

<p>المجموعة العمانية العالمية للوجيستيات ش.م.ع.م <b>Oman Global Logistics Group S.A.O.C</b></p>	
<b>Attention:</b>	<b>To whom it may concern</b>
<b>Date:</b>	<b>14.08.2016</b>
<b>From:</b>	<b>OMAN GLOBAL LOGISTICS GROUP S.A.O.C (OGL)</b>
<b>Our Reference:</b>	<b>Tender No C-005-16 Consultancy Services for the Branding and Messaging Strategy for OGL</b>

**Tender No: C-005-16**

**Tender Title: Consultancy Services for the Branding and Messaging Strategy for OGL**

Dear Sir,

OMAN GLOBAL LOGISTICS GROUP S.A.O.C ('OGL') invites 'Tenderer' to Tender for the Services in accordance with the terms and conditions set down in the Tender Documents. If you are a successful Tenderer you shall be required to enter into a Contract in accordance with the Form of Agreement.

The Tender Documents shall comprise the following Sections:

- T1** Invitation to Tender
- T2** Instruction to Tenderers
- T3** Data to be submitted by Tenderer
- C1** Form of Agreement (including Appendix "The Contract Schedule")
- C2** Special Conditions
- C3** General Conditions
- C4** Scope of Service
- C5** Schedules of Prices

Only section T1 is provided; the other documents will be issued to interested Tenderers that pay the Tender fee and submit confirmation of payment of the Tender Fee and the Tenderer Data Sheet attached under Appendix 1 to the undersigned.

In the preparation and submission of the Tender, Tenderer shall comply with the Tender Documents. OGL reserves the right to disqualify the Tenderer if any of the requirements included in the Tender Documents are not met.

Yours faithfully,

For OMAN GLOBAL LOGISTICS GROUP S.A.O.C , OGL

**OMAN GLOBAL LOGISTICS GROUP S.A.O.C (OGL)**

**TENDER NUMBER :C-005-16**

**TENDER TITLE: Consultancy Services for the Branding and Messaging Strategy For OGL**

**T1, INVITATION TO TENDER**

## Contents

<b>1.0</b>	<b>TERMS OF TENDER AND TENDER OVERVIEW.....</b>	<b>4</b>
1.1	TERMS OF TENDER.....	4
1.2	ABOUT OMAN GLOBAL LOGISTICS GROUP.....	4
1.3	DESCRIPTION OF SCOPE OF SERVICE.....	4
1.4	MINIMUM REQUIREMENTS TO PARTICIPATE IN TENDER.....	4
1.5	TENDER BOND .....	5
<b>2.0</b>	<b>REQUIREMENTS TO COLLECT TENDER DOCUMENT .....</b>	<b>5</b>
2.1	TENDERER DETAILS SHEET .....	5
2.2	CONFIDENTIALITY DECLARATION .....	5
<b>3.0</b>	<b>OGL CONTACT POINT.....</b>	<b>5</b>
<b>4.0</b>	<b>TENDER FEE .....</b>	<b>6</b>
<b>5.0</b>	<b>TENDER BOND .....</b>	<b>6</b>
<b>6.0</b>	<b>PRE BID CLARIFICATION MEETING .....</b>	<b>6</b>
<b>7.0</b>	<b>OUTLINE TENDER PROCESS AND SUBMISSION OF TENDER .....</b>	<b>6</b>
<b>8.0</b>	<b>TENDER AWARD.....</b>	<b>7</b>
<b>9.0</b>	<b>APPENDIX 1 – TENDERER DETAILS FOR THIS TENDER .....</b>	<b>8</b>
<b>10.0</b>	<b>APPENDIX 2 – CONFIDENTIALITY DECLARATION .....</b>	<b>9</b>
10.1	DEFINITIONS.....	9
10.2	CONFIDENTIALITY.....	9
10.3	COPYRIGHT.....	9
10.4	RETURN OF CONFIDENTIAL RECORD .....	9
10.5	THIRD PARTIES.....	10
10.6	VALIDITY.....	10

## **1.0 Terms of Tender and Tender Overview**

### **1.1 Terms of Tender**

- 1.1.1 The terms and conditions applicable to this Tender Process are detailed in Sections T1, T2, T3. T2 and T3 may only be available with the complete Tender Document following payment of the Tender Fee.

### **1.2 About OMAN GLOBAL LOGISTICS GROUP**

Oman Global Logistics Group S.A.O.C (OGL) is a Government Holding Company engaged in driving and implementing the Sultanate of Oman National Logistic Strategy. The Company is executing of nationwide logistics strategy through master planning and developing commercial products to represent and promote the Sultanate as a logistic and investment destination. The company also mandated to take necessary actions to achieve the targets required to execute the Government policy in order to ensure investment goals in the logistics sector are met. The Company mandated to be the Logistic sector company for Ports, Free zones, Transport & Logistics support services as well as delivering improved operating and financial performance across the Group, OGL is tasked with delivering the Sultanate of Oman Logistics Strategy ("SOLS"). OGL is specialised in International Trade & Development, Supply Chain Management & Logistics, Investment & Finance in Logistics, Transportation/Trucking/Railroad.

- 1.2.1 The Sultanate of Oman Logistics Strategy aim is to make Oman a major global logistics hub, leveraging its geographical advantages and its significant recent investment in its transport infrastructure. In so doing the Strategy expects logistics to become a major contributor to the Oman economy, creating opportunities for significant growth and employment.

