

MTN Cameroon
Request for Information (RFI)
For
EVENT AGENCY
RFP No: CA/MKT/RFI/SEPT/17
RFP Name: EVENT AGENCY
RFI Closing Date: 29th September, 2017



Confidentiality

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We undertake to return to MTN Cameroon within ten (10) working days from receipt of the complete RFI package with all attachments, information, documents, drawings, samples, materials, etc. related thereto as provided by MTN Cameroon and any copies made thereof.

PRELIMINARY NON-DISCLOSURE AGREEMENT

1. We agree that all information, documents, drawings, samples, materials, etc. contained in or related to this RFI as provided by MTN Cameroon are proprietary information and shall be treated as confidential.
2. We undertake that all such information, documents, drawings, samples, materials, as described above, shall not be disclosed to any other party (such prohibition applies to any further release of information regarding this RFI by MTN) without the prior written permission from MTN Cameroon to do so.
3. We agree that this RFI and all information, documents, drawings, samples, materials, etc. relating thereto and provided hereunder by MTN Cameroon are not to be used for any purpose other than for the preparation of our Tender submission. This undertaking will also apply to any subsequent contract resulting from this RFI.

EVENTS AGENCY

1. INTRODUCTION

This Request for Information ("RFI") outlines the requirements of MTN Cameroon and the process to be followed by prospective bidders in submitting a tender for the Event Agency as per the requirements/specifications

The purpose of this RFI therefore, is to obtain detailed information from selected suppliers that meet the requirements to provide these services to MTNC.

The intent is to survey the industry to obtain information that provides guidance. MTN Cameroon will review the responses to this RFI and based on such responses, update its roadmap and may prepare and issue an RFP (Request for Proposal).

Prospective bidders are expected to unequivocally specify their capability to provide these services in line with MTN Cameroon's requirements.

2. BACKGROUND

MTN is a licensed GSM cellular network operator in various countries. The MTN Group provides cellular network access and associated services through its subsidiaries and joint ventures in Nigeria, South Africa, Uganda, Cameroon, Rwanda, Swaziland, Botswana, Cote d'Ivoire, Congo Brazzaville, Zambia, Iran, Guinea Bissau, Guinea Conakry, Ghana, Liberia, Afghanistan, Cyprus, Sudan, South Sudan, Syria, Benin and Yemen.

MTN Cameroon is a telecommunications company incorporated in Cameroon since February 2 000 following the purchase of CAMTEL Mobile with 70% held by the MTN Group and 30% by Cameroonian shareholders. Its capital stands at FCFA 53,272,167,000 billion.

MTN Cameroon while implementing its marketing strategy organizes or sponsors many activities and events and wishes to be accompanied by a pool of agencies (1-2) with proven expertise in the organization of musical events, sports and public relations. The key MTN sponsorship and event pillars are: football, music and entrepreneurship. In this light, a tender is being launched to find the best service providers.

3.SCOPE OF WORK

Agencies will be expected to demonstrate their competence in executing events in the categories below:

Category A: High Value Customer (HVC) and Business event (Prestige events, products launch, etc.).

Category B: External, youth and consumer events (University games, I-fest, musical concert, etc.).

Category C: Internal (end-of-year party, meeting, team building, etc.).

This Request for Information ("RFI") outlines the requirements of MTN Cameroon and the process to be followed by bidders in submitting a response for the MANAGEMENT OF ALL EVENTS AS PER THE MTNC MARKETING STRATEGY.

Bidders are expected to unequivocally specify their capability to deliver the MANAGEMENT OF ALL EVENTS as is the case with MTNC Cameroon.

The EVENT AGENCY will be responsible for the development and implementation of MTN Cameroon Events strategy. The following is a list of minimum information requirements, including creative development and execution through, but not limited to:

EVENTS PLANNING AND EXECUTION

Agencies to demonstrate their capability in executing world-class events in the various categories as highlighted in the scope of work

OTHERS

1. Do you have any experience in Events Management?
2. What are your financial guarantees to succeed in such challenge?
3. Provide your administrative documentation
 - A statement of intention to bid, giving details of the bidder.
 - A summary document presenting the understanding of missions assigned to the agency.
 - A certified copy of the tax payer's card.
 - A certified true copy of the business license.
 - A valid insurance contract (Civil Liability).
 - A certificate of incorporation.
 - A certificate of direct bank debit.
 - A copy of the company's articles of association.
 - A certified financial statement for last two years (2015 and 2016).
4. Technical
 - Presentation of the agency (people, chart, footprint, etc.)•Reference document covering provision of similar services to different customers
 - Provide if any, evidence of ownership of tools or assets for the execution of events•Provide any additional information that may help to appreciate relevant technical skills.

GOOD TO KNOW

This Request for information is the first phase of a process that will go through 03 steps:

1. Request for Information (press release).
2. Pre-selection of selected agencies and a call for tender.
3. Publication of the result (press release).

Applications will be accepted until **29th September 2017 at Midnight.**

All files must be submitted in sealed envelopes in 3 copies at the courier service of MTN Head Office and addressed as follows.

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