



INFORMATION AND COMMUNICATION TECHNOLOGIES AUTHORITY

NOTICE

EOI Ref. No: ICTA/EOI/8-14/02

EXPRESSION OF INTEREST

Invitation for Expression of Interest from Design & Advertising Agencies to conceptualise and implement a Programme for greater engagement with ICT Consumers

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 ICT Authority has the vision to play a leading role in the future of ICTs in Mauritius contributing to an efficient, competitive and optimally regulated ICT sector.

The international trend in the ICT industry is towards fourth generation regulation. First generation regulation was characterized by state-owned monopolies; the second wave by liberalisation and privatisation and the opening up of markets to new entrants; the third phase entailed more competition.

Fourth generation regulation is characterized by market dynamics which are transforming consumption patterns as result of rapid development of new technologies and services. This poses specific challenges to the traditional role and mandate of ICT regulators. Fourth generation regulation requires ICT regulators to adopt an approach as partners to further economic development and ensure social inclusion.

To embrace fourth generation regulation, the ICT Authority is committed to adopt a consumer-centric approach. The ICTA plans to engage more and more with ICT consumers.

The ICTA hereby invites Expression of Interest (EOI) from well established and suitably experienced Design & Advertising Agencies to conceptualise and implement a programme for greater engagement with ICT Consumers.

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 programme on national issues. Relevant experience for sensitisation programme in the Telecommunications/ ICT Industry would be an added advantage;
- b. having an extensive portfolio of local and international brands;
- c. having conducted extensive programme for Public Institutions. Agencies must provide evidence of such actions;

- d. showing ability to conceptualise TV spots in the form of 3D multimedia animations;
- e. being a one-stop-shop for design and advertising services;
- f. having the necessary financial capabilities to carry out the above mentioned programme.

Scope of Work

- a. To advise on the design, concepts and implementation of the proposed programme.
- b. To undertake the designing, conceptualising and implementation of the proposed programme.
- c. To advise on the marketing concepts for this programme.
- d. To act as a 'one-stop-shop' and to provide a turnkey solution in relation to (a) (b) and (c) above.

Other terms and conditions

- a. This EOI should not be construed as an obligation to any award of contract.
- b. **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/8-14/02)**" 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 Wednesday 27 August 2014 up to 15.30hrs 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**

07 August 2014