

UGANDA TOURISM BOARD



REQUEST FOR EXPRESSIONS OF INTEREST FOR PROVISION OF CONSULTANCY SERVICES FOR MARKET DESTINATION REPRESENTATION SERVICES FOR UGANDA.

PROCUREMENT REFERENCE NO: UTB/CONS/2017-2018/00014.

Uganda Tourism Board has allocated funds to be used for the acquisition of consultancy services for Market Destination Representation.

The consultancy services ("the Services") include provision of Market Destination Representation services for Uganda as per lots below;

Lot 1. China

Lot 2. Japan

Lot 3. The Gulf States (i.e. United Arab Emirates (UAE), Saudi Arabia, Qatar, Bahrain, Oman, Kuwait)

The estimated duration of the assignment is 12 Calendar months.

Uganda Tourism Board now invites eligible consultancy firms ("Consultants") to indicate their interest in providing the Services. Interested Consultancy firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

Required Submission Materials

1. The Consultancy Firm **must** have the following:
 - a. Provide a letter of interest, executive summary and a description of the proposer's organization's services and activities including company organization chart, provide the name and resume for the key staff and other employees who will be directly involved in performing the work include listing of all awards and recognition account management has received.
 - a. Demonstrate previous experience in Market Destination Representation, International Tourism Marketing and Public Relations should be indicated in the submission.

- b. The company must be willing to provide exclusive services to Destination Uganda and to no other destination in East Africa.
- c. The Firm should demonstrate a thorough understanding of Uganda Tourism and travel product and experience in the destination Marketing.
- d. Key professional experts on the project must demonstrate at least 10 years of proven Market Destination Representation experience. The Firm Must have at least one Ugandan Expert on the Key Professional Team with experience in Tourism Industry in Uganda.
- e. The Firm must possess Primary Representation offices in the respective Tourism source Markets. The offices must be located in the major cities in the key source markets.
- f. Annual revenues of at least USD 10 Million per year, over the past five years.

The Shortlisting Criteria

The Technical Team from Uganda Tourism Board shall review the Expression of Interest (EOI) and rate them on the following criteria:

1. Demonstrated experience.
 - a. Quality of experience in previous tourism related accounts for over ten(10) years and ability to implement a strong Market Destination Representation program aligned with Uganda's Destination Brand. The firm must demonstrate relevant experience of at least three (3) projects similar in nature and scope in the last five years.
2. Scope of Work
 - a. Depth, creativity and perceived effectiveness of proposed programs in scope of work and likelihood of achieving program objectives.
 - b. Effectiveness and suitability of strategic and tactical approach.
 - c. Quality of Approach & Performance Metrics
3. Creativity
 - a. Creativity demonstrated in the Strategy development and realistic execution of plans.
4. Familiarity with Uganda tourism product.
 - a. Extent of knowledge and familiarity with the destination, hotels and lodges, ground operators, attractions, activities, events and the tourism value chain.
5. Resource Evaluation.
 - a. Personnel qualifications and prior experience in Market Destination Representation
 - b. Office addresses in the major cities in key source markets.
6. Capabilities of the firm including annual revenues of at least Ten(10) Million Dollars per year.
7. Cost effectiveness
 - a. The effective and efficient utilization of relevant Professional skills and allocation of time against activities for the entire duration of the project.

Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications. Consultants should clearly indicate in the Expression of Interest submitted by Associations, whether the Association is a Joint Venture or a sub-consultancy, and which of the firms is the lead firm if a sub consultancy

A Consultancy firm will be selected in accordance with the method of shortlisting of consultants following publication of an expression of interest contained in the Government of Uganda's Public Procurement and Disposal of Public Assets Act, 2003, and the PPDA (Procurement of Consultancy services) Regulations, 2014.

Further information can be obtained at the address below during office hours, **08:30am to 5:00pm (local time)**.

Expressions of interest must be delivered in a written form (In English Language) to the address below in person by **26th March, 2018 at 10:30am (Local time)**.

The Head Procurement and Disposal Unit

Location: **6th Floor, Block C, Lugogo House**

Street Address: **Plot 42, Lugogo Bypass**

City: **Kampala**

Postal Office No.: **P.O. Box 7211**

Country: **Uganda**

Telephone: **+256 414-342 196/7**

Electronic mail address: wmwesigye@utb.go.ug

Website: www.utb.go.ug

Activity	Date
Publication Date	5 th March, 2018
Closing Date for submission of EOI and opening	26 th March, 2018
Short listing processing and Approvals	6 th April, 2018
Issue RFP	9 th April, 2018
Pre-Bid conference	18 th April, 2018
Closing date for submission of Proposals and Opening of Technical Proposals	27 th April, 2018
Evaluation of Technical and Financial Proposals	18 th May, 2018
Approvals, Negotiations and Contracting	4 th June, 2018

ACCOUNTING OFFICER