



Republic of Rwanda

الجمهورية المتحدة
دبي-إمارات العربية المتحدة

General Consulate of the Republic of Rwanda
Dubai-UAE

REQUEST FOR PROPOSAL TO RUN A PROMOTIONAL CAMPAIGN AND ORGANIZE EVENTS FOR RAISING THE VISIBILITY OF RWANDA AS A WORLD CLASS TOURISM DESTINATION IN THE GCC REGION

Release date: 21st December 2021

Closing date: 28th December 2021

Contact For any questions or enquiries, please write to: Umar.abineza@rdb.rw

with a copy to: dubaiconsulate@minaffet.gov.rw, ambaabudhabi@minaffet.gov.rw

I. BACKGROUND AND CONTEXT

Rwanda Development Board (RDB) is a public institution with a vision of transforming Rwanda into a dynamic global hub for business, investment and innovation through its government departments. The Rwanda Development Board (RDB) mission is to fast track economic development in Rwanda by enabling private sector growth.

It is in the area of tourism that the Rwanda Tourism Board aims to position Rwanda to be the premier eco-tourism destination on the African continent. Tourism goals include promoting Rwanda as a high quality tourism destination, to serve as a regional meetings and conference hub for Central and Eastern Africa, and enhance Rwanda's diverse and unique tourism products in order to bring tourists to the country and generate revenues that contribute significantly to the country's overall socio-economic development.

II. THE BRIEF

OBJECTIVE OF THE ASSIGNMENT

To increase awareness about Rwanda in the targeted markets by raising its profile through a range of channels with responsible consumers, travel trade and the media by achieving a positive view of Rwanda as an attractive and sustainable 'must-see' destination.

The main purpose of the consultancy is to provide and implement an action plan that will reach and attract both travel trade and consumers (potential tourists) in target market(s).

The company will be required:



1. To promote Rwanda as a world class tourism destination to 25 trade partners and decision makers from the Expo2020 trade event
2. To facilitate B2B bilateral relationships between travel trade in the GCC and suppliers in Rwanda.
3. To meet with key decision makers in the regional trade either through a dedicated networking event aimed at increasing product packaging and destination awareness.
4. To ensure coordination of RDB representation activities during the Travel and Connectivity week (see concept attached concept note) scheduled to take place from 9th to 15th January 2022 at the Expo 2020 in Dubai/UAE and with other GCC targeted markets.

OUR TARGET AUDIENCE

Market representation needed to cover Europe markets:

	Targeted market	Number of targeted Countries	Countries to cover
A	UAE/GCC	5	UAE/QATAR/KUWAIT/SAUDI ARABIA/OMAN

III. SCOPE OF WORK

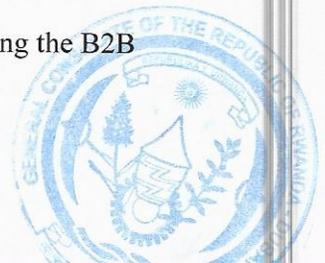
The company will serve as B2B Coordinator by reaching out and attracting travel trade within UAE and neighboring GCC countries.

The company will organize events including but not limited to promotional activations in order to promote Rwanda as a highlight tourism destination at Expo 2020.

The successful company will work under the direct supervision of RDB in close collaboration with the Rwanda Embassies in the GCC, and will deliver the following service:

(a) Event Organization, mobilization and marketing

- i. Appointing a designated focal person who shall be responsible for mobilizing travel trade on behalf of RDB in the GCC;
- ii. Providing quick market intelligence to enable efficient targeting
- iii. Taking steps to ensure an adequate number of travel trade are aware of and attend the event.
- iv. Acting as RDB's point of contact within the Travel Trade for coordination, invitation, marketing and general enquiries and maintaining key contacts with members of the Trade, travel media and aviation.
- v. Conducting Trade awareness campaigns including activities such as organizing the B2B



- events, familiarization tours to Rwanda for key travel trade, travel influencers and travel media, and promoting general awareness of Rwanda as a travel destination;
- vi. Conduct a travel and Consumer marketing campaign including product placement in the print, broadcasting and electronic media, joint product advertising with major tour operators, database development, electronic marketing particularly at strategic times of the year, consumer mailings in conjunction with tour operators using their databases, direct mailing projects and organizing promotional events.
- vii. Online & Social Media Marketing

(c) Support services

- i. Handling all Consumer, Trade and media enquiries, feedback, requests and managing the data received, including tracking during the week.
- ii. Promptly advising RDB on travel and consumer Trade needs and providing current consumer travel trends within the GCC market
- iii. Liaising regularly with RDB during the provision of the Services;
- iv. Monitoring and evaluation of marketing on behalf of RDB within the Territory during the period of preparation.

IV. KEY -DELIVERABLES

- Organize agreed upon events and promotional activations in entirety, including invitations and all necessary logistics required for the events.
- Develop and submit market intelligence report for GCC Market. This should include outbound markets, spending, out bound travel market to Africa, EAC and to Rwanda, interest products, length of stay and so forth.
- Budget plan for Rwanda Tourism marketing and B2B plan developed and delivered.
- Produce and submit timely reports to the Embassies/Consulate and RDB
- Create a database of tour operators in GCC that will be shared with the Embassies/Consulate and RDB
- Create a database of Travel media and travel influencers that will be shared with the Embassies/Consulate and RDB

V. DURATION OF THE ASSIGNMENT AND LOCATION

The contract shall be established for a period of 1 Month.

