

**TERMS OF REFERENCE
NCEDA/25/02**

**APPOINTMENT OF A REPUTABLE FULL-SERVICE DIGITAL AGENCY FOR NORTHERN CAPE
ECONOMIC DEVELOPMENT TRADE AND INVESTMENT AGENCY**

ELIGIBILITY

Appointment of an experienced and reputable full service digital agency for the development of an effective digital Strategy, hosting and, development of a world class website platform and supporting social media and other digital marketing platforms as well as creation of compelling and curated content across all digital marketing platforms.

DUTY STATION

Kimberley

CONTRACT PERIOD

36 Months

REPORT TO

The Chief Executive Officer or designated official
Northern Cape Economic Development, Trade and Investment Promotion
Agency (NCEDA)

APPOINTED BY

Northern Cape Economic Development, Trade and Investment Promotion
Agency (NCEDA)

1. PURPOSE OF TENDER

The Northern Cape Economic Development, Trade and Investment Promotion Agency herewith invites bid proposals from reputable and experienced information full service digital marketing agencies for the appointment as the Agency's full service digital marketing agency.

The effective implementation of the digital strategy and corporate website should showcase the above and feature all the available projects and activities to enhance and strengthen NCEDA's position as world leader in innovation, renewable energy and reputable investment partner and should include the following:

- Development of an effective digital marketing strategy taking into consideration the approved marketing communication strategy
- Develop and manage a world class web platform which will form the pivot for the above strategy
- Domain registration and hosting
- Create and manage social and online marketing platforms
- Create compelling content to support the positioning of NCEDA provincially nationally and internationally across all identified digital platforms.
- Develop and manage adequate CRM platforms to optimize target market engagement
- Optimize SEO to increase and maintain optimal rankings
- Research

Criteria and terms for assessment of performance by the service provider will be developed and provided to the appointed service provider at the inception meeting and the successful bidder in consultation with NCEDA will project-manage, as per project scope. They will further take full responsibility for the effective and efficient development, implementation and management of the digital marketing strategy and platforms of the NCEDA.

The Northern Cape Economic Development, Trade and Investment Promotion Agency (NCEDA) has therefor a need to appoint a reputable and experienced full service digital agency with a verifiable track record and good standing in delivering and management of world class web and social media platforms as per the above listed areas.

2. OVERVIEW NORTHERN CAPE ECONOMIC DEVELOPMENT AGENCY

NCEDA is a 3C Public entity that was enacted into law through the Northern Cape Economic Development, Trade and Investment Promotion Agency Act (act 4 of 2008) and reviewed in April 2024 with act no.5 of 2024..

The Northern Cape Economic Development, Trade and Investment Promotion Agency is a pioneering economic development agency dedicated to driving innovation, sustainability, and comprehensive growth. We leverage cutting-edge technologies and renewable energy solutions to deliver turnkey projects, such as the Namakwa Special Economic Zone, Industrial parks, renewable energy projects that foster economic development and environmental sustainability.

By collaborating with national and international partners, the Agency is committed to creating transformative opportunities for communities and investors alike, positioning ourselves at the forefront of the new technological and green revolution

The Northern Cape is an unique a trade and investment destination, its vast geographical extent and natural resources, complemented by human capacity and sound infrastructure, offering its partners a wide array of attractive trade and investment opportunities meeting global standards.

The geographic location of Northern Cape provides easy access to SADC markets and export ports via sea and air. The entry points in terms of access to Namibia and Botswana, extending to Zambia, provide a unique competitive advantage.

The mineral profile of the Northern Cape has contributed to the establishment of global trade centres such as London and New York through diamond resources and mining listings. In addition to being for many years the leading source of diamonds, the province is a key iron ore and manganese producer, which is complemented by lime, granite, semi-precious stones and other minerals. The mining sector continues to expand, and with it opportunities in mining supplies and mineral value addition.

