

**Request for Proposals
Terms of Reference**

**Title: Recruitment of a firm to provide comprehensive experience management services (strategic, creative, marketing and logistical support) for Rwanda's pavilion at Expo2020 Dubai
Dubai, UAE**

Client	General Consulate of the Republic of Rwanda UAE-Dubai – Jumeirah – Al Wasl road Umm Suqeim 1 – Al Bundairah street- Villa 9 Phone :+971 4 348 1330 P.O Box : 214581, Dubai-UAE
RFP#:	
Release date:	Wednesday 28 April 2021
Closing date:	Thursday 13 May 2021
Contact	For any questions or enquiries, please write to: rwandapavilion@minict.gov.rw With a copy to: dubaiconsulate@minaffet.gov.rw , ambaabudhabi@minaffet.gov.rw



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I. Background

World Expos are a global gathering of nations dedicated to finding solutions to pressing challenges of our time by offering a journey inside a universal theme through engaging and immersive activities. World Expos welcome tens of millions of visitors, allow countries to build extraordinary pavilions and transform the host city for years to come.

The first World Expo – the Great Exhibition – took place in London in 1851. The concept became popular and was repeated across the globe, demonstrating an unparalleled power of attraction and a record of world-class legacies. World Expos are regulated and overseen by the Bureau International des Expos (BIE) which was created in 1928. They have explicitly been organised around a theme that attempts to improve humankind’s knowledge, takes into account human and social aspirations and highlights scientific, technological, economic and social progress.

In the modern era, World Expos are unrivalled among international events in their size, scale, duration and visitor numbers. They are large-scale platforms for education and progress that serve as a bridge between governments, companies, international organisations, and citizens.¹

II. Expo2020 Dubai

Expo 2020 Dubai is the first World Expo to be held in the Middle East, Africa and South Asia (MEASA). It will run from October 1st, 2021 until March 31st, 2022. It is expected to host 25 million visits, with 70 percent of them coming from beyond UAE Serving an area with a collective population of nearly 3.2 billion people.

Under the theme ‘Connecting Minds, Creating the Future’, Expo 2020 Dubai is set to provide a platform that fosters creativity, innovation and collaboration globally. This will be underpinned by three interwoven themes that are fundamental in addressing the most pressing issues: Opportunity, Mobility and Sustainability. These subthemes represent the three thematic districts of the Expo site. Expo’s site is located in fast developing Dubai South, directly accessible by road and rail and a short distance from three international airports. The site is also in close proximity to Jebel Ali Port. - The Expo site will house supporting amenities and facilities, including the Expo 2020 Village for participant and staff accommodation, warehousing, logistics, transport nodes, hotels, retail and a public park.

III. Rwanda at Expo2020 Dubai

The Republic of Rwanda has taken part in the World Expos since 2005 (Japan) and this year again, in Dubai UAE, Rwanda has confirmed its presence and will be located in the “Opportunity” thematic district.

¹ <https://www.bie-paris.org/site/en/about-world-expos>



Beyond coffee, tea and handcrafts that took the center stage in Rwanda’s pavilion during the past Expos, this time around, Rwanda looks at showcasing all the excellent strides achieved in the realization of its vision 2020 as well its aspirations for the Vision 2050.

Over the years, Rwanda has positioned itself as a regional ICT hub, a financial services center, a high end tourist destination, a MICE destination, an ideal location to invest in and do business with, a champion of green growth economy in Africa and has improved its connectedness to the rest of the world through its national carrier.

This goes without saying that Rwanda’s culture and traditions exhibited mainly through entertainment (cultural dance and games) and through which major homegrown solutions have been drawn to inspire its current policies and programs such as Umuganda, Gacaca, and many more² will be highlighted at the Expo.

Rwanda’s pavilion shall embody Rwanda’s journey until today culminating into its tomorrow with focus on the opportunities along the way.

1) RFP Objective

The Government of Rwanda is soliciting proposals for a firm to manage the life cycle of Rwanda’s presence at the Expo 2020 Dubai with strategic, creative and logistical support to cost effectively manage and coordinate Rwanda’s attendance at Expo 2020 and ensure maximum visibility.

The firm will report to the Commissioner General of the Rwanda Pavillion and work closely with the Rwanda team which includes content champions and a logistics team as well as our embassy in UAE.

2) Duration of Engagement

From the time of contracting until the conclusion of Expo 2020, 31st of March 2022 and decommissioning of the pavilion.

