

Terms of Reference for provision of branding services, stages and structures for the Transform Africa Summit 2021

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RFP#:	049/S.A/TAS/RFP/07/2021
Location of service delivery	Kigali-Rwanda
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Closing date:	1st August 2021, 5:00 pm (Local time, Kigali)
Contact	For any questions or enquiries, please write to: enquiries@smartafrica.org

1. About Smart Africa

SMART Africa is a bold and innovative commitment from African Heads of State and Government and a wide range of stakeholders including the private sector, international non-government organisations, and academia to accelerate sustainable socio-economic development on the continent, ushering Africa into a knowledge economy through affordable access to Broadband and usage of Information and Communications Technologies.

The Smart Africa agenda is led by visionary Heads of State who believe in ICT's power for the advancement and betterment of the African continent. This agenda will lead Africa to the 4th industrial revolution, using the transformative power of ICTs through successful implementation and deployment of major ICT infrastructure, applications, services, and creating locally relevant content for Africa while developing a vibrant ICT industry and creating jobs.

Smart Africa aims to put ICT at the Centre of the National Socio-economic development agenda of member countries, improve access to ICT, especially Broadband, improve accountability, efficiency and openness through ICT. It promotes the introduction of advanced technologies in telecommunication while putting the Private Sector first and leveraging ICT to promote sustainable development.

2. About the Transform Africa Summit (TAS)

The Transform Africa Summit is Africa's leading annual forum bringing together global and regional leaders from government, business and international organizations to collaborate on new ways of shaping, accelerating and sustaining Africa's on-going digital revolution.

Following five successful editions, the sixth Summit will take place as a hybrid edition due to the challenges brought about by the COVID-19 pandemic.

Geared towards connecting, innovating and transforming the continent into a knowledge economy thereby driving global competitiveness and job creation, Transform Africa Summit aims

to enable Member States to become more competitive, agile, open and innovative smart economies with the most favourable business climates that attract large-scale investments, reward entrepreneurship and enable fast growth and exports, leveraging ICT innovations to transform African nations into smart societies.

The very first edition of Transform Africa Summit held in Kigali, Rwanda on 28th – 31st October 2013 culminated in the adoption of the Smart Africa Manifesto document that aims to:

- Put ICT at the centre of national socio-economic development agendas of Member States.
- Improve access to ICT especially broadband.
- Improve accountability, efficiency and openness through ICT promoting the introduction of advanced technologies in telecommunication.
- Put the private sector first; and
- Leverage ICT to promote sustainable development.

Under the theme “Integrating Africa”, the 2021 Summit is expected to attract over 5,000 participants, including Heads of State and Government, First Ladies, UN Broadband Commissioners, Ministers, Regulators, Public & Private Sector, International Organizations, Industry Leaders, Investors, Entrepreneurs, Young Innovators, Civil Society and Academia.

3. ENGAGEMENT

Smart Africa invites suitably qualified bidders to submit bids to provide branding services, stages and structures for the Transform Africa Summit 2021.

4. Event Dates for TAS 2021

The summit will be a hybrid summit held from the 8th to the 10th of September 2021.

5. Scope of Work

The following are required for the summit. Please note that the specifications are based on the Kigali Convention Centre (KCC) measures and any additional details may be on the venue may be sourced from the venue:

5.1. Graphic design

Graphic design services for the items that will be branded. Smart Africa will provide existing designs and branding guidelines to the successful bidder.

5.2. Pull up banners

Design, printing and installation of 20 x standard pull up banners.

5.3. Tear-drop banners

Design, printing and installation of 20 x standard tear drop banners (2m – 3m)

5.4. Hanging banners

Design, printing and installation of 20 x Hanging banners to hand at the venue (supplier to recommend size).

5.5. Pillar wraps

Design, printing and installation of 10 x pillar wraps for KCC pillars (venue does not allow stickers. Supplier to suggest alternative options)

5.6. Lecterns rental

Rental supply and branding of 6 x lecterns

5.7. Standalone signs

5.7.1. Foyer 1C

Design, printing and installation of 1 x 5m (h) x 12m (w) story wall. The wall must be single sided and stand against a wall. Can be built with a wooden frame or metal frame. Supplier to suggest materials.

- 5.7.2. Design, printing and installation of 5m x 2.5m standalone signs
- a) 5 x single sided
 - b) 5 x double sided

Supplier to suggest materials

- 5.7.3. Design, printing and installation of 0.8m x 2m double sided standalone branded signs
- 10 x double sided. Supplier to suggest materials

5.8. Window stickers

Design, printing and installation of window stickers at the concourse of the Kigali Convention Centre. 20 x A3 size contra vision stickers.

5.9. Stage backdrops

Design, printing and installation of stage backdrops

- 1.Venue 1 – 14m x 6m backdrop structure with cloth branding
- 2.Venue 2 – 10 x 5m backdrop structure with cloth branding
- 3.Venue 3 – 8m x 5m backdrop with cloth branding

5.10. Stages

Design, construction and installation of stages

- a) Venue 1 – 14m x 6m backdrop structure with cloth branding
- b) Venue 2 – 10 x 5m backdrop structure with cloth branding
- c) Venue 3 – 8m x 5m backdrop with cloth branding

5.11. Accreditation materials

- a) Design, provision, installation and branding of accreditation desks which will accommodate 10 staffers each with a computers and a printer in Foyer 1A. Supplier to suggest.
- b) 700 x lanyards (African Print) with corresponding pouches
- c) Light partition for the accreditation and security check access area (60 linear meters) in KCC Foyer 1A

5.12. Additional Creative Ideas

Bidders are encouraged to suggest additional creative ideas for the summit.