The South African government has prioritised the diversification of energy sources to supply the national grid, and the focus on renewable energy has stimulated the demand for solar, wind, hydro and biomass energy sources. No province is better equipped in these fields than the Northern Cape, which has become the preferred investment destination for renewable energy companies.

Growth in the energy sector has stimulated the manufacturing and agricultural sectors, which in turn has stimulated the development of infrastructure and services. Key projects include the Boegoebaai deep-sea port, Kathu Industrial Park, Upington Industrial Park and Namakwa Special Economic Zone.. These projects are complemented by a well-developed settlement, transport and communication network. Huge opportunities also exist in value addition to the Northern Cape's agricultural and mineral resources.

Innovation and Human capital is key to the sustainable development of any region, and the Northern Cape boasts the youngest university in South Africa, the Sol Plaatje University in Kimberley. The Northern Cape further features innovative and advanced technologies such as the South African Radio Astronomy Observatory in Carnarvon and the South African Large Telescope in Sutherland.

Provincial and local government organs in the Northern Cape underpin all the potential of the province, and are dedicated to ensuring a sound, safe and well-governed investment destination

3. BACKGROUND OF THE PROJECT

The digital landscape continuously to evolves, hence Investment and Destination Promotion has become extremely competitive within the ITTO (Internet of Things) environment. Our key source markets will increasingly use digital technologies and platforms to explore, research, confirm and ultimately share their experiences online. The effective use of digital technologies has subsequently become critical in achieving strategic competitiveness within the global investment and destination promotion space.

To remain competitive the Northern Cape Economic Development trade and Investment Agency need a comprehensive and agile digital strategy that will guide the implementation and further development of the current marketing communication strategy and a comprehensive web platform that will form the pivot to the above implementation.

4. GENERAL CONDITIONS

Briefing

There will be no briefing session. All technical queries must be emailed to dianna@experiencenortherncape.com

Validity

The bid proposals shall remain valid for a period of Ninety (90) days, from the submission date.

Presentations

The NCEDA reserves the right to request of shortlisted bidders to make presentations as part of the bid evaluation process.

5. PROJECT SCOPE OF WORK

The successful implementation of the digital marketing strategy should enhance and promote the image of the Northern Cape Economic Development, Trade and Investment Promotion Agency as a pioneering economic development agency dedicated to driving innovation, sustainability, and comprehensive growth. It should demonstrate its cutting-edge technologies and renewable energy solutions which is being used to deliver turnkey projects, such as industrial parks, that foster economic development and environmental sustainability.

The digital marketing strategy should further create engaging platforms to create effective marketing communication opportunities with our target audiences to foster an understanding of the investment and trade opportunities within the Northern Cape for investment and partnerships.

It's identified target Markets are as follows:

- Foreign and National Development Agencies
- Foreign and National Investors
- National and Provincial Government
- Foreign and Domestic Tourists (leisure and business)
- Foreign and Domestic Trade Partners (Tour operators, Wholesalers, Travel Agencies, Professional Conference and Event Organisers)
- Local Communities
- International, National and provincial Media

5.1 Specific project details

The preferred bidder will need to demonstrate how the successful implementation of the proposed digital strategy will assist the NCEDA in achieving their strategic objectives as well as proven effectiveness of digital campaigns in delivering awareness and conversion and will include the following deliverables:

5.2 Project Management

Service provider to manage and guide the enhancement, maintenance and updating of curated content of the corporate and subsidiary websites and all current digital platforms according to agreed timelines.

5.3 Develop and Implement a Digital Marketing Strategy

Develop and implement an agile and effective digital marketing strategy to optimize the digital platforms of NCEDA to maximize its investment and promotional objectives.

