from this RFP shall become the property of the CDC as its Intellectual Property including its Copy Rights.
- (c) The deliverables from the successful Bidder to the CDC during the execution of the contract would be both in the printed and in electronic format, and no PDF will be accepted. The CDC will advise the successful Bidder of the specific format in which the electronic deliverables should be submitted.

Procurement Matters – Channels of Communication

- ☐ Telegraphic, telexed, facsimiled or e-mail submissions will not be accepted.
- ☐ No telephonic or any other form of communication with any other CDC member of staff, other than the named individual below, relating to this request for tender will be permitted;
- ☐ All enquiries regarding this tender must be in writing only, and must be directed to Ms Zine Mtanda, Unit Head: Supply Chain Management, e-mail: cdctedners1325@coega.co.za;
- ☐ If necessary, CDC may issue addendum that may amend or amplify the tender documents to each bidder during the period from the date that tender documents are available until three (3) working days before the tender closing time stated in the Tender Data. An Addendum will be issued, to address some issues identified during the meeting.
- ☐ Bidders are required to acknowledge receipt of addendum to the tender documents, which the CDC may issue.

Procurement Matters – Channels of Communication

- ❑ All tender queries must be received five (5) working days before the tender closing date to allow time to respond, last date to received queries **(26 January 2025)**;
- ❑ Bidders who fail to observe the channels of communications will be disqualified;
- ❑ The bidders must arrive at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor, any official of the procuring institution in relation to this procurement process prior to and during the bidding process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid;
- ❑ Any inquiry by the bidder that may affect other bidders will be responded to all the bidders to ensure that the same information is shared with all bidders;
- ❑ The request to extend the tender validity period, if required, maybe sent to all bidders who have submitted their bids and the letter requesting extension will request bidders to respond to accept or not accept the extension. All bidders who will not accept or respond to the request will be disqualified and eliminated from the procurement process

Procurement Matters – Closing of bids

- ❑ The closing date and time for the receipt of complete bid documents is **12h00, Monday, - 02 February 2025**.
- ❑ **One original completed bid document** contained in a sealed envelope clearly marked: **“CONTRACT NO. CDC/13/25 et al - APPOINTMENT OF PREFERRED SERVICE PROVIDERS FOR THE PROVISION OF MARKETING AND COMMUNICATIONS SERVICES FOR THE COEGA DEVELOPMENT CORPORATION** shall be placed in the tender box at the following Coega Offices:

Tender Closing Offices	Address
Gqeberha	CDC Head Office, Corner Alcyon Road & Zibuko Street, Zone 1, Coega SEZ, Gqeberha (Port Elizabeth). Bids are to be submitted at Documents Control Office, Ground floor
East London	Harraway House, 12 Pearce Road, Berea, East London, - Bids are to be submitted to Reception area, Ground Floor.
Mthatha	CDC Mthatha Office, 24 Park Rd, Umtata Central, Mthatha, 5100. Bids are to be placed in the tender box at the reception area.

Procurement Matters – Closing of bids

Pretoria	Hillcrest Office Park, Coega Development Corporation 189 Lunnon Road, Hillcrest, Pretoria, 0083 – Bid are to be submitted at Reception Area.
Durban	CDC Umhlanga Office, 18 Cranbrook Crescent, Umhlanga , Durban, 4051 – Bid are to be submitted at Reception Area
Cape Town	Building 60 st Georges Mall Street, South African Reserve Bank Building Floor 11, office 1101 Coega Development Corporation, Cape Town City Centre, Bids to be submitted at the Coega Reception Area. Note: Tenderers must produce a valid South African Identification or driver's license document at the security desks to be allowed access to the CDC office.

PRICING SCHEDULE REQUIREMENTS

All pricing / rates must be inclusive of operational costs. This ensures that the total cost presented accounts for all expenses related to the operation, including but not limited to utilities, maintenance, staffing, administrative overheads, and any other associated costs necessary for service delivery.

