



INFORMATION AND COMMUNICATION TECHNOLOGIES AUTHORITY

NOTICE
EOI Ref. No: ICTA/EOI/4/13-01

EXPRESSION OF INTEREST

Invitation for Expression of Interest from Design & Advertising Agencies to conduct a National Sensitisation and Communication Campaign for the "MIGRATION FROM 7 TO 8 DIGITS OF NON-GEOGRAPHIC NUMBERS ASSIGNED TO MOBILE NETWORKS"

The Information and Communication Technologies Authority (ICTA) is a body corporate established under Section 4 of the ICT Act, with objects and functions enshrined under Sections 16 and 18 respectively of the ICT Act 2001, as amended.

The ICTA has as statutory function under Section 18(1)(q) of the said Act 2001 to "*determine the numbering system to be used for every ICT services including telecommunication service, and manage, review, and, where appropriate, re-organise the numbering system*".

On 29th June 2012, Government approved the migration of mobile telephone numbers from 7 to 8 digits to take place as from 1st of September 2013 with a view to meeting the growing demand for mobile telephony.

With the forthcoming 8-Digit Numbering Plan for mobile networks, members of the public would benefit from the adoption of mobile numbers lifelong, without any risk of deactivation even though they do not use their mobile numbers for several months.

The ICTA hereby invites Expression of Interest (EOI) from well established and suitably experienced Design & Advertising Agencies to conduct a National Sensitisation and Communication Campaign for the "MIGRATION FROM 7 TO 8 DIGITS OF NON GEOGRAPHIC NUMBERS ASSIGNED TO MOBILE NETWORKS", with this milestone implementation to take effect as from 1st of September 2013

Submissions from interested parties shall meet the **eligibility criteria, scope of work and other terms and conditions** as set out herein.

Eligibility criteria

Design & Advertising Agencies will be evaluated on the basis of, but not limited, to the following criteria:

- a. having a considerable experience in sensitisation campaign on national issues. Relevant experience for sensitisation campaigns in the Telecommunications Industry would be an added advantage;
- b. having an extensive portfolio of local and international brands;
- c. having conducted extensive campaigns for Public Institutions. Agencies must provide evidence of such campaigns;
- d. being a one-stop-shop for design and advertising services;

- e. having the necessary financial capabilities to carry out the above mentioned campaign.

Scope of Work

- a. To advise on the design, marketing concepts and implement the proposed campaign.
- b. To undertake the designing, printing, marketing and advertising aspects of the proposed campaign.
- c. To act as a 'one-stop-shop' and to provide a turnkey solution in relation to (a) and (b) above.

Other terms and conditions

- a. The ICTA reserves the right to cancel/withdraw the invitation without assigning any reason thereof.
- b. The ICTA reserves the right to accept/reject any proposal or call for any clarification/information.
- c. The ICTA may invite Agencies for a presentation in relation to this EOI.
- d. There is no fee for participation in the EOI.
- e. **No financial offer should be made in response to this EOI.**

Submission of EOI

Interested parties may submit their EOI addressed to the Chairman Tender Committee in sealed envelope, clearly marked "**Expression of Interest of Design & Advertising Agency - (ICTA/EOI/4/13-01)**" and deposited in the Tender Box located at the reception of the ICT Authority, Level 12, The Celicourt, 6, Sir Celicourt Antelme Street, Port Louis, **on or before Tuesday 23 April 2013 up to 15.00hrs at latest.**

Short-listed parties may be invited to participate in a bidding exercise at a later date to be determined by the ICTA

The Executive Director
ICT Authority
12th Floor, The Celicourt
Sir Celicourt Antelme Street
Port-Louis

04 April 2013