

STRATEGIC AND CREATIVE STAND DESIGN

Tender No: TKZN 05/2014

Tourism KwaZulu-Natal is a statutory body responsible for the development, promotion and marketing of tourism into and within the province. In order to achieve this mandate, TKZN needs to continuously increase the destination's profile and ensure brand awareness in all of the province's key source markets, through advertising and promotions, amongst other activities. KZN's key domestic source markets are KZN, Gauteng, Western Cape, Eastern Cape and Free State. Internationally, the UK, Germany, USA and Africa, are core source markets.

The Authority's primary mandate is to develop marketing programs/tools to accomplish the following objectives:

- Increase arrivals into the province;
- Increase tourist spend;
- Increase length of stay of visitors;
- Increase geographic spread of visitors;
- Improving seasonality patterns;
- Contribute towards transformation.

In order to achieve these objectives, Tourism KwaZulu-Natal requires a suitably qualified exhibitions company/supplier to assume the responsibility for the design, production, facilitation & storage of exhibition stands at national, regional and international trade and consumer shows - as per Tourism KwaZulu-Natal's exhibitions schedule, for the period of 2014-2017 financial years (2014/15, 2015/16, 2016/17).

EVALUATION CRITERIA

All proposals received will be evaluated by the panel on the basis of functionality 100%

With regard to functionality the following criteria will be applicable and the maximum weight of each criterion is indicated in brackets:

- Bidder's previous experience in this field and track record of achievements (100)

All qualifying proposals will thereafter be evaluated on the 90/10-preference point system for requirements with a Rand value of above R1 000 000.00 (all applicable taxes included); for the purposes of comparison and in order to ensure a meaningful evaluation. Bidders are requested to furnish detailed information in substantiation of compliance with the evaluation criteria mentioned above, and according to the points stated under basic criteria.

A bidder that scores less than 70 percent in respect of the presentations will be disqualified.

Thereafter 10 % will be awarded for the B-BBEE Status Level of Contribution.

A compulsory briefing session will be held on 06th February 2014 at 10H00 at Tourism KwaZulu-Natal offices, Suite 303, Tourist junction, 160 Monty Naicker Rd, Durban, 4001. Bid documents will be immediately available after the briefing session on payment of a non-refundable fee of R200 in cash.

Should you require additional information, please contact Ms. Thembekile Mdlophane at 031 366 7500, or send e-mail to: thembekile@zulu.org.za

For technical information, please contact Mr. Patrick Mbalo at 031 366 7500, or send e-mail to: patrick@zulu.org.za

TKZN reserves the right to accept or reject any bid in response to the advertisement and to withdraw its decision to seek provision of these services at any time. KwaZulu-Natal Tourism Authority reserves the right to seek further information from the applicants, as considered necessary.

Applications must be submitted in a sealed envelope on which, the tender number must be clearly marked. The application must be placed in the Tender Box situated on the ground floor at the Tourist Junction Building, for the attention of the Procurement Officer, Tourism Kwa-Zulu Natal, Tourist Junction Building, 3rd floor, 160 Monty Naicker Road, Durban, 4001, by the 21st of February 2014 before 12h00.