5.4 Create www.nceda.co.za platform

- Create an optimal functional, integrated and interactive fast site across all devices.
- Create an effective site map which will guide the development of the corporate website and required plug ins from free standing partner and project websites.
- Create curated and compelling content which will encourage increased understanding of investment opportunities and products for export available as well as inspire visitors to actual arrivals, drive awareness and conversion to the province but especially Witsand Nature Reserve and Mittah Seperere International Convention Centre.
- Allow for inclusion of content from partner sites, online travel platforms and online booking sites.
- Allow for the inclusion of newsfeeds from partners (Meltwater, Ornica, and World Travel News)
- Create compelling and curated for Bloggs highlighting the investment and other unique experiences and opportunities within the Northern Cape.

5.5 SEO and Analytics

- Develop and implement a search engine optimization strategy to achieve improved organic rankings and increased online visibility to generate web traffic volume and drive targeted visitors who are more likely to convert into sales to each one of the above identified sites.
- Provide monthly reports on the performance of all digital platforms indicating awareness and conversion.

5.6 Security

Provide secure environment emails, website and all appropriate digital platforms.

5.7 Domain Hosting and Email migration

- Identify and register appropriate domain names as was identified in 5.4

- To advise the agency of the details and security of hosting of the website and email.
- To migrate and develop new emails when required.

5.8 Curated and Compelling Content

Develop curated, factually correct and engaging content that will strengthen the positioning of the Northern Cape and its unique investment opportunities, product offering in its key sectors to position the Northern Cape as world class destination for investment and NCEDA as preferred partner. Across all identified digital platforms.

5.9 Accommodation and Venue Bookings (MSICC and Witsand)

Develop plug in's for booking systems (at least 3 which should be rotatable) and online booking systems that will allow for online bookings and reservations and queries

5.10 Site Plan and Architecture

Develop effective and user- friendly site plan and architecture to optimize user web use for each of the identified websites as detailed in 5.4.

5.11 Statistics and Research

- Create feedback and analytical reports for each of the identified sites as detailed in 5.3
- Track user activity on each of the identified sites as detailed in 5.3

5.12 E-Newsletter

Create Bi-monthly e-newsletter with compelling and curated content for each activity and distributed to appropriate database.

5.13 Social Media Platforms and Bloggs

- Identify and create new appropriate digital platforms
- Improve current platforms.
- Create compelling and curated content for blogs and social media platforms taking into consideration the specific needs of the project scope and our specific target markets and segments identified per sector.
- Manage all platforms.

5.14 Customer Retention Management Strategy Database Management

Develop and implement a CRM strategy to ensure database is continuously updated to allow for optimum reach of our e-newsletters and other communiques shared.

5.15 Quality

- Demonstrate implementation of best practice with reference to design, information architecture, navigation, functionality, SEO, usability and user experience.
- Demonstrate innovativeness to ensure an impact is made.
- Demonstrate ability to use analytics and implement solutions to improve all digital platforms' performance.

6. OUTLINE OF THE BID PROPOSAL

A. COMPANY PROFILE

- Detailed description of the company, its focus and strategy.
- The company's capability to undertake a project of this nature in terms of currently employed staff as well as physical and other resources.
- A proposed project team with roles and abridged CV's.

A. IMPLEMENTATION PROTOCOL

- Demonstrate that the bidder understands the brief and what is required from the full-service digital marketing agency to deliver on the above requirements.
- Give a detailed description of project delivery as per project scope with detailed budget (hours billed) per activity across the project phases.
- Provide an interpretation of the scope of services to be delivered by the successful full-service digital agency in relation to that of the Agency requirement across the project implementation.

C. TRADE REFERENCE LETTER

- Provide proven project experience of similar projects undertaken and delivered on for clients in similar fields and letters of recommendation from clients supporting the expertise of the full service agency to deliver on the above outlined needs.

A. PROJECT STRUCTURES AND REPORTING FRAMEWORK

- Clearly identify and provide cv's of the project team and their specific contributions to the project to ensure successful delivery on the project scope.
- Clearly define the reporting framework, including types of and reporting intervals the bidder deem sufficient for a project of this nature?
- NCEDA's marketing communication team will be the project lead in conjunction with the project lead from successful bidder.
- NCEDA will chair and will sign off on all progress reports, site maps, designs and any other matters crucial to the successful implementation, management and delivery of the project scope.

