

RFP #PTC-028-2022

Procurement of Event Management and Promotional Activities

1. OVERVIEW

1.1. PALESTINE TRADE CENTER (PALTRADE)

Palestine Trade Center (PalTrade) was established in 1998 as a non-profit, membership-based organization to “lead the development of Palestinian trade as a driving force for sustainable national economic growth”. Over the past seventeen years PalTrade has served as the mandated National Trade Promotion Organization. More recently, PalTrade has shifted its’ focus to export trade promotion in the areas of development, information, and export policy and advocacy. PalTrade has widened export trade support and expanded its’ national partner network by working closely with the Ministry of National Economy (MONE), international donor agencies, and the international trade support network to deliver a positive impact on Palestinian trade performance.

1.2. PALESTINIAN FEDERATION OF INDUSTRIES (PFI)

The Palestinian Federation of Industries (PFI) is the national institution representing the Palestinian industrial sector through its federated associations. Its missions are effective management of industrial policies to serve members’ interests and to contribute to the development of the national economy. Effective representation of members and their interests at local and international levels and institutions. Build relationships in collaboration with industry associations in Arab countries Collection of industrial information, organize, and classifying them to provide this information for official bodies with cooperation with the Palestinian Central of Statistics. Participation in industrial and economic conferences. Advice on the laws and regulations of the industry. Participation in public policy-making in the industry. Strengthen cooperation between industries. Preparation and organization of the National Register of industrial description (barcode) and the establishment of punctuation. Supervision of the Industry Modernization Center. Cooperation and coordination with all the relevant authorities, especially the chambers of commerce and private sector institutions.

1.3. PROJECT CONTEXT

The programme titled is Private Sector Stimulus Program (PSSP) in partnership with United Nations Development Programme- Programme of Assistance to the Palestinian People (UNDP/PAPP) and implemented by PalTrade and PFI. The project will support the speedy recovery of MSMEs in the key economic sectors affected by COVID-19 and the last military escalation. Additionally, the project will seek to enhance the resilience of these businesses, allowing them to recover and sustain related jobs, and adapt to future economic shocks with the provision of development, technical, and market access support while ensuring compliance with safety and health measures to prevent the spread of COVID-19.

2. SCOPE OF WORK:

PalTrade is looking to hire an event management and communication company to perform the below mentioned activities:

#	Activity	Description	Qty.
1	Promotional Campaign	<ul style="list-style-type: none"> Managing three Facebook accounts for one month with design and publish posts and videos. 	30 posts (10 posts for each sector/Account)
		<ul style="list-style-type: none"> photos session (professional photos) for each sector/ account in different locations. 	30 (10 photos for each sector)
		<ul style="list-style-type: none"> Producing 3 promotional videos (2-3 minutes each) High quality short videos for the industrial companies. 	3 (One promotional video for each sector)
		<ul style="list-style-type: none"> Promote pages (2000 new followers) for each account 	3
		<ul style="list-style-type: none"> Promote promotional videos – minimum outreach 100,000 viewers 	3
2	Hotel Accommodation-Gaza	<ul style="list-style-type: none"> Standard single room (BB) three nights Data will be determined later LOCATION will be select based on quality services 	20 persons
3	Hall Rental with dinner Buffet- Gaza	<ul style="list-style-type: none"> Dinner Buffet must include (salads, two main dishes, soft drinks and desserts) Data and location will be determined later Equipment Needed: <ul style="list-style-type: none"> - Sound system - LCD projector - Two wireless microphones - Wireless internet connection 	60 persons

4	Transportation	<ul style="list-style-type: none"> • Three - Four days • 6-8 Hours per day 	20 persons
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NOTES:

- The promotional campaign should cover at least one month.
- The date of the event will be determined later.

3. DELIVERABLES:

- **Promotional Campaign:**
 1. Work plan for the implementation of the assignment for PalTrade's approval before commencement. To be delivered no later than five days after the kick-off meeting
 2. Final report for the assignment with detailed growth of pages followers, customers, challenges, and recommendations for future work that is beyond the scope of the current task
 - **Hotel accommodation as described above**
 - **Hall rental as described above**
 - **Transportation as described above**

4. TIME FRAME & LOCATION

Assignment duration is 4 weeks from the date of the contract is signed. The assignment will **commence on September, 2022, in Gaza strip**

5. GENERAL TERMS AND CONDITIONS

The technical and financial proposals shall be submitted as a hard copy signed and stamped in two separate envelopes in addition to a scanned signed and stamped copy on CD or USB, in PalTrade Offices located in Al-Bireh City- Al-Balou Street – Mall of Palestine Bld.2 – 5th Floor, and as below:

- Assignment is open to all promotional firms working in the target market (i.e., Palestine) from Gaza strip
- All proposals from Gaza must be submitted by e-mail to procurement@paltrade.org indicating as subject **RFP-PTC-028-2022 in two separate files**
- All proposals from Westbank must be submitted by hand in PalTrade Offices located in Al-Bireh City- Al-Balou Street – Mall of Palestine Bld.2 – 5th Floor, and as below in two separate closed envelopes containing PDF of the technical proposal named: **RFP#PTC-028-2022 Technical Proposal; and a separate envelop contains** PDF of the financial proposal signed and stamped named: **RFP#PTC-028-2022 Financial Proposal.**
- Price proposal must be filled, signed, and stamped per (Annex1) in separated sealed envelope
- All inquiries shall be addressed, in writing by e-mail to procurement@Paltrade.org, the deadline for receiving any inquiries about the scope and this RFP contents is **Sep 1st 2022 until 12:00PM**. No inquiries shall be accepted after this date.
- **The deadline for submitting the proposals** shall be no later than **Sep 4th, 2022 until 2:00PM**, any proposals received after this date and time will be rejected.
- The submitted proposals shall be valid for the period of (90) days from the date of submission.
- Submitted proposals should be written in English.
- By submitting a proposal, the applicant acknowledges that PalTrade is not liable for any costs incurred for the preparation and/or submission of the proposal.

- PalTrade may cancel, postpone, divide or extend this RFP or any part of it without any reasons, and the service provider does not have the right to ask for any compensation or price differences.
- PalTrade will not be bound to the least price submitted, and without stating any reason for this noting that the evaluation will be technical, and if succeeded, financed.
- PalTrade has the right to withhold the names of the participants in this RFP and their corresponding proposals.
- PalTrade will prepare a service contract with the winner of this RFP.
- PalTrade shall pay the contracted service provider the approved contracted amount after submission of final report and job completion, against PalTrade approval of the given works and against a tax invoice and valid source of origin.

6. TECHNICAL PROPOSAL

6.1 RFP Documents signed and stamped

6.2 Companies should be able to provide company profile, Valid company registration certificate, vat official invoices and valid deduction at source certificate,

6.3 Proven previous experience : The participants must submit a list of similar experiences in the same field and provide 2-4 samples and contacts of at least 3 references or 3 certificates of accomplishment.

6.4 Proposed Detailed Methodology:

- Detailed outline and a clear description of the proposal technical approach to complete the work specified in this RFP.
- Describe the promotional campaign
- Give suggestions to promote the three sectors of the campaign, human resource needed (i.e. photographer, social media manager, PR specialist, etc.)
- Work Plan and Time frame - Provide a work plan that outlines all the steps that will be taken through the campaign duration (one month) with assigning time frame

7. FINANCIAL PREPOSAL & REQUIRMENTS:

1. Price proposal filled, signed, and stamped per (Annex1) in separated sealed envelope
2. Detailed financial budget with breakdown of cost
3. Prices shall be in **USD excluding VAT.**
4. **Provide valid deduction at source certificate/ will deduct a percentage from the final payment (10%) according to Palestinian Taxation department & laws.**
5. **Price should be valid for 90 days**

8. RFP Evaluation:

8.1. Technical Evaluation Weighting out of (70%):

No	Evaluation Criteria	Max (points)
	Technical Weight	70%
1	Methodology	25%
2	Work Plan & time frame	10%
3	Relevant/ previous experience proven	20%
4	CV's	10%
5	PalTrade members	5%

Upon the completion of the technical evaluation, only proposals that were not eliminated during the technical evaluation and have achieved the minimum passing scores of (55%) out of (70%) will be evaluated financially.

Applicants whose technical proposals did not pass the technical evaluation, shall receive their financial sealed envelopes back from PalTrade Offices.

8.2 Financial Evaluation Weighting out of (30%)

Only accepted technical proposals will be evaluated financially and in accordance with the least price offer.

8.3. Overall Evaluation:

The winner of this RFP will be the proposal with **the highest cumulative overall score** of both technical & financial evaluations.

3. ANNEX 1: BILLS OF QUANTITIES (COST PROPOSAL)

#	Activity	Description	Qty.	UNIT Price USD Excluding VAT	Total Price USD Excluding VAT
1	Promotional Campaign	<ul style="list-style-type: none"> Managing three pages for one month (10 post per account) 	3 pages		
		<ul style="list-style-type: none"> Taking ten professional photos for each sector in different locations. 	30 photos		
		<ul style="list-style-type: none"> Producing 3 promotional videos (2-3 minutes each) for three sectors (furniture, textile/garment and food). High quality short videos for the industrial companies. 	3 videos		
		<ul style="list-style-type: none"> Promote pages (2000 new followers) for each account 	3 accounts		
		<ul style="list-style-type: none"> Promote promotional videos – minimum outreach 100,000 viewers 	3 accounts		
2	Hotel Accommodation	<ul style="list-style-type: none"> Standard single room (BB) - 4 days 	20 persons		

3	Hall Rental	<ul style="list-style-type: none"> • Dinner Buffet must include (salads, two main dishes, soft drinks and desserts) • Equipment Needed: <ul style="list-style-type: none"> - Sound system - LCD projector - Two wireless microphones - Wireless internet connection 	60 persons		
4	Transportation	<ul style="list-style-type: none"> • 3-4 Days • 6-8 hours per day 	20 persons		

NOTE: PLEASE FILL THE PRICE IN ANNEX 1

Service Provider Signature & Stamp-----

END OF RFP