



## INVITATION TO BID

**CONTRACT NO CDC/411/21 et al**

### **PREFERRED SERVICE PROVIDERS FOR THE PROVISION OF MARKETING AND COMMUNICATION SERVICES**

*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. The 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 foundational culture of the CDC's approach, backed by core values, is innovation and continuous improvement.*

#### **INVITATION AND SCOPE OF WORK**

The Coega Development Corporation (CDC) seeks to appoint Preferred Service Provider(s) that will provide the marketing and communication services listed on n Table 1 below. The duration of the contract shall be two (2) years, with an option to extend by twelve (12) months subject to the performance of the service providers. The CDC intends appointing a minimum of three (3) Service Providers for all disciplines/ contracts, in order to mitigate supply 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**

<b>NO.</b>	<b>CONTRACT NUMBER</b>	<b>PROJECT NAME</b>	<b>NON-MANDATORY VIRTUAL BRIEFING MEETING</b>	<b>CLOSING DATE</b>
1.	CDC/411/21	Advertising and Marketing	<b>Wednesday, 19 January 2022 at 10h00, via MST Teams.</b>	<b>Monday, 31 January 2022 at 12h00.</b>
2.	CDC/412/21	Public Relations		
3.	CDC/413/21	Media Buying		
4.	CDC/414/21	Digital & Online		
5.	CDC/415/21	Events Management		
6.	CDC/416/21	Printing Services		
7.	CDC/417/21	Branded Corporate Merchandise		
8.	CDC/418/21	Photography & Videography		

Respondents may provide a proposal for either one or more/ all the disciplines required. The scope of work

for the services to be rendered for each contract is detailed in the RFP document that is accessible free of charge from the CDC Website.

## **CONDITIONS**

- (a) The CDC's Procurement Policy and Procedures shall apply.
- (b) The following shall apply:
  - (i) Public Finance Management Act (PFMA);
  - (ii) National Treasury Regulations;
  - (iii) Preferential Procurement Policy Framework Act, 2000; and
  - (iv) Preferential Procurement Regulations, 2017.
- (c) Preferential Procurement Policy Framework Act, 2000: Preferential Procurement Regulations, 2017 will apply for allocating points for price and BBBEE points;  
  
The following scores will be applied:
  - (i) Price - 80
  - (ii) BBBEE Score - 20
- (d) Bidders must be 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 South African Revenue Services (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.
- (e) Bidders with less than 51% black shareholding (QSEs & Generics) are to submit a valid SANAS Accredited B-BBEE Verification Certificate (with the full applicable B-BBEE elements). Bidders with more than 51% black shareholding (EMEs & QSEs) are to submit a sworn affidavit stamped and signed by the Commissioner of Oaths as per the DTI 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;
- (f) The empowerment and development objectives (33% SMME Involvement) will be controlled by implementing the procedure listed in (h) below, where the bidder in terms of the Amended BBBEE Codes is a Generic Entity (Turnover of over R50mil).
- (g) The appointed service provider must sub-contract entities from previously disadvantaged groups (black, female and/or with disability) and/or local (within NMBM) black-owned companies (with a turnover of less than R50mil), where scope and credentials permit.
- (h) Bidders and all its Consortium/JV members if any, 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.

- (i) Proof of registration on the National Treasury's Central Supplier Database (CSD) or provide a Treasury CSD registration number e.g. MAAA0.
- (j) 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 SARS website, therefore prospective bidders must ensure that they are Tax Compliant throughout the validity period of the bid in review.
- (k) Bidders are required to comply with the requirement for Local Production and Content for the contract number CDC/417/21: Branded Corporate Merchandise and meet the minimum stipulated threshold of 100% for Local Production and Content for Textile, Clothing, Leather and Footwear when required to supply the Corporate Merchandise.
- (l) CDC will not award more than two contracts of all disciplines to one bidder. Should one bidder be the only responsive or acceptable bid, a capacity assessment will be conducted to test and confirm the capacity of the bidder to carry more than two (2) projects.
- (m) Prices will be adjusted annually according to CPI and this will be addressed when signing the Service Level Agreement (SLA). Prices should be current pricing for the first year of the contract.
- (n) Public Servants are prohibited from conducting 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.
- (o) The successful bidder will be required to comply with the Occupational Health and Safety Act and Regulations, Act (85 of 1993) and Compensation for Occupational Injuries and Disease Act, Act (130 of 1993), Disaster Management Act, Act (57 of 2002) read with Covid-19 Regulations and all relevant and applicable legislations. Upon appointment of the successful bidder, the service provider will be required to develop Occupational Health, Safety and Environmental Management Systems to comply with the SANS Norms and Standards. CDC SHEQ Unit will monitor compliance and implementation of the Occupation Health and Safety, Environmental and Quality requirements for the duration of the contract.
- (p) The tender validity for this project is twelve (12) weeks from closing date.
- (q) In case of JVs/Consortia the Bidder must include the JV Agreement to enter into a JV/Consortium Agreement.
- (r) It is incumbent upon and the responsibility of the Prospective Bidders to submit their full and correct contact details when they download the RFP Document to enable any communication that the CDC might need to issue to all the Prospective Bidders during the bidding process to be realised. The CDC will not be accountable for any such omission or failure by the Prospective Bidders;
- (s) Any misrepresentation of information will lead to immediate disqualification of the Bidder's Submission. It is imperative that the duly authorised person conducts quality control on all the documentation to be submitted to the CDC as part of this RFP and signs the submission as a correct and sound documentation that the CDC could put its reliance on.

- (t) Late and/ or incomplete RFP Document will result in the submissions being deemed null and void and shall be considered non-responsive.
- (u) **All the enquiries regarding this bid must be in writing only, and must be directed to:**
  - (i) Ms Zine Mtanda, Unit Head: Supply Chain Management.
  - (ii) E-mail address: [tenders@coega.co.za](mailto:tenders@coega.co.za).

The RFP documents can be downloaded from the CDC website ([www.coega.co.za](http://www.coega.co.za)) from **Friday 10 December 2021**.

Due to the outbreak of the COVID-19 Pandemic, leading to restricted movement and a need to heed to safety precautions, there will be a Non-Compulsory Virtual Briefing Meeting held on **19 January 2022 at 10h00** via Microsoft Teams. The link to join the meeting is as follows: [https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_MzljNGNhYmItMWM5Ny00NTk3LTgwYzItY2JlMmlyYzFiMzM4%40thread.v2/0?context=%7b%22Tid%22%3a%22b4333a30-8174-45c8-8963-f080d0621754%22%2c%22Oid%22%3a%228c98cccc-dcf7-4f86-a8eb-2edf8da34792%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_MzljNGNhYmItMWM5Ny00NTk3LTgwYzItY2JlMmlyYzFiMzM4%40thread.v2/0?context=%7b%22Tid%22%3a%22b4333a30-8174-45c8-8963-f080d0621754%22%2c%22Oid%22%3a%228c98cccc-dcf7-4f86-a8eb-2edf8da34792%22%7d)

The closing date and time for the receipt of complete bid documents is **12h00, Monday, 31 January 2022**. **One original completed bid document** shall be placed in a sealed envelope clearly marked with **CONTRACT NUMBER/S AND CONTRACT DESCRIPTION/S BIDDING FOR**. Bids are to be placed in the tender box at the CDC's Main Office located at the **Coega Business Centre, Cnr Alcyon Rd and Zibuko Street, Zone 1, Coega SEZ, Gqeberha (Port Elizabeth)**. No late submissions will be considered.

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, tippexed, facsimiled submissions will not be accepted.

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