B. COST PROPOSAL

- Provide a detailed cost proposal (billable hours) as per the scope of services the bidder outlined under the *Implementation Protocol* heading.

C. DURATION OF THE CONTRACT

The successful bidder will be appointed for a period of 36 months.

7. QUALIFICATIONS AND EXPERIENCE

The successful bidder should be a full-service digital agency with at least five years proven expertise in the development of digital strategy's, web development and e-commerce integration and conversion.

Practice areas to include:

- Proven track record of developing state of the art, world class user friendly, mobile optimised websites and other digital platforms.
- Experience in the digital development of investment and trade platforms as well as of tourism platforms.
- Ability to generate exceptional and marketing specific curated content.
- Extensive SEO experience and success rate
- Past experience working in communication, trade and investment, renewable energy, travel brands and a significant proven track record in sourcing, developing, implementing and maintaining relevant content.
- A proven track record of previous experience relating to various web platforms.
- The creation and management of social and online marketing platforms
- Creation of compelling content to support the positioning of NCEDA provincially nationally and internationally across all identified digital platforms.
- Develop and manage adequate CRM platforms to optimize target market engagement
- Optimize SEO to increase and maintain optimal rankings
- Proven experience in Research
- Proven experience in ecommerce web platforms and tools

8. LOGISTICAL CAPACITY AND REPORTING

The successful bidder's account manager must attend online weekly status meetings with the NCEDA Marketing Communications team and monthly planning meetings with all relevant units as per the signed service level agreement. The bidder must also comprise of a full team with a clear separation of services

9. PROPOSAL REQUIREMENTS

Interested service providers should submit a detailed proposal outlining their approach to the project scope, team experience and responsibilities as well as a comprehensive budget (billable hours) and timeline for implementation.

10. EVALUATION AND SELECTION CRITERIA

PHASE 1	PHASE 2	PHASE 3
Primary review of mandatory and other bid requirements	Technical Compliance	Price and Specific Goals
Bidders must submit the mandatory documents as outlined in paragraph – 11 (Mandatory Returnable Documentation) below.	Bidder(s) are required to achieve a minimum of 70 points out of 100 points for the technical evaluation criteria to proceed to Phase 3 (Price and Specific Goals).	Bidder(s) will be evaluated in terms of price and the applicable specific goals.

11. MANDATORY RETURNABLE DOCUMENTATION

Service Providers are required to submit the following documents:

- Company registration documents.
- Valid tax clearance certificate (SARS Pin)
- Valid CSD Report
- BBBEE certificate. (SANAS) or Certified BBBEE Affidavit
- Proof of address for the business.
- SBD1 Invitation to bid
- SBD 3.3 Pricing Schedule
- SBD 4 Declaration for Interest.
- SBD 6.1 Preference Points Claim Form
- General Conditions of Contract
- Verifiable references.
- Certified sector registration documents and qualifications

- Joint Venture – Where Consortia / Joint Ventures / Sub-contractors are involved; Joint Venture agreements must be signed by all parties; each party must submit all mandatory documents. Consolidation of submission to be done by the submitting party.

ALL forms should be completed and attached to the proposals. Failure to complete the Standard forms, service provider will be disqualified.

Proposals will be evaluated based on the following:

REQUIRED KEY COMPETENCIES

- Proven experience in latest web platform development and explanation for preferred web platform technology
- Proven experience in site map development and structure for improved and intuitive navigation with universal access capabilities.
- Proven experience and printed portfolio of evidence showing expertise and experience in content management, explanation of the preferred content management system proposed, multilingual support and data visualisation.
- Proven experience in content management and search engine optimisation
- Proven experience in the development of well written and engaging content and the incorporation of multi media
- Proven experience of analytics and reporting to track user behaviour, conversion, traffic sources and research
- Ensure that the website and other digital marketing platforms align and enhance the Agency's mission and objectives.
- Provide project tracking dashboard and project collaboration for Agency's staff.
- Proven experience in providing scope of services required to clients in the investment, trade travel and tourism industry nationally & internationally.
- Competent in ensuring compliance and legalities as well as back up and recovery of the site and all digital marketing platforms
- Implement world class security measures, SSL Certification for encryption and regular security checks
- Indicate strategic abilities to manage, maintain and deliver on project scope. as well as timeous updates, backup and recovery strategy.

