Section 1. Letter of invitation

Antananarivo, August, 30th , 2023

Dear Sir/Madam,

1. Madagascar National Tourism Board **(ONTM)** hereby request proposals for the provision of the services hereunder :
   - Designing Madagascar's booth at the following tourism fairs:
   - WTM London 2023
   - Stand building
   - Stand dismantling

2. The provider will be chosen by the selection method based on the technical quality and cost breakdown in accordance with procedures described in this Request for Proposal (RFP).

3. This specification includes the following sections:

   Section 1 – This letter of invitation
   Section 2 – Information note to Agencies
   Section 3 - Terms of references

4. Please let us know, as soon as you receive this letter that you have received this Letter of Invitation **and if you will submit or not;**

5. **Please read carefully and entirely this specifications. Tenders not in conformity with the invitation to tender will be rejected.**

Best regards,

Jimmy Patrick JOHARISON
Executive Director

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Section 2. Instruction note to service providers

ARTICLE 01: PURPOSE OF THIS INVITATION TO TENDER
The purpose of this Invitation to tender is the stand building and dismantling of the booth of Madagascar National Tourism Office (ONTM) at WTM London 2023, on behalf of the ONTM and according to the terms of reference given in Section 4.

ARTICLE 02: FINANCING
These benefits will be financed by Malagasy Government through **Projet Pôles Intégrés de Croissance et Corridors (PPIC),** a project funded by the World Bank.
Submissions will be established in Euros.
Grouping of bidders is strictly forbidden.

ARTICLE 03: DOCUMENTS INCLUDED IN THE INVITATION TO TENDER
The Invitation to tender includes the following documents:

A- This information note
B- Terms of Reference

ARTICLE 04: TIME FRAME
The time frame for performing the service related to this Invitation to tender is 3 months as from the day after the order to start the services has been given the successful tenderer.

ARTICLE 05: PROFILE OF THE AGENCIES TO CONSULT
The agencies consulted and invited to take part in this consultation shall have to justify:

- Demonstrated experience in the field of designing and building stands at tourism international trade shows
- Knowledge of the characteristics of the targeted public in the countries concerned
- Possibility to allocate to ONTM a French or English speaking dedicated contact for the design and artistic aspects, having a sensitivity on the respect of graphic and visual charters throughout the execution of the project

ARTICLE 06: HUMAN RESOURCES
The successful bidder shall be bound to provide competent and specialised personnel in the following areas:

- Marketing advisor
- Stand builder

The proposed personnel shall possess the qualifications and experience as required in the Terms of Reference, so as to ensure efficient designing and building of the stands.

The agency shall commit to ensure full availability of the team it has proposed to perform this mission.

ARTICLE 07: LANGUAGE OF BID
Tenders shall be written out in French or in English

ARTICLE 08: PRESENTATION OF BIDS
Tenders must be received by email to:

Monsieur Le Directeur Exécutif de l'ONTM to direction.ontm@ontm.mg
with copy to lalaina@ontm.mg

No later than **Friday, September 22nd, 2023 at 16:00, GMT +3.**

The e-mail tender shall include in two (02) separate files:

1) Technical proposal

a) A note justifying the quality and the powers of the Tender's signatory.
b) A short description of previous similar missions with similar budgets, together with the name and coordinates of the client (ONTM reserves the right to contact them). Photographs illustrating such missions shall be enclosed (posters, websites…).
c) The agency's remarks and suggestions about the Terms of Reference.
d) Methodology and work plan for performing the mission ;
e) One or more proposed stand design, front view, side and top
f) List of team members, by speciality, tasks entrusted to each of them and time schedule.
g) The curriculum vitae (CV) of the Team leader
h) Time schedule for the activities (Work programme) complying with the time frame for performance.
i) List of equipment that will be used

2) Financial proposal

A detailed budget proposal, including the total and unit cost of each provides devices.
The estimated budget for the stand is € 52.000 (Fifty two thousand Euros). This budget is a reference price resulting from the experiences of the ONTM.