Procurement Matters – Closing of bids

CDC/13/25 – Advertising & Marketing

No.	Description of Items / Goods	Unit of Measurement	Rate per Hour	Facilitation Fee (%)	Estimated Hours / Rand Value	Price (Excluding VAT)
1.	Provide marketing and advertising services to the CDC. This includes developing a direct marketing campaign, creating concepts and messaging, producing all creative and copywriting, and preparing a detailed advertising plan or media schedule. Bidders must also manage media placements, monitor performance, and report results to support the CDC's objectives.	Hour			8 hrs	
2.	Book, manage, and pay for media space on behalf of the CDC, as and when required, across both local and international media platforms. This includes securing competitive rates, coordinating placements, and ensuring timely flighting of all approved advertising.	%			R 1000	
3.	Provide full production services for outdoor branding, including design adaptation, printing, fabrication, and delivery of all approved outdoor branding materials. This must cover items such as: -3m x 3m steel frame gazebo -85mm x 200mm Fabric Tube Slimliner banner (double sided) -2m Teardrops (double sided)	%			R 1000	
4	To submit a close out report upon completion of each project.	Sum				
	Sub-total					
	VAT 15%					
	Total (incl VAT)					

Procurement Matters – Closing of bids

CDC/14/25 – Public Relations Services

Schedule of Rates Table (To be completed in full)

No.	Description of Services	Unit of Measurement	Rate per hour	Estimated Hours	Price excl. VAT
1.	To provide strategic public relations support to the CDC as needed. This includes developing PR and media plans that strengthen the CDC's share of voice while mitigating reputational risk.	Hour		8hrs	
2.	Offer stakeholder management support in all areas where the CDC operates, including potential engagements elsewhere on the African continent.	Hour		8hrs	
3.	Provide the latest qualitative and quantitative PR metrics, supported by clear reporting dashboards on all CDC PR services undertaken.	Hour		8hrs	
4	To submit a close out report upon completion of each project.	Sum			
	Sub-total				
	VAT 15%				
	Total incl VAT				

Procurement Matters – Closing of bids

CDC/15/25 – Digital & Online

Schedule of Rates Table (To be completed in full)

Item	Description of Services	Unit of Measurement	Rate per hour	Estimated Hours	Price excl. VAT
1.	Develop mobile applications for the CDC, including full support across Android, iOS and other relevant operating systems or platforms.	Hour		8hrs	
2.	Support the enhancement, maintenance, and ongoing development of the CDC website, including .NET, CMS, digital functionalities and any related online services.	Hour		8hrs	
3.	Provide comprehensive Search Engine Optimisation (SEO) services for all CDC websites, including analytics, performance monitoring, and recommendations to improve visibility and ranking.	Hour		8hrs	
4	To submit a close out report upon completion of each project.	Sum			
	Sub-total				
	VAT 15%				
	Total incl VAT				

Procurement Matters – Closing of bids

CDC/17/25 – Events Management

Schedule of Rates Table (To be completed in full)

No.	Description of Goods / Services	Size of Event	Unit of Measurement	Management fee (%)	Estimated Rand Value	Price excl. VAT
1.	Support the CDC in the management of small, medium, and large events as per the event management plan provided by CDC. The services will include: <ul style="list-style-type: none">advanced digital guests' management system for RSVPs and registration;live streaming services for digital platforms, including social media, such as on Facebook, X, and YouTube, to name but a few;Supply events related equipment, deco, and furniture	Small (up to 150 people)	%		R10000	
		Medium (between 151 and 500 people)	%		R15000	
		Large (beyond 500 people)	%		R 20000.00	
	Sub-total					
	VAT 15%					
	Total incl. VAT					

CDC/18/25 – Printing Services

Schedule of Rates Table (To be completed in full)

No.	Description of Items / Goods	Unit of Measurement	Rate as mark up %	Estimated Rand Value	Price excl. VAT
1.	Provide high quality printing services using modern technology, covering but not limited to items such as corporate folders, large sized compliance posters, and specialised publications including the CDC Annual Report (full-colour, varnished, laminated covers, high-grade paper, and perfect binding). These examples illustrate the scope of work; however, CDC may request additional printing products as required.	%			
	Sub-total	Sum			
	VAT 15%				
	Total incl. VAT				

Procurement Matters – Closing of bids

CDC/19/25 – Corporate Branded Merchandise

Schedule of Rates Table (To be completed in full)

No.	Description of Goods	Unit (overheads, charges and profit on services as described under this item)	Estimated Quantity	Rate (as % mark-up)	Price excl. VAT
	<p>Provision of high-quality corporate branded merchandise to support CDC's brand visibility and stakeholder engagement efforts. Be able to customize and supply a broad range of branded items, making use of the latest product ranges available in the corporate merchandise industry. The items listed in the schedule are examples and do not represent the full scope of potential merchandise needs.</p> <ul style="list-style-type: none">• Branded Golf shirts / jackets• Branded gift bags of all sizes• Branded stationery• Branded gifts for CDC stakeholders	%			
	Sub-total				
	VAT 15%				
	Total incl. VAT				

Questions & Answers



THANK YOU