12. SUBMISSION REQUIREMENTS

Interested Service Providers must submit the following documentation:

- Company profile, including experience and expertise in the relevant areas.
- Proof of accreditation and certification.
- Resumes and certifications of staff.
- Quality assurance framework and monitoring and evaluation processes.
- References and testimonials from previous projects.
- It will be an advantage if the service provider can already indicate existing agreements with any employer structures/organisations.

13. PHASE 2 - FUNCTIONALITY ASSESSMENT CRITERIA

Prospective bidders will be evaluated in accordance with the 80/20 preference point system, as contemplated in the Preferential Procurement Regulations of 2022. Bidders will be evaluated out of 100 points in respect of their expertise in the relevant field. Any bidder that scores less than 70 points out of 100 points on functionality shall not be considered for **Phase 3** of the evaluation process – Price and Specific Goals.

Description	Specification	Maximum Points	Points Scored
<p>User Centered and Responsive Web platform</p> <p>Proven experience in (at least 5 years) developing and management of a multi-faceted, agile world class website which is h User-Cantered responsive design with intuitive navigation, scalable for growth with an efficient content management system and search engine optimization which will support universal access. Effective management, back up and security plan</p>	<p>A printed portfolio of evidence indicating relevant and proven experience and successful track record and area of expertise as per items highlighted in points 5.1 to 5/10 as per this document</p> <p>Indicate preferred platform technology and explanation of the relevance and advances of preferred web platform technology.</p> <p>Ensure that the website's structure and content align with the agency's strategic objectives and functions, and investment sectors.</p> <p>Ensure that the website's navigation is easy to understand, with a clear and logical structure that allows users to find information quickly.</p> <p>The site must be fully responsive, providing an optimal viewing experience across all devices, including desktops, tablets, and smartphones.</p> <p>The website should meet accessibility standards (such as WCAG 2.1) to ensure it is usable by people with disabilities, including those with visual, auditory, and motor impairments.</p> <p>Optimize images, scripts, and other assets to ensure fast loading times, aiming for a load time of under 2 seconds on both desktop and mobile.</p> <p>Use a robust content management system (CMS) that allows for easy updates and scalability as the site grows. Indicate best practices for preferred CMS</p> <p>Proven experience in improved search engine visibility and SEO practices and techniques</p> <p>Provide easy-to-use contact and enquiry forms for potential investors to request information or schedule meetings.</p> <p>Integrate the website with Customer Relationship Management (CRM) systems to manage and track inquiries and interactions</p> <p>Multilingual Support as we are liaising with stakeholders in multiple countries provide multilingual support to cater to diverse audiences.</p> <p>Provide ongoing technical support and maintenance for the contracted period to ensure 24/7 site.</p>	35	