The offer will also include the following administrative information:

- An information sheet about the tenderer, namely concerning the firm's legal status;
- Evidence of compliance with the country's rules and regulations (K-bis, certificate of incorporation or professional card, tax certificate) ;
- Tenderer's bank(s) details

ARTICLE 09: THE AGENCY'S TASKS

The mission of the agency includes aspects related to the design, building up and dismantling of the stand.
The agency shall enhance the value of the assets and specificities of Madagascar as compared with other destinations.

AREA DEDICATED TO MADAGASCAR DESTINATION: 45 m²

- The agency shall propose colours that are representative of Madagascar.
- The agency shall valorize the message conveyed during the trade show.
- The agency shall strive to highlight/ animate the most eloquent images of Madagascar in designing the stand.
- The agency shall propose an attractive and eye-catching area.
- **The agency shall put the name « Madagascar, Treasure Island » at the right height to ensure it a maximum visibility.**
- The agency shall communicate on the website address of Madagascar and #MyMadagascar

ARTICLE 10: DETAILS OF THE MISSION

A- BOOTH

- ✓ Floor covering:
  - ✓ platform of 0.5cm made of particle board 19 mm for the cabeling/sockets
  - ✓ carpet green or sand colour for the stand area incl. covering foil and disposal
  - ✓ aluminium bordering of carpet
- ✓ Stand construction:
  - ✓ Melamine wall at 3m high minimum for storage box
  - ✓ Locked door (for storage)
- ✓ Painter's work:
  - ✓ Exterior / storage space
  - ✓ Exterior / storage catering
  - ✓ White door (inside)

- ✓ Door (external)
- ✓ Info counters

B- ELECTRICITY/SPOTS/PLUG

- ✓ Power supply connection and installation (**to be paid by the stand builder and to be included in the total amount of the contract**)
- ✓ Electrical plug including cables for background light for round tables, counter desk and VIP area
- ✓ 150W fixed spots on the wall height of 2.50m
- ✓ Switch (European standard)
- ✓ Electrical plug (European standard) for each counter-desks, info counters and round tables, dedicated spaces, VIP area

C- LOGISTICS

✓ Stand Cleaning / Service
- ✓ Stand cleaning before the beginning of the show
- ✓ Cleaning of the stand every morning before the show is open, for the duration of the show
- ✓ Technical service on the stand throughout the show

✓ Transport, logistics, storage
- ✓ Truck
- ✓ Forklift

D- STORAGE BOX (3m long x 1m wide)

- ✓ Coffee machine
    - Coffee capsules
    - Sugar tubes
    - Milk
    - Mineral water
    - Paper or plastic cups
    - Stirrers
- ✓ Mini-fridge
- ✓ 15 Coat hangers
- ✓ Shelves

FURNITURE

✓ Furniture:
- ✓ For the Tourism Board
    - 1 VIP area including 1 coffee table + 3 sofas
    - 1 info-counter with **luminous backgrounds** + 2 bar stools
    - 2 round tables + 4 visitors chairs
- ✓ For each of 14 co-exhibitors :
    - 1 info-counter with **luminous backgrounds** + 2 bar stools
    - 1 hanging easels with **luminous backgrounds**

✓ Accessories:
- ✓ Wastebaskets per table, counter-desk, round table, Tourism board area
- ✓ Clothes rack

GRAPHICS (photos to be furnished by ONTM)

- ✓ Posters (mainly on the storage box)
- ✓ Big wall posters should be **with luminous background**
- ✓ Graphics for Tourism Board counter-desk

PLANTS

- ✓ 5 plants disseminated between round table, and on each stand corner,

AUDIO VISUAL EQUIPMENT

- ✓ Plasma screen with USB plug (**minimum:80''**)

Tenders should contain:

- ✓ A basic design
- ✓ A detailed proforma invoice (including the unit cost of countertops, light, posters, plants, ...)