VI. REPORTING OF SUPERVISION ARRANGEMENTS



The firm will report directly to the Rwanda Development Board on monthly and quarterly basis with weekly flash reports. Reports to be shared with Rwandan Embassies/Consulate in the GCC.

VII. PROFILE OF THE FIRM

The Consultants should have tourism working experience in promotion of Africa and the sub Saharan region and having worked with the target markets. Preference will be given to organizations with proven relevant experience in undertaking a task of similar magnitude, and shall preferably, among others have, the following qualifications/experience:

- 5 years' experience of representing and promoting tourism destinations
- Profound knowledge of the travel industry, consumers and media in the primary market(s)
- A good network of relationships with international recognised tour and travel agencies and its platforms/ channels
- A good network of relationships across all media platforms and channels
- A commitment to sustainable development and environmental management of tourism
- Highly professional and motivated with an instinctive flair for creativity
- Superlative communication and networking skills
- Expertise in social media and other emerging digital channels
- Committed to delivering outstanding results for the client
- Proven track record to work in a multi-cultural and inter-disciplinary environment will be required.
- The international firm must have local offices in the main targeted market.

VIII. THE TEAM - KEY STAFF QUALIFICATIONS

Lead Project Consultant

- He/she should clearly understand Rwanda tourism offering as a destination in and market demand
- He/she should also have tourism marketing experience in the GCC,
- The lead consultant should have a BA degree in Business Administration - tourism management, Tourism marketing, Destination Marketing, mass communication or a





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related field with 10 years of experience in destination marketing and Tourism industry operations.

- Superlative communication and networking skills are essential;
- Expertise in social media and other emerging channels;
- Commitment to delivering outstanding results enabling Rwanda's tourism sector; and
- Highly professional and motivated with an instinctive flair for creativity and ability to solve problems
- Excellent marketing and promotion skills as well as negotiation skills
- Proven track record to work in a multi-cultural and inter-disciplinary environment as well as experience with the public/ private sector

Marketing and sales Manager

- He/she should clearly understand Rwanda tourism offering as a destination in and market demand
- He/she must have a master's degree in economics, tourism management, tourism marketing, destination marketing, mass communication or related field with 5 years of experience in tourism industry or bachelor's degree with 8 years' experience in destination marketing.
- Proof of similar experience in destination marketing, at least 5 years of experience
- Highly professional and motivated with an instinctive flair for creativity and ability to solve problems
- Excellent marketing and promotion skills as well as negotiation skills
- Proven track record to work in a multi-cultural and inter-disciplinary environment as well as experience with the public/ private sector
- As team leader, he/she should be able to communicate in English. Knowing any other language of the region is an added value

Communications and digital marketing Manager should clearly understand Rwanda tourism and also the key markets.

- Masters in Mass Communications or Journalism with 5 working years or Bachelors in Mass communication/ journalism with minimum of 8 years' experience in tourism industry.
- Proof of similar experience in working with media house in respective countries in tourism promotion, at least 4 years' experience





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- Very strong written and verbal communication skills
- Strong content creation and digital marketing skills
- Should possess a passion for writing, ability to develop and express a message clearly, briefly and persuasively through several channels.
- Ability to compose grammatically correct sentences, paragraphs and topics that combine factual information presented in an engaging manner
- Well-developed interpersonal skills and creative abilities to work under pressure and to externally imposed deadlines.
- Enhance the image of Rwanda for the key markets through the communication and message.

IX. DOCUMENTS REQUIRED

A specific outline must be followed in order to facilitate RDB's review and evaluation of the responses received.

A response to this RFP must include the following sections in the order listed:

1. A cover letter confirming the firm's interest to provide the services required
2. A technical proposal containing the following content:
 - Executive summary
 - Business experience/Profiles
 - Approach and Methodology
 - Work Plan / Schedule
 - Mission team experience/profiles
 - Updated Curriculum Vitae for the team and academic certificates requested
 - Company registration certificates and tax clearance

Financial Proposal containing the following;

- Summarised Total Cost VAT Inclusive
- Breakdown of remuneration package
- Breakdown of reimbursable expenses, if any





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X. PROVISIONS

RDB/Embassy/Consulate assumes no responsibility and no liability for costs incurred relevant to the preparation and submission of the RFP by prospective vendors, or any other costs prior to issuance of a contract; and retains the right to reject any and all of the proposals submitted, and to make any award to be in line with the objective, scope and deliverables highlighted above.

XI. PROPOSAL SUBMISSION AND DEADLINE

Financial proposals (in English) must be sent to: Umar.abineza@rdb.rw with a copy to dubaiconsulate@minaffet.gov.rw, ambaabudhabi@minaffet.gov.rw

The deadline for submission is **28th December 2021**.

- Quotes will be confidential during the selection process.
- The successful applicant will be notified within 3 days.

