

REQUEST FOR PROPOSAL

APPOINTMENT OF PREFERRED SERVICE PROVIDERS FOR THE PROVISION OF MARKETING AND COMMUNICATIONS SERVICES FOR THE COEGA DEVELOPMENT CORPORATION

CONTRACT NO: CDC/13/25 et al

The Coega Development Corporation (CDC) is headquartered in the City of Gqeberha, Nelson Mandela Bay Municipality, South Africa, with a strategic operational footprint in South Africa and beyond the borders in the African continent. The CDC's vision is to be the leading catalyst for the championing of socio-economic development. This it seeks to achieve through the development and operation of the 9 003-hectare Coega Special Economic Zone (SEZ), a transshipment hub and a leading investment destination in Africa, providing highly skilled competence and capacity for the execution of quality complex infrastructure and related projects throughout South Africa and selected markets on the African continent, and advisory on the development of industrialization and logistics zones.sThe CDC's advanced capabilities are successful enablers in infrastructure planning and development for National, Provincial, Local Government Departments and State-owned Entities, while realising related socio-economic impact areas such as skills and SMME development.

The CDC operates within a highly competitive and rapidly evolving economic landscape, where strategic marketing, integrated communications, and reputation management are central to achieving organisational visibility, investor attraction, and stakeholder confidence. As a leading catalyst for socio-economic development, the CDC relies on robust, high-quality marketing and communications support to effectively position its diverse portfolio, including the Coega Special Economic Zone (SEZ), its Implementing Agency function, Travel and Hospitality operations, Strategic Business Initiatives, and the Coega Development Foundation.

The Marketing and Communications Business Unit of the CDC provides services to the entire CDC business, including the above-mentioned subsidiaries. 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.

INVITATION AND SCOPE OF WORK

The CDC invites capable and competent Service Providers to submit proposal(s) **as single entities or Consortia/JVs** for the provision of Marketing and Communications services.

The CDC intends to appoint a maximum of three (3) Service Providers for all disciplines/contracts per region in order to mitigate risks. The intention is to spread the work on a rotational basis when a need arises. Details of the contracts and tender information are listed in Table 1, below:

Table 1: List of Services required

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

The duration of the contract shall be for 36 months.

CONDITIONS OF TENDER

- (a) Respondents must comply with the CDC's Procurement Policy & Procedures.
- (b) The following legislation shall apply:

(i) Public Finance Management Act (PFMA) (Act No. 1 of 1999);

(ii) Preferential Procurement Policy Framework Act (PPFPA), 2000;

(iii) The Preferential Procurement Regulations 2022.

(iv) Consumer Protection Act (CPA) 68 of 2008;

(v) Electronic Communications Act (ECA) 36 of 2005;

(vi) Electronic Communications and Transactions Act (ECT Act) 25 of 2002;

(vii) Occupational Health and Safety Act and Regulations Act (Act No. 85 of 1993);

(viii) Compensation for Occupational injuries and disease Act (Act No.130 of 1993);

(ix) National Environmental Management Act, NEMA (Act No. 107 of 1998);

(x) Disaster Management Act (Act No. 57 of 2002);

(xi) Board-Based Black Economic Empowerment (BBBEE) Act (Act No. 53 of 2003), as amended by Act No. 46 of 2013;

(xii) Competition Act (Act No. 89 of 1998);

(xiii) Protection of Personal Information Act (Act No. 4 of 2013); and

(xiv) Any other applicable legislation.
- (c) The **80/20** preference point system will be used where points allocation will be as follows:

(i) Price - **80**

(ii) Specific Goals - **20**

The Preference Point System will be applied for evaluation purposes using the total sum of fee rates submitted by the Bidder(s). However, Bidder(s) will be appointed based on the fee rates.
- (d) Bidders must confirm their company registration with Companies and Intellectual Property Commission (CIPC) (formerly CIPRO) as CDC will not award any bid to any business that appears on the CIPC List of de-registered businesses.
- (e) As per amended Generic sector codes, generic entities as well as Qualifying Small Enterprises (QSE) with less than 51% black shareholding are to submit a valid SANAS Accredited B-BBEE Verification Certificate. All Exempted Micro Enterprises (EME) and Qualifying Small Enterprises (QSE) 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. A Sworn Affidavit must be completed only if a bidder does not have a BBBEE Accredited Certificate and is a SMME. If a bidder uses a generic Affidavit, a score of zero will be allocated under quantitative assessment. The Amended Construction codes affidavit MUST be the one completed to obtain points.
- (f) Proof of registration with Treasury's Centralized Supplier Database (CSD) or provide a Treasury CSD registration number e.g. MAAAO...
- (g) The CDC will only award the tender to a bidder who is tax compliant. The tax compliance status of the bidders will be verified through CSD and South African Revenue Services (SARS) website. Prospective bidders must ensure that they are Tax Compliant throughout the the duration of the framework contract and when required to render services. The bidder will be given seven (7) day period to rectify tax if the bidder is tax non-compliant.
- (h) Bidders must be Value Added Tax (VAT) registered and bids must be submitted VAT inclusive. Non-VAT vendors who submit bids for contracts that would, if successful, take their annual turnover above the threshold of R 1 million are obliged to include VAT in the prices quoted and must therefore immediately upon award of the contract register with the SARS as VAT vendors. The award of contract would be conditional pending the successful Bidder submitting proof of registration as a VAT vendor with SARS.
- (i) Prices will be adjusted annually according to Consumer Price Index (CPI) and this will be addressed when signing the Service level agreement (SLA).
- (j) The CDC will not award more than five (5) active projects to one bidder, unless one project has reached 80% completion stage and beyond. Capacity assessment may be conducted in an event that the recommended Bidder is the only responsive service provider and has already been awarded five (5) contracts.
- (k) Bidders must complete and sign the POPI Act Consent Form.
- (l) Public servants are prohibited from doing any form of business with organs of state, whether in their own capacity as individuals or through companies in which they are directors. Verification will be done, and Bidders will be disqualified should they be found to be in contravention with the Regulations.
- (m) The successful Bidder 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 No. 130 of 1993), National Environmental Management Act (Act No. 107 of 1998) and Disaster Management Act (Act No. 57 of 2002) and, all relevant legislations throughout the duration of the contract. Upon appointment of the successful bidder will be required to develop Occupational Health, Safety and Environmental Management Systems in compliance to the CDC Norms and Standards.
- (n) It is incumbent upon and the responsibility of the Prospective Bidders to submit their full and correct contact details when they download the Request for Proposal (RFP) Document to enable any communication that the CDC might need to issue to all the Prospective Bidders during the bidding process to be realized. The CDC will not be accountable for any such omission or failure by the Prospective Bidders.
- (o) In case of JVs/Consortia the Bidder must include the JV Agreement to enter into a JV/Consortium Agreement.
- (p) Any misrepresentation of information will lead to immediate disqualification of the Bidder's Submission.
- (q) The bid validity period shall be Twenty-Four (24) weeks from the RFP closing date.

The RFP documents will be available for download from the CDC Website www.coega.co.za, Eastern Cape (EC) tender bulletin and e-tender portal publication from **Friday, 28th of November 2025** from **10:00**, at no cost. Potential bidders will be required to provide their email addresses on the CDC website before downloading the documentation for correspondence purposes. Potential bidders must therefore ensure that the email addresses are correct. The CDC will not take responsibility for any errors that may occur in the downloading of documents. Tenderers are therefore required to ensure that they download the full pack with no missing pages.

Briefing Session

A **non-compulsory** briefing meeting will be held virtually where representatives from the Coega Development Corporation will meet prospective Bidders. The Link to the meeting on **Monday, 08 December 2025 at 11:00** is as follows:

[Join the meeting now](#)

Meeting ID: 318 902 025 019 1

Passcode: Lp9bM3jg

Queries relating to this RFP may be addressed to Ms. Zine Mtanda, Unit Head: Supply Chain Management strictly via e-mail: tenderscdc1325@coega.co.za between the period of **28 November 2025 to 26 January 2026. No new queries received after 26 January 2026 will be considered.**

The closing date and time for the receipt of completed bids is **Monday, 02 February 2026 at 12:00 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.
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.

Bidders are to submit one original completed bid document that contains all 6 contracts but having been clear on selected contracts or services bidding for and placed it in a sealed envelope clearly marked

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Tenderers must ensure that all bid documents are submitted in a secure, sealed, tamper-proof envelope or container. The submission must be secure against any form of tampering, alteration, removal, or insertion of documents. Any bid submission received in packaging that appears to be torn, unsealed, loose papers or otherwise compromising the integrity of the contents may be deemed non-responsive and disqualified at the discretion of the CDC.

Bids will not be opened in public and no late submission will be considered. Should a bidder prefer to use a Courier, the onus is on the bidder to make sure that the documents are received by the CDC on time. Respondents or their representatives (including the courier services) must ensure that they register their submissions in the Register for Submissions form, wherein they will indicate the name of the person delivering the submission, the number of copies submitted, the time and date of submission and attach their signatures.

Failure to provide mandatory information required in this bid will result in the submissions being deemed null and void and shall be considered non-responsive. Telegraphic, telexed, facsimiled or e-mailed submissions will not be accepted.

No telephonic or any other form of communication relating to this Bid with any other CDC member of the staff, CDC Agent, client, or any other role players will be permitted other than Ms Zine Mtanda, Unit Head: Supply Chain Management.

All enquiries regarding this bid must be in writing only and addressed to:
Ms. Zine Mtanda, Unit Head: Supply Chain Management; e-mail address: tenderscdc1325@coega.co.za

The CDC reserves the right not to accept the lowest proposal in part or in whole or any proposal.

TIP-OFF ANONYMOUS HOTLINE:
STOP: THEFT / FRAUD / DISHONESTY / BRIBERY /
BLACKMAIL / INTIMIDATION
Call Toll-free TODAY: 0800 007 035 and remain anonymous.