TRADE FAIRS	Dimension of the stand	Size	Type of booth
WTM London 2023	45m² (03 open sides)	Length : 15.00m Width : 3.00m	Bare

ARTICLE 11: VALIDITY OF BIDS

Bidders are and remain bound by their tenders for a maximum time period of sixty days (60) days from the deadline for filling bids.

ARTICLE 12: OPENING BID

Opening and analysis of bids shall take place in Antananarivo, at the offices ONTM, Lot IBG 29 C Antsahavola, 101 Antananarivo, Madagascar, on September 25th , 2023.

ARTICLE 13: CONTACT WITH ONTM STAFF

Subject to clarifications requested by the Administration of ONTM on bids received, no Bidder shall be in contact with the Administration between the time when the bids are opened and analyzed and the time the contract will be allocated.

No information related to the examination, clarifications, assessment and comparison of tenders and to the recommendations concerning the contract allocation shall be disclosed to the tenderers or to any person not officially taking part in the procedure before the name of the selected tenderer allocated the contract is announced.

Any attempt by a tenderer to influence the management in their examination of tenders and decision taking may lead to his tender to be discarded.
No tender with reservation provisions shall be qualified for examination.

Any request for clarifications by the applicants shall be sent by e-mail to the address "**lalaina@ontm.mg**" with copy to "**marche.int@ontm.mg**" within sufficient reasonable time for ONTM to give a reply, which it is bound to, and a copy of such reply shall be sent to all bidders.

ARTICLE 14: RATING SCHEDULE

The assessment committee, appointed by the Project owner and any of its members individually, shall make an assessment of the proposals on the basis of their compliance with the Terms of Reference, using the following assessment criteria:

The financial section shall include an estimated budget related to the total funds allocated to the building of the stand referred to (fees and agency charges included). The breakdown of the sums allotted to services and human resources shall appear clearly in the proposal.

Criteria for selecting proposals

	Notation sur
A- Experience of the agency and its representative in the targeted countries and in the field of the service requested	
References of services for similar destinations	**35**
B- Technical quality of the services offered	
Methodological approach: consistency between the proposal and the ToR	**10**
Quality of the proposal, creativity, originality, quality of presentations, relevance of proposed designs Quality of material used	**25**
Qualification of the Team leader	**10**
C- **Cost of services** (Sf=20 x Fm/F ; Sf : financial score, Fm : the lowest proposal ; F : the amount of the proposal)	**20**
TOTAL	**100**

The agency with the highest rating will be selected.

ARTICLE 15: FINALIZING THE CONTRACT WITH THE SELECTED AGENCY (NEGOTIATION)
These negotiations shall be ruled by the guidelines provided in ONTM procedure manual related to the management of funds.

ARTICLE 16: NOTICE OF CONTRACT ALLOCATION
The contract shall be allocated once the negotiations have been concluded. ONTM shall then inform the other shortlisted consultants, in the shortest possible time that their proposal has not been retained.

Section 3. TERMS OF REFERENCE

I- Background

After the COVID-19 pandemic, “Madagascar, Treasure Island” wish to recover the international tourism market. To improve Madagascar’s positioning and visibility as a destination, the new branding adopt the thematic approach for each target market.
For UK market, the main themes highlighted will be nature (fauna and flora, birdwatching, whalewatching); wildlife and adventure.

All information on tourism in Madagascar is available on the website:
https://madagascar-tourisme.com/en/

