



SOUTH AFRICAN TOURISM

INVITATION TO TENDER: PROVISION OF INTEGRATED MARKETING, PUBLIC RELATIONS (PR), AND COMMUNICATIONS SERVICES FOR SOUTH AFRICAN TOURISM JAPAN: SAT JAPAN TENDER 236/24

South African Tourism is a statutory body whose main object is to promote tourism to and within South Africa. Although accountable to Parliament in South Africa, South African Tourism is an independent and impartial organization that reports to the Government of the Republic of South Africa through the National Department of Tourism.

As a South African Government agency operating in Japan, our organization is expected to operate within the confines of the Public Finance Management Act (PFMA) of The Republic of South Africa, which has been established to ensure transparency, accountability, and sound management of the revenue, expenditure, assets, and liabilities of all South African Government Agencies. Section 217 of the Constitution of the Republic of South Africa, 1996, prescribes that goods and services must be contracted through a system that is fair, equitable, transparent, competitive, and cost-effective, where every potential supplier is allowed to offer goods and services to South African Tourism when needed.

Considering our strategic objectives, the organization has undergone a needs analysis to determine a recommended Integrated Marketing and PR communications agency model as we advance to be evaluated through an open tender (procurement) process against SA Tourism's business requirements.

An invitation is extended to the best Japan Integrated Marketing and PR service agencies that understand the spirit of our brand to submit proposals to be considered for appointment by the South African Tourism Tokyo office on a non-exclusive basis to assist South African Tourism in marketing its tourism offerings, within the marketing disciplines of Public Relation, Consumer Experiential Marketing, Digital Marketing, and, Trade Marketing, etc., for three years period.

The detailed scope of services and tender requirements has been included in the bid documents for the below tender, which will be available on **26 February 2024**:

<https://www.southafrica.net/gl/en/corporate/page/tenders>

<https://www.southafricantourism.cn>

Submission link: <https://e-procurement.southafrica.net/account/login?returnUrl=%2F>

No#	Tender number and Description	Closing date
1	SAT Japan 236/24 Integrated Marketing, PR & Communication Service Agency	<u>28 March 2024 at 12h00 (Tokyo Time)</u>

Bidders are encouraged to submit inquiries in writing to Raymond Mabuella via email at raymond@southafrica.net. All telephone inquiries must be converted into written form and forwarded to the email address.