



INFORMATION AND COMMUNICATION TECHNOLOGIES AUTHORITY

COMMUNIQUÉ

Early Market Engagement (EME)

Market Sounding Exercise for Marketing and Communication Services (Authorised under Directive 25 of the Procurement Policy Office)

Objectives:

The **Information and Communication Technologies Authority (ICTA)** is carrying out a market sounding exercise to identify locally established, qualified and experienced Marketing Communications, PR, Design, Advertising and Branding Agencies for an upcoming competitive bidding exercise.

This market sounding exercise will enable the ICTA to:

- Gauge market capabilities and readiness of agencies to provide, execute and manage marketing and communications services aligned with the ICTA's mission, vision, objectives and regulatory mandate;
- Engage in a technical consultation to refine forthcoming comprehensive bidding document.

The selected supplier(s) will be required to provide Marketing and Communication Services for upcoming projects for a period of **three (3) years**.

Submission:

Interested Service Providers should submit their written interest in sealed envelope clearly marked (EME Exercise – Marketing and Communication Services) and addressed to the Chairperson, Departmental Bid Committee. Envelopes should be deposited in the Tender Box located at **Level 9, The Celicourt, 6, Sir Celicourt Antelme Street, Port Louis** not later than, **Tuesday, 9 September 2025 at 14.00 hrs.**

Information to be submitted:

Interested parties are required to submit the following:

- Company profile;
- Evidence of experience in executing large-scale nationwide campaigns on national issues within the Republic of Mauritius over the past five (5) years. The experience should demonstrate expertise in ICT, Regulatory and both public and private sector domains, with a focus on campaigns conducted within the public sector.

Note:

- This exercise **is not an invitation to quote and no price should be submitted.**
- The market engagement involves no element of supplier selection and involves no commitment from either side.
- No potential bidder, including those participating in the market consultation exercise, would enjoy a privileged treatment as a result of this exercise.
- The ICTA shall maintain the commercial confidentiality of information received during this exercise.
- The ICTA reserves the right to call suppliers for a face to face meeting for a presentation.

The Executive Director

**ICT Authority, 9th Floor, The Celicourt
6, Sir Celicourt Antelme Street, Port-Louis
22 August 2025**