II- Mission objectives

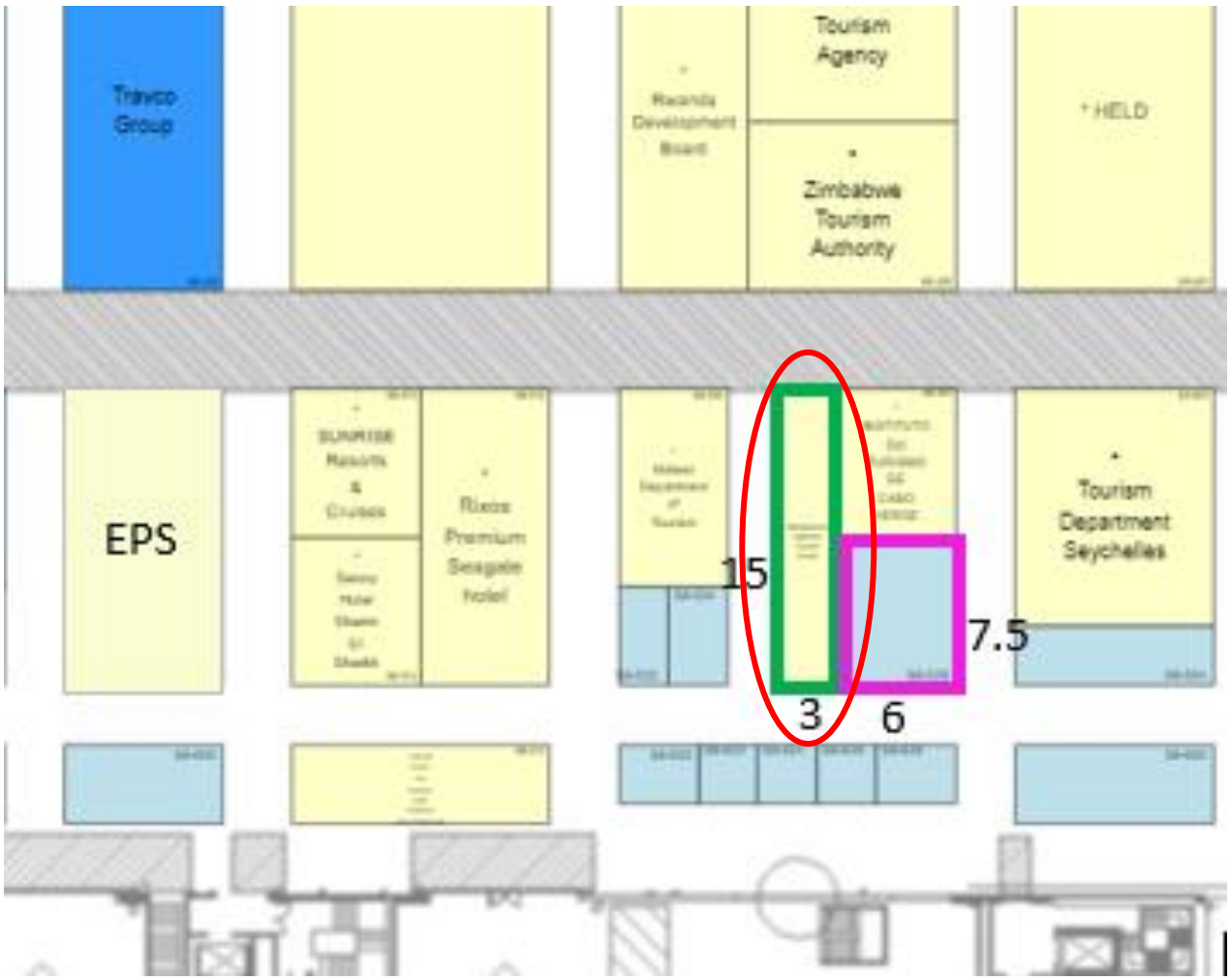
The Madagascar National Tourism Board (ONTM) will participate in WTM London 2023 – November 6th – November 8th, 2023

To that end, the ONTM search provider to design and implement its stand.

The provider will seek to promote through the design a tourism "nature and discovery," while respecting the thematic listed above.

III- Deliverables

Deliverable 1: Stand building in accordance with the drawing provided by ONTM

Deliverable 2: Dismantling report of booth includes:
- ✓ Details and number of materials really delivered
- ✓ Details of assembly and disassembly (time, date, hour), with photos of the stand disassembled
- ✓ Number of people who worked for the project (design, transportation, mounting and dismantling)

STAND OVERVIEW – WTM LONDON