



UGANDA TOURISM BOARD

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

Uganda Tourism Board has allocated funds to be used for the acquisition of consultancy services for Market Destination Representation (MDR). The consultancy services ("the Services") include provision of Market Destination Representation services for Uganda as per lots below;

Procurement Reference No.	Lot No.	Market
UTB/CONS/2019-20/00006	Lot 1	China Market
UTB/CONS/2019-20/00002	Lot 2	UK & Ireland
UTB/CONS/2019-20/00003	Lot 3	Germany Speaking Countries (Germany, Switzerland, Austria)

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

The Consultancy Firm shall:

- Provide full names of the consultancy firm, its address and registration details/certificates (including year if incorporation or years of experience)
- a letter of interest,
- Executive summary and a description of the proposer's organization's services and activities including company organization chart,
- Details of similar assignments/experience in Market Destination Representation, International Tourism Marketing and Public Relations should be indicated in the submission.



- e. Commitment letter to provide exclusive services to Destination Uganda and to no other destination in East Africa.
- f. Demonstration of a thorough understanding of Uganda Tourism and travel product and experience in the destination Marketing.
- g. 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.
- h. 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.
- i. Annual average revenues of at least USD 2 Million per year, over the past three years.
- j. Any other information demonstrating that they are eligible and possess the required qualifications to perform the services supported with relevant documentation.

The Shortlisting Criteria

The following shall be the shortlisting criteria:

1. Demonstrated experience.
 - a. Experience in previous destination marketing related accounts in Sub-Saharan Africa 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. 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.
4. Resource Evaluation.



- a. Personnel qualifications and prior experience in Market Destination Representation
5. Capabilities of the firm including annual average revenues of at least two (2) Million Dollars per year over the last 3 years (2016, 2017, 2018).

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 hand delivered in a written form (In English Language) to the address below in person by **3rd February, 2020 at 10:30am (Local time)**.

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	13 th January, 2020
Closing Date for submission of EOI and opening	3 rd February, 2020
Short listing processing and Approvals	6 th February, 2020



Issue RFP	10 th February, 2020
Closing date for submission of Proposals and Opening of Technical Proposals	28 th February, 2020
Evaluation of Technical and Financial Proposals	26 th March, 2020
Approvals, Negotiations and Contracting	24 th April, 2020

ACCOUNTING OFFICER