3) Scope of work and deliverables

The Government of Rwanda requires the provision of the following:

Expo2020 Dubai	<ul style="list-style-type: none">● Programming and content management● Curate, create and produce content for Rwanda’s pavilion as required by the Expo team and in line with the Expo branding;● Deliver creative and innovative designs for print, electronic and animated content where possible and as maybe required;● Improve and edit existing multi-media content (audios, videos and photos mainly);● Source, create and design video content for AR/VR/3D use;● Propose and execute advertising campaigns for Rwanda prior and during the expo. The firm needs to ensure maximum coverage on
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² <http://rwandapedia.rw/>



	<p>all Expo availed media and panels and channels.</p> <ul style="list-style-type: none"> ● Adhere to the set deadlines and guidelines by the Expo2020 Dubai team ● Create and produce customized content specific for children, teenagers, tourists (both for amateurs and returning visitors), and ensure that potential areas of investment in Rwanda are clearly presented to potential investors (as prescribed in Vision 2020 and Vision 2050); ● Produce and execute Rwanda National day at the Expo, Business forum and all other events & programming that will involve Rwanda's participation. This includes producing all materials necessary for the day and AI wasl plaza projection. ● Provide translation services between English, French and Arabic for all produced materials ● Develop Rwanda's marketing strategy to maximize visibility and increase ROI for Rwanda's participation ● Provide project management and logistical support from planning to onsite execution for a successful Rwandan presence at the Expo including handling of shipments, clearing , load & offload at Dubai expo warehouse , customs paperwork, transport, storage and booking of conference rooms / venues at Expo ● venue and stand management (on-site management as mentioned/ build-up and breakdown) ● registration and accreditation (where and if applicable) ● delegate/speakers management at targeted events during expo ● hospitality management ● logistics support (accommodation/transport and catering management) ● Produce a comprehensive report (print and brief video) of Rwanda's presence at the Expo for potential future use
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4) Profile of the Firm

The bidding company needs to demonstrate relevant and professional experience in country investment, tourism and innovation promotion campaigns. Preference will be given to companies with proven relevant experience in undertaking a task of similar magnitude, and shall preferably, among others have, the following qualifications/experience:

- Minimum 5 years' experience in managing country campaigns.
- The company should have knowledge of Rwanda as a tourism, investment and innovation hub



- Work experience in a development context is essential - ideally the firm must have excellent research skills, and experience in Trade and Investment, Innovation as well as Tourism - and previous experience in the promotion of such topics is highly desirable.
- The company should be able to coordinate and influence every action that would strategically position Rwanda's image during Expo 2020
- A commitment to sustainable development and environmental management
- Highly professional and motivated with an instinctive flair for creativity
- Superlative communication and networking skills
- Expertise in social media and other emerging channels
- The company must be committed to delivering outstanding results for Rwanda
- The company must have good experience in branding, brand positioning with proven track-record in working in a multicultural and inter- disciplinary environment
- The company must be familiar with all aspects of Dubai Expo 2020 and have an office in the UAE.

5) RFP Requirements

Applicants interested in competing for this contract are required to submit/send their proposal to the Consulate General of Rwanda in Dubai. The applicant will provide a detailed description of the approach to the scope of work that addresses the following requirements for the proposal. The applicant's proposal shall include:

6) Administrative Documents

Please submit:

- Your company registration certificate
- Tax Clearance Certificate / Equivalent;
- The pension contribution clearance certificate / equivalent;
- Corporate Profile: Present a corporate profile with details of the bidding firm or of the consortium in such a case.
- Demonstrated Success: Applicants must provide at least three (3) certificates of work completion issued by current or former clients within the last 5 years for which your company has performed work of a similar nature, scope, size or complexity.
- Methodology / Operational Processes: Provide detailed information regarding the internal/external processes that will be put in place to complete the work. For each task under the scope of work, include a summarised work plan that includes the tasks, timelines, start date, end date and responsible person.

Provide a summarised communication plan showing how you intend to keep the client informed of all activities done on their behalf in the execution of services under this contract.

Describe quality assurance standards and practices you will put in place to ensure the success of the initiative.



7) Technical Team

Provide a table highlighting: (1) the names of each team member, (2) his/her proposed role, (3) the specific title of the deliverable he/she will be assigned to as well as (4) the relevant expertise he/she possesses that related to the deliverable he/she will be assigned to.

It is highly recommended that certain members of the team have strong experience in Rwanda.

Provide the CV of each team member proposed. In addition to their qualifications, degrees or professional certificates, please make sure that their CVs highlight a brief description of prior works/assignments related to the respective deliverables. Certain roles could be combined if applicants can prove that this will not impact quality and timelines of the work

Task Team Leader:

- At least 10 years of experience with extensive development, planning and operational management for large global events
- Proven experience managing a team and multiple stakeholders
- Proven experience working in multicultural environments
- Support development of Rwanda's marketing strategy to maximize visibility

Lead Communications Consultant:

- With at least 10 years of experience in marketing and Communications for high profile private and public sector organisations at the international stage
- Having managed over 5 similar communications/marketing department for organisations of the similar caliber for over the last past five (5) years.
- With at least 5 years of proven experience in leading marketing/Marketing teams.
- A university degree with specialisation in communications, marketing, mass media; Master's degree from recognised universities will be an added advantage

Content Development Expert

- Having worked as in a content development capacity for the last two (2) years;
- With at least 2 years of proven work experience as a journalist or in a content development capacity in a similar role doing work for high profile private and public sector organisations or worked in such organisations managing high level creative campaigns
- With a university degree of at least in marketing or communications or bachelor's degree in project management from recognised universities or in other similar fields;
- Having a master's degree in marketing or communications will be an added advantage.