	<p>Ensure the website is regularly updated with the latest security patches, software updates, and content refreshes.</p> <p>Implement a robust backup and disaster recovery plan to prevent data loss and ensure business continuity.</p>		
<p>Content, Multi Media and social media integration Provide High-Quality Content with integrated multimedia where required and a resource library:</p> <p>Sharing of Information, Live Feeds and Investor Leads Generation and Community Building</p>	<p>Ensure the website features well-written, engaging, and informative content that reflects the agency's brand and mission.</p> <p>Incorporate videos, podcasts, and other multimedia content to engage users and provide rich informational experiences.</p> <p>Create a resource library with downloadable content such as reports, whitepapers, and case studies.</p>	30	
<p>Analytics and Reporting Provide comprehensive analytics, custom reporting and User Feedback Mechanism</p>	<p>Integrate tools like Google Analytics and booking tracking tools to track user behavior, traffic sources, and conversion rates.</p> <p>Provide custom dashboards and reporting tools to monitor the site's performance and effectiveness in real-time.</p> <p>Include options for users to provide feedback directly on the site, helping the agency understand and improve user experience.</p>	20	
<p>Security Measures and SSL Encryption, Compliance and Legal Provide for compliance to Legal Disclosures, Cookie Management, and regular compliance reviews as well as Data protection and regular Security Audits.</p>	<p>Include all necessary legal disclosures and terms of use, especially for investment-related information.</p> <p>Implement a robust cookie management system that allows users to customize their preferences and comply with privacy regulations.</p> <p>Ensure ongoing compliance with relevant industry standards and regulations through regular reviews and updates.</p> <p>Implement SSL certificates to ensure all data transferred between the user's browser and the server is encrypted.</p>	15	

	<p>Ensure compliance with data protection regulations such as GDPR, including secure user data storage and consent management.</p> <p>Conduct regular security audits and vulnerability assessments to identify and fix potential weaknesses to prevent security breaches. (hacking)</p>		
TOTAL:		100	

14. Phase 3 – PRICE AND SPECIFIC GOALS EVALUATION (80/20)

Bids will be evaluated applying the 80/20 preference points system in accordance with the Preferential Procurement Regulations, 2022, where points are awarded to bidders on the basis of Price (80) and specific goals (20), using the following formula to calculate points for price:

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

Where P_s = Points scored for price of tender under consideration;

P_t = Price of tender under consideration; and

P_{\min} = Price of lowest acceptable tender.

A maximum of 20 points may be awarded to a tenderer for the specific goals specified for the tender.

1. The points scored for the specific goal must be added to the points scored for price and the total must be rounded off to the nearest two decimal places.
2. Subject to section 2(1)(f) of the Act, the contract must be awarded to the tenderer scoring the highest points.

Specific goals

80-20 PREFERENCE POINTS

SPECIFIC GOALS	PREFERENCE POINTS
Women	6
People with disabilities	5
Locality	5
Youth	4
TOTAL	20

Note: Service providers claiming points for the above specific goals MUST provide proof by submitting a valid CSD report.

15. INSTRUCTION TO SERVICE PROVIDERS

A. CLARITY ON SERVICES REQUIRED

The services required by NCEDA are described in these Terms of Reference and will be clarified and confirmed during a meeting with all interested bidders.

B. VALIDITY PERIOD AND WITHDRAWAL OF PROPOSALS

The period of validity of the tender and the withdrawal of offers, after the closing date and time is 90 calendar days commencing from the tender closing date. Should it under exceptional circumstances be necessary to extend the validity period, bidders will be requested well in advance to agree to such extension. **Non-responsiveness by bidders, to the Fund's request for extension of validity periods, will be interpreted as acceptance by the bidder of the terms of extension.**

C. LATE BIDS

Bids received after the closing date and time, at the address indicated in the bid document, will not be accepted for consideration and where practical, be returned unopened to the bidder(s).

D. COSTS FOR PREPARATION OF PROPOSAL

The costs incurred by the Service Provider in respect of the attendance of any briefing or presentation meetings or costs incurred in preparing any proposal will be borne by the Service Provider and NCEDA shall in no way be liable to reimburse the Service Provider for such costs incurred.

E. CONFIDENTIALITY

The entire process of calling for proposals as initiated by NCEDA in terms of its procurement policy is confidential. All deliberations in respect of the acceptability or otherwise of the proposals shall be conducted in closed sessions and members of the Evaluation and Procurement Committee is bound by confidentiality.

F. ETHICS

Any attempt by a Service Provider to obtain confidential information, or enter into unlawful agreements with competitors or influence the Evaluation and /or the Procurement Committee of NCEDA during the process of examining, evaluating and comparing proposals will lead to the rejection of its proposal in its

entirety. The Service Provider must declare any business or other interests it has with NCEDA or any employee of NCEDA, failing which the Service Provider shall be automatically disqualified from further participation in the process to be appointed as Service Provider.

