



BID CLARIFICATION MATRIX NO.1

FOR

CONSULTANCY SERVICES FOR PROVISION OF COMMUNICATION AND EVENT MANAGEMENT SERVICES

FWA NUMBER: TMA/FWA/COMMS/01/2024

26th AUGUST 2024

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FRAMEWORK TITLE: CONSULTANCY SERVICES FOR PROVISION OF COMMUNICATION AND EVENT MANAGEMENT SERVICES

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This clarification matrix forms an integral part of the tender document and therefore, *must be considered* carefully considered by service providers in preparation and submission of bids.

It is divided into two sections: -

1. Section 1 contains the clarifications to queries raised and requested through the official bidding clarification email address (that is frameworks@trademarkafrica.com).
2. Section 2 contains general tips on how to prepare and submit a competitive bid.

All communications must be directed to the procuring entity, Trademark Africa through frameworks@trademarkafrica.com as provided for in the tender document.

SECTION 1: QUERIES AND RESPONSES

These clarifications are for those queries sought by bidders in line with the RFP of the tender document:

S/No.	Query	Response	Status (closed/open/pending)
1.	Regarding the key requirements detailed on p.8, is it three or five similar assignments that are required? Point iii. initially says 'three (3) similar assignments' but then goes on to say, 'those five assignments mentioned'.	<p>To clarify, the requirement in question refers to five (5) similar assignments within the last three (3) years. While the initial reference to 'three (3) similar assignments' appears, it serves as an introduction to the subsequent detailed requirements. Specifically, the expectation is that the bidder demonstrates experience in five assignments, with two of these focused on events management support, as specified later in the same point.</p> <p>This emphasis on five assignments aligns with the broader scope of work anticipated by TMA, ensuring that the selected firm has a comprehensive and well-rounded experience in both strategic communications and event management within the context of international development and trade facilitation. This depth of experience is critical to delivering the high impact results that TMA aims to achieve.</p> <p>We hope this clarifies the requirement.</p>	Closed

2.	<p>In terms of the preliminary requirements, we note that a certificate of registration/incorporation is required. Under point i. of key requirements at the top of page 8 it says that the successful consultancy will be based in 'any of TMA's countries of operation or the UK, US, Netherlands, or Brussels with affiliates and/or have joint ventures in TMA countries of operations or donor countries.' However, under the table of preliminary requirements on p.11 the requirement indicates a copy of certificate of registration/incorporation for 'either Burundi, the Democratic Republic of Congo, Djibouti, Ethiopia, Ghana, Kenya, Malawi, Rwanda, Somaliland, Tanzania, Uganda, Mozambique, South Sudan and/or Zambia,' is needed.</p>	<p>The apparent discrepancy between the two sections you referenced is rooted in the specificity of our operational needs versus the broad inclusivity we aim to maintain for potential bidders. On page 8, we outline the key requirement for firms to be based in any of TMA's countries of operation, or in strategic global hubs such as the UK, US, Netherlands, or Brussels, with the option of having affiliates or joint ventures in TMA's countries of operation or donor countries. This reflects our strategic emphasis on geographical presence in key markets and operational zones that align with TMA's extensive footprint. However, the preliminary requirement for a certificate of registration/incorporation on page 11 specifically lists countries within our primary operational scope in Africa, where TMA's direct involvement is most pronounced. This is intended to ensure that our partners have a tangible, legal presence in regions where TMA's activities are most concentrated, thereby facilitating smoother operations and compliance with local regulations.</p> <p>In essence, while we seek to engage globally oriented firms with the flexibility to operate across our diverse locations, the necessity for a certificate of registration/incorporation in one of the specified African countries underscores the importance of localised engagement and the ability to operate effectively within these jurisdictions.</p> <p>We encourage bidders to align with this dual expectation by demonstrating both their global capability and their localised legal presence, ensuring a strategic fit with TMA's broad and nuanced operational framework. I hope this clarifies the requirements and helps you align your submission accordingly.</p>	Closed
3.	<p>In terms of the key personnel (ref C.2 on p. 13), is it necessary to list three separate team members for the events and strategic communications components or can some of these overlaps where team members have sufficient experience on both aspects?</p>	<p>The aim of requiring distinct team members for the events and strategic communications components, as outlined under section C.2, is to ensure that the consultancy firm brings a robust and specialised expertise to each aspect of the assignment. This separation acknowledges that both global event management and strategic communications are critical, yet distinct, functions that require focused skill sets and experiences to be executed effectively. However, we also recognise that in today's dynamic professional environment, some individuals possess the cross-disciplinary expertise necessary to excel in both areas. If your team includes such individuals who have substantial, proven experience in both global event management and strategic communications, there is flexibility to present these team members in both roles.</p>	Closed

		In this scenario, it is imperative that your proposal clearly demonstrates how each team member's experience adequately covers the breadth and depth required for both components. This should include specific examples of their work in both strategic communications and event management, as well as a rationale for why their dual role would enhance the overall delivery of the project.	
4.	We are stuck on how to get the document on the address mentioned in the call for tenders	There will be no physical delivery of bids. As per the tender document, all submissions will be made via email; frameworks@trademarkafrica.com .	Closed
5.	Should the documents be password protected when submitted? We have noted the requirement that submission is in the form of 'two secure PDF documents' but it does not specify whether they should be password protected.	Yes, your submission should be password protected.	Closed

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SECTION 2: TIPS ON HOW TO PREPARE AND SUBMIT A COMPETITIVE BID

1. Administrative: -

- 1.1 Correct language (with translation/s where different language is used);
- 1.2 Timelines complied with;
- 1.3 Full response to tender requirements;
- 1.4 Attachment of required documents as per the bid instructions such as:
 - 1.4.1 Registration certificate/s;
 - 1.4.2 Tax compliance/ registration;
 - 1.4.3 Professional registrations such as that for engineers, architects, environmentalists, accountants, supply chain experts, etc;
 - 1.4.4 Power of attorney; and
 - 1.4.5 Audited accounts for the years requested.
- 1.5 Accurate sealing/ naming of bids envelopes; and
- 1.6 Timely submissions (no last minute rush!).

2. Technical: -

- 2.1 Very good methodology:
 - 2.1.1 Good work-plan.
 - 2.1.2 Understanding of TORs.
- 2.2 Evidenced based experience;
- 2.3 Excellent proposed team of experts/ personnel;
- 2.4 Compliant structure of bid;
- 2.5 Signed CVs of proposed experts/ personnel alongside declaration by individual of her/ his CV not being used by any other firm within the same bid especially where cross-bidding is barred;
- 2.6 Keen attention on high/ important technical requirements/ qualifications areas & scoring more;
- 2.7 Quality assurance of the bid;
- 2.8 Well arranged, titled and easy to read proposal;
- 2.9 Defined jargon where used;
- 2.10 Demonstrated creativity and uniqueness of the technical bid;

3. Financial: -

- 3.1 Inclusion of taxes when advised to.
- 3.2 Fair pricing.
- 3.3 Signed submission form/s.

4. Post-award: -

- 4.1 Positive due diligence.
- 4.2 Accurate bid information.
- 4.3 Good performance (quality, cost, quantity, etc) on award of contract.

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