Creative Director (1):



- With at least 5 years of experience in a similar role doing work for high profile private and public sector organisations or worked in such organisations managing high level creative campaigns. Public sector experience will be an added advantage
- Having developed three (3) communication strategies for similar organisations over the last past five (5) years.
- With a university degree of at least bachelor's degree in marketing or communications or bachelor's degree in project management from recognised universities or in other similar fields;
- Having master's degree in marketing or communications will be an added advantage

Art Director (1):

- With at least 3 years of experience in a similar role having done work for high profile organisations or worked in such organisations managing communications and marketing departments.
- Having developed three (3) communication strategies for similar organisations over the last past five (5) years.
- With a university degree of at least bachelor's degree in marketing or communications or bachelor's degree in project management from recognised universities or in other similar fields;
- Having master's degree in marketing or communications will be an added advantage

English to French and Arabic Translators (2):

- With at least 2 years of experience in a similar role for high profile organisations or worked in such organisations managing communications and marketing departments.
- Having done document translations in the last (2) years.
- With a university degree of at least bachelor's degree in related languages or in other similar fields;
- Having master's degree will be an added advantage

Graphic Designer (1):

- With at least 2 years of experience in a similar role doing work for high profile organisations or worked in such organisations managing communications and marketing departments.
- Having developed two (2) communication strategies for similar organisations over the last past five (5) years.
- With a tertiary qualification in graphic design or in other similar fields;

Audio-Visual Expert (1):

- With at least 3 years of experience in audio-visual filming for high profile organisations.
- With at least 3 years of proven experience working as videographer on Television or news presenter in one of regional TVs or radios.
- With at least a certificate in video production and shooting from a recognised institute.



Logistics Expert (1):

- With at least 5 years of experience in logistics planning and onsite operations for high profile events and organizations
- An understanding of logistics including customs and clearing to handle shipments, clearing, loading and offloading of cargo

The Consultant shall propose additional staff to man the pavilion on a day to day basis as deemed necessary.

Documents required

A specific outline must be followed in order to facilitate the General Consulate'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
 - Duly signed and stamped recommendation certificates/letter
 - Company registration certificates and tax clearance
3. Financial Proposal containing the following;
 - Summarised Total Cost VAT Inclusive (Value of tax indicated on final cost)
 - Breakdown of remuneration package
 - Breakdown of reimbursable expenses
4. Value Added Propositions, Recommendations and Other Considerations
 - Provide a detailed note on the value addition that your company will bring to Rwanda's presence at Expo2020 Dubai
 - Detail the additional aspects which you feel would add value to the organisation.
 - List key anticipated risks and challenges that the Government of Rwanda should consider.
 - Highlight your value proposition.

8) Detailed Financial Structure and Proposed Costs

Provide an explanation of your fee and billing structure.



Explain your organization's internal mechanisms/processes that are in place to ensure all costs stay within budget for the duration of the contract.

Outline your detailed financial proposal budget (detailed breakdown of the corresponding fee for each deliverable including all costs for all individuals) for the production of Rwanda's presence at Expo2020 Dubai

Include the total estimated cost of providing this service broken down above in the scope of work and deliverables.

9) Proposal Submission and deadline

Technical and financial proposals (in English) must be sent to: Rwandapavilion@minict.gov.rw with a copy to dubaiconsulate@minaffet.gov.rw, ambaabudhabi@minaffet.gov.rw

In addition, hard copies of the proposals can be mailed to:

General Consulate of the Republic of Rwanda

UAE-Dubai – Jumeirah – Al Wasl road

Umm Suqeim 1 – Al Bundairah street- Villa 9

Phone :+971 4 348 1330

P.O Box : 214581, Dubai-UAE

The deadline for submission is two weeks after the request for proposal is sent out

- Quotes will be confidential during the selection process.
- The successful applicant will be notified within two weeks
- Any request for clarification or complaint can be lodged within 10 days after official communication on successful application.

Late proposals and lodged complaints will be rejected.

10) Enquiries

Prospective respondents who may have questions regarding this RFP may submit their enquiries to rwandapavilion@minict.gov.rw and copy dubaiconsulate@minaffet.gov.rw & ambaabudhabi@minaffet.gov.rw