G. CANCELLATION OF BID PROCEDURE

NCEDA shall be entitled, within its sole and entire discretion, to cancel this call for proposals at any time and shall notify the Service Providers accordingly. NCEDA shall in no way be liable for any damages whatsoever, including, without limitation, damages for loss of profit, in any way connected with the cancellation of this call for proposal procedure. The publication of an invitation to call for proposals does not commit NCEDA to appoint any of the qualifying Service Providers.

NOTE THAT A FAILURE TO FULLY COVER THIS IN YOUR PROPOSAL MAY RESULT IN YOUR PROPOSAL BEING REJECTED WITHOUT FURTHER CONSIDERATION.

16. SERVICE LEVEL AGREEMENT

The acceptance of any proposal shall only be confirmed with the conclusion of a written service level agreement between NCEDA and the Successful Service Provider, in terms of which the rights and duties of the parties are recorded, which agreement shall regulate the relationship between NCEDA and the Successful Service Provider.

Until such time that an appropriate Service Level Agreement (SLA) has been concluded between NCEDA and successful Service Provider, no rights shall be conferred, nor shall any legitimate expectations be conferred to the successful Service Provider to carry out the works or services provided for in this call for proposals.

17. FEE STRUCTURE

Service providers are required to expressly cover their proposed fee (billable hours) and disbursement structure based on the activities they propose undertaking to provide the service requested in this call for proposals.

NCEDA reserves the right to negotiate any aspect of the proposed fees and disbursements with the preferred Service Provider and shall not be bound to the fees and disbursements submitted by any Service Provider.

18. CONFLICT OF INTEREST, CORRUPTION AND FRAUD

The entity reserves its right to disqualify any bidder who –

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;

Seeks any assistance, other than assistance officially provided by a Government Entity, from any employee, or advisor, or other representative of a Government Entity in order to obtain any unlawful advantage in relation to procurement or services provided or to be provided to a Government Entity;

Makes or offers any gift, gratuity, anything of value or other inducement, whether lawful or unlawful, to any of the entity's officers, directors, employees, advisors, or other representatives in order to obtain any unlawful advantage to procurement or services provided or to be provided to a Government Entity;

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;

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;

Has in the past engaged in any matter referred to the above; or

Has been found guilty in a court of law on charges of fraud and/or forgery, regardless of whether or not 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.

Furthermore, a tenderer may be considered to have conflict of interest with one or more parties in this tendering process, if:

- a) They have a controlling partner/majority shareholder in common; or
- b) They have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or influence on the tender/proposal of another tenderer or influence the decisions of the entity regarding this bidding process.

A Tenderer must not have a conflict of interest. All Tenderers found to have a conflict of interest shall be disqualified.

19. FRONTING

Government supports the spirit of broad based black economic empowerment and recognizes that it 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 the No condemn any form of fronting.

The government in ensuring that Bidders conduct themselves in an honest manner will as part of the bid evaluation processes, conduct or initiate the necessary/investigations to determine the accuracy of the representation made in the 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 date of 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 the Northern Cape Economic Development Trade and Investment Promotion Agency may have against the Bidder/contractor concerned.

BID CLOSING DETAILS

Closing Date: 21 April 2025

Time: 11h00

SCM ENQUIRIES

Contact: Ms. Boitshepo Buang

Telephone Number: 053 110 0289

Email address: bmatsime@nceda.co.za

TECHNICAL ENQUIRIES

Contact: Ms. Dianna Martin

Telephone Number: 053 110 0289

Email address: dianna@experiencenortherncape.com

Proposals must be hand delivered or couriered to

NCEDA Office

20 Villiers Street

Kimberley Central

Kimberley

8301

Web address: www.nceda.co.za

EMAILED BIDS WILL NOT BE ACCEPTED.