

**REQUEST FOR PROPOSAL**  
**CONTRACT NO CDC/141/23**  
**MANAGEMENT AND OPERATION OF BILLBOARDS IN THE COEGA**  
**DEVELOPMENT CORPORATION SEZ**

*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 of 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 economic zone development and management, real assets management, infrastructure planning and development for National, Provincial, and Local Government Departments and State-owned Entities, and technology integration while realizing 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 CDC seeks to appoint an advertising agency to operate at the CDC over a period of 24 months with an option for renewal for a further period of 12 months based on the performance of the service provider. The service provider must take over the management and operations of two (2) existing billboards and make modifications as necessary to these two boards that are situated in the Coega SEZ.

The scope of work entails the following:

**1. Resizing of the Advertising Billboards**

The appointed service provider may re-size the advertising billboards that are currently sized 16m<sup>2</sup> up to a 35m<sup>2</sup> surface area should they wish to do so. The cost of re-sizing can be deducted from the revenue payable to the CDC during the operational tenure of the tender period. The re-sizing of the billboards must be managed by a registered Architect and Structural Engineer.

**2. Management**

The Service Provider must be an existing advertising agency and can resize the existing two billboards to the maximum allowable surface area in line with municipal approval. The service

provider must manage the two existing boards for a total period of 24 months, with an option to renew for a further period of 12 months based on the performance of the service provider. The two newly constructed billboards will be managed for a total period of 2 years, parallel to the existing boards period. The CDC will advise the service providers of enquiries from the Coega SEZ during the period of the agreement. At the end of the 24 months with an option to renew for 12 months, the boards will then be handed over to the CDC, who will advertise again for a Service Provider to manage the boards. The management will include all aspects related to the advertisements (i.e., the sources of tenants; marketing; design of the artwork; media placements; contracts; the mounting and dismounting of adverts; etc.) to ensure a return on investment. The Service Provider must also provide the CDC proof of the relevant insurance in case of an accident. All artworks need to be prior approved by SANRAL and CDC to ensure that it is in line with municipal by-laws and company policy. The financial proposal must include a fixed monthly revenue to the CDC.

The scope of work will include all aspects of management including but not limited to:

- Pipeline development of Advertising tenants;
- Invoicing,
- credit management,
- account management of Advertisers;
- All associated administration of operating outdoor billboards;
- Re-sizing of existing billboards where needed, subject to CDC's approval. i.e. 16m<sup>2</sup>- 35m<sup>2</sup>;
- Obtain approval of SANRAL on advertisements (refer to Annexure C, item 5);
- Installation & removal of artwork on advertising billboards; and
- Payment of revenues to CDC on a monthly basis.

## CONDITIONS OF TENDER

- (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, 2022.
  - (v) Occupational Health and Safety Act and Regulations, Act (85 of 1993);
  - (vi) Compensation for Occupational injuries and disease Act (130 of 1993);
  - (vii) B-BBEE Act Number 53 of 2003 (as amended by Act number 46 of 2013); and
  - (viii) Any other applicable legislation.
- (c) 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.

- (d) Preferential Procurement Policy Framework Act (PPPFA) 2000: Preferential Procurement Regulations, 2022 will apply.
- (e) 80/20 preference point system for income generating contract will be applied, whereby the points for price will be determined by the highest revenue offered
- (f) 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.
- (g) 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. The CDC may verify company registration with CIPC through BizPortal.
- (h) Bidders must complete and sign the POPI Act consent form. In case of Joint Venture/Consortium, a separate form in respect of each party to the JV must be completed.
- (i) Bidders (all the members in the Bidding Team in the case of Consortia or Joint Ventures) must provide proof of registration on the National Treasury's Central Supplier Database (CSD) or provide a Treasury CSD registration number e.g. MAAA0.
- (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 two contracts.
- (k) CDC will only award the tender to a bidder who is tax compliant. The tax compliance status of the bidders (and all the members in the Bidding Team in the case of Consortia or Joint Ventures) will be verified through CSD and South African Revenue Services (SARS) website.
- (l) Bidders will be evaluated on functionality and are expected to meet the minimum of 60% threshold in order to be evaluated further. The evaluation criteria for measuring functionality and weight of each criterion are provided under Table A1 & A2 of the RFP document.
- (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 (130 of 1993), Disaster Management Act, Act (57 of 2002) and, all relevant and applicable legislations throughout the duration of the contract. Upon appointment of the successful bidder, the service provider will be required to develop Occupational Health, Safety and Environmental Management Systems in compliance to the CDC Norms and Standards.

- (n) 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.
- (o) In case of JVs/Consortia the Bidder must include the JV Agreement to enter into a JV/Consortium Agreement.
- (p) 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.
- (q) 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.
- (r) The tender validity for this project is twelve (12) weeks from the closing date.

The RFP documents will be available for download from the CDC website ([www.coega.co.za](http://www.coega.co.za)) from **Friday, 26 May 2023 at 10h00** 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.

A **non-mandatory, virtual Briefing Meeting** will be held on **Monday, 05 June 2023 from 10:00 - 12:00** via Microsoft Teams [Click here to join the meeting](#)

Queries relating to this RFP may be addressed to Ms. Zine Mtanda, Unit Head: Supply Chain Management strictly via e-mail: [tenderscdc14123@coega.co.za](mailto:tenderscdc14123@coega.co.za) between the period of **26 May 2023 to 19 June 2023**. No new queries received **after 19 June 2023** will be considered.

The closing date and time for the receipt of complete bid documents is on **Monday 26 June 2023 at 12h00**.

**One original completed bid document** shall be placed in a sealed envelope clearly marked with **CONTRACT NUMBER: CDC/141/23, CONTRACT DESCRIPTION: MANAGEMENT AND OPERATION OF BILLBOARDS IN THE COEGA DEVELOPMENT CORPORATION**

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)**. RFP documents will not be opened in public. No late submissions will be considered.

Incomplete RFP Document and 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 any proposal.*