



INFORMATION AND COMMUNICATION TECHNOLOGIES AUTHORITY

NOTICE
EOI Ref. No: ICTA/EOI/03-15/01

EXPRESSION OF INTEREST

Invitation for Expression of Interest from Design & Advertising Agencies to conduct a Consumer Awareness Programme for the “ANALOGUE SWITCH-OFF ON 17 JUNE 2015 IN THE CONTEXT OF DIGITAL TERRESTRIAL TELEVISION (DTT) MIGRATION” within the Republic of Mauritius

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.

In accordance with the International Telecommunications Union Geneva Agreement 2006, the international deadline date for the analogue television signal to be switched off and replaced by digital terrestrial television (DTT) is by June 2015. As a member of ITU, Mauritius has already initiated the migration process and is now ready for the analogue switch off scheduled on the 17 June 2015.

With the adoption of DTT, Mauritian consumers would benefit from higher resolution picture, digital sound quality, increase in the amount of variety of television content as well as other services such as broadband.

The ICTA hereby invites well established and suitably experienced Design & Advertising Agencies to express their interests for conducting a Consumer Awareness Programme for the “ANALOGUE SWITCH-OFF ON 17 JUNE 2015 IN THE CONTEXT OF DTT MIGRATION”, within the Republic of Mauritius.

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:

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

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

Scope of Work

- To advise on the design, concepts and implementation of the proposed programme.
- To undertake the designing, conceptualising and implementation of the proposed programme.
- To advise on the marketing concepts for this programme.
- 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

- This EOI should not be construed as an obligation to any award of contract.
- 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/03-15/01)**”, and deposit 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 Friday 20 March 2015 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 March 2015