5.13. Management and Installation

The supplier will be required to ensure the printing, installation, replacement and maintenance of all items provided for the summit.

5.14. Workplan

Bidders are expected to provide a detailed work plan indicating production times required for all items, which items are to be imported into Rwanda and which items are locally sourced, allowing buffer time for quality check on the process of designing, production and installations.

6. Evaluation Method and Criteria

a) Evaluation method: Quality Cost based Selection Criteria (QCBS) for the quality, efficiency and value for money.

b) Technical Evaluation Criteria

The technical evaluation of the bids shall be as follows:

ITEM	DESCRIPTION	WEIGHT
	The bidder must demonstrate through certificates of completion signed and stamped that they have successfully executed at least 3 events of similar size. Experience working at the Kigali Convention Centre is an added advantage. The certificates should detail the events, dates, venue, organizer’s contact details and description of branding materials and services delivered.	
Company experience	Certificates for: i) 5 events and above 40 ii) 4 events 30 iii) 3 events 20 iv) Below 3 events 0	40%
	The bidder must indicate the technical execution of all the required items above including:	
Technical execution	<ul style="list-style-type: none">• Illustration pictures, drawings, installation plan where applicable• Description of proposed specifications of all the required items above materials for	30%
Work Plan	The bidder must demonstrate the feasibility of the execution, with work plan and including deadlines for each steps of the design, production and installation	20%
Creativity	Additional suggestions that enhance the summit will also be scored.	10%

The financial proposal of only those firms will be opened which secure a minimum score of 70/100 in the technical evaluation.

St= Score for the Technical Evaluation

c) Financial Criteria

Once the technical criteria have been evaluated, the costs of all bids will be listed from low to high. Computing the cost criteria score will be accomplished by use of the following formula:

= Sf

The Applicant getting maximum marks on 70-30 weightage (70% for technical and 30% for financial) will be Considered for the assignment. The weights given to the Technical (T) and Financial Proposals (F) are: T = 0.70 and F = 0.30

7. Duration of the assignment

The appointment will be contractually engaged for one (1) month to allow the design, production and installation.

8. Location :Kigali, Rwanda

9. SUBMISSION REQUIREMENTS FOR TECHNICAL AND FINANCIAL PROPOSALS

Bidders are expected to provide the following documents:

9.1. Mandatory Administrative documents (absence of these warrants immediate disqualification)

- Company registration documents issued by RDB
- Tax clearance documents issued by RRA

N.B: Please submit these in a ZIP Folder clearly marked “Mandatory Documents”

9.2. Technical proposal

- Company profile
- Description of company experience relevant to the above scope of work
- Demonstration of similar work done with images showing the work done
- Branding ideas and designs demonstrated with drawings, images or mockups
- At least three (3) Recommendation letters / certificates of completion duly signed and stamped for the successful provision of similar work. Additional certificates will earn more score. The certificates should detail the events, dates, venue, organizer’s contact details and description of branding materials and services delivered.

N.B: Please submit these in a ZIP Folder clearly marked “Technical Proposal”

9.3. Financial Proposal containing the following tables.

- Costs breakdown
- Breakdown of reimbursable expenses
- All firms should quote in RWF as currency and include all applicable taxes.
- All bidding consulting firms should Indicate their preferred payment terms

N.B: Please submit these in a ZIP Folder / File clearly marked “Financial Proposal”

NOTE: All financial proposals/offers should be password protected and Smart Africa will request for it from bidders who have been qualified in the technical evaluation.

10. SUBMISSION PROCESS AND DEADLINES

Technical and financial proposals must be submitted **via email** in pdf format showing each the nature of the offer concerned (technical or financial offer), and the consultant's name and both put in sub folder marked as follow: **"Provision of branding services, stages and structures for the Transform Africa Summit 2021"** not later than **1st August 2021 05:00 PM local time (Kigali)**

Email address for submission of offers: procurement@smartafrica.org

11. RIGHTS RESERVED

This RFP does not obligate the Smart Africa Secretariat (SAS) to complete the RFP process. SAS reserves the right to amend any segment of the RFP prior to the announcement of a selected firm. SAS also reserves the right to remove one or more of the services from consideration for this contract should the evaluation show that it is in SAS's best interest to do so. SAS also may, at its discretion, issue a separate contract for any service or groups of services included in this RFP. SAS may negotiate a compensation package and additional provisions to the contract awarded under this RFP.

12. ENQUIRIES

Any enquiries will only be received and addressed 3 days or more prior to the bid submission deadline. Prospective respondents who may have questions regarding this RFP may submit their enquiries to enquiries@smartafrica.org

13. ANTI CORRUPTION

Smart Africa is committed to preventing and not tolerating any act of corruption and other malpractices, and expects that all bidders will adhere to the same ethical principles.