### **1.3 Description of Scope of Service**

- 1.3.1 Requirement 1: Develop a brand, brand guidelines, stationery and descriptive brochures and fact sheets.
- 1.3.2 Requirement 2: Develop the "Sector-wide" messaging and communication strategy
- 1.3.3 Requirement 3: Develop and maintain the OGL's website
- 1.3.4 Option 1: Develop OGL's domestic communication strategy
- 1.3.5 Option 2: Develop OGL's international communication strategy and plan
- 1.3.6 Option 3: Develop three portals in the website

### **1.4 Minimum Requirements to Participate in Tender**

#### **1.4.1 Technical Requirements –**

Following are the brief description of minimum eligibility, capability, experience required in order to participate in the Tender:

- a) The bidder must have experience and carried a successful at least one Global logistics branding project.
- b) Have a proven understanding and previous experience in both the global logistics industry is a must
- c) Have produced world class branding for organizations in the logistics industry
- d) Are considered exceptional at developing new brands and marketing collateral that resonates on both the global and regional level
- e) Have a proven track record of working across multiple internal, public stakeholders and private companies, in an ambiguous environment, driving collaboration to get all participants to successfully complete project milestones and deadlines

- f) Possess deep experience in effective communication, understanding the appropriate communication channels and messages for the various global and regional stakeholders to maximize return on OGL's marketing investment
- g) Have successfully developed websites, and effective digital strategies that have produced significant website traffic
- h) Possess the ability to quickly respond and update content based on current affairs
- i) Have a proven track record in using effecting marketing and communication tools to drive foreign investment into a target country
- j) Have proven track record of providing thorough process documentation on a project's branding and website development, training of the client's staff to utilize website content development software, and leave behind on the client's server a fully documented archival system for start-up and future branding and website content.
- k) Registered with the appropriate authorities in their respective countries. If the Bidder is an Omani firm, it should be registered with the relevant authorities in Oman (e.g., Ministry of Manpower, Ministry of Commerce and Industry, etc.). Non-Omani Firms shall be registered in Sultanate of Oman within 30 days from date of award the contract.
- l) Carry professional indemnity insurance.

No affiliate of the Tenderer shall be eligible to Tender or participate in a Tender in any capacity whatsoever unless it can be demonstrated that there is not a significant degree of common ownership, influence or control amongst the Tenderer and the affiliate. This may also include Approved Registration requirements with OGL.

## 1.5 Tender Bond

- 1.5.1 To ensure conformance of the Tender, OGL requires the Tenderer to issue a Tender Bond in the exact format detailed in Section T3. The value of this Tender Bond shall be indicated in Section T3. The Tender Bond shall be forwarded to OGL as part of the Technical Tender under a sealed separate cover. The Tender Bond shall be enforced in the event that Tenderer fails to submit and substantiate a conforming tender or has failed to accept award of the contract.

## 2.0 Requirements to Collect Tender Document

### 2.1 Tenderer Details Sheet

- 2.1.1 In order to correctly identify the Tenderer and the Tenderer's point of contact for this Tender Process, Appendix 1 shall be completed by the Tenderer and presented, by hand or scanned and forwarded via email, to the Tender Section before the Tender Documents can be released to the Tenderer.

### 2.2 Confidentiality Declaration

- 2.2.1 Prior to collection of the Tender Document the Tenderer shall sign the attached Confidentiality Declaration (Appendix 2). The Confidentiality Declaration must be completed, signed by an authorised person, stamped with the Tenderers company stamp, and be presented, by hand or scanned and forwarded via email, to the OGL Tender Section before the Tender Documents can be released to the Tenderer.

## 3.0 OGL Contact Point

- 3.1.1 All communication with OGL shall be through Clarification Requests, in writing and addressed to [tenders@ogl.om](mailto:tenders@ogl.om) . No Clarification Requests shall be entertained after the Clarification Request Closing Date included in the table in Article 7 below.

#### 4.0 Tender Fee

4.1.1 The participation Fee for this Tender is RO 100.00

4.1.1 A cheque with above mentioned value in favour of "Oman Global Logistics Group" and identifying the Tenderer' name and the Tender number must be presented, by hand, to the Contract Section before the Tender Documents can be released to the Applicant. Or,  
Deposit a non-refundable 'Participation Fee' into the Oman Global Logistics Group bank account:

Beneficiary	: Oman Global Logistics Group S.A.O.C
Bank Name	: HSBC Bank Oman S.A.O.G
Branch	: Head Office Building, Al Khuwair
Swift Code	: BBMEOMRX
Account No.	: 002-410603-001
Currency	: OMR

A receipt confirming deposit and identifying the Applicant' name and the Tender number must be presented, by hand or scanned and forwarded via email, to the Contract Section before the Tender Documents can be released to the Tenderer.

#### 5.0 Tender Bond

5.1.1 To ensure conformance of the tender, the OGL requires the tenderer to issue a Tender Bond in the exact format detailed in Section T3. The value of this tender bond shall be indicated in Section T3. The tender bond shall be forwarded to OGL as part of the Technical Tender under separate cover. The tender bond shall be OGL in the event that tenderer fails to submit and substantiate a conforming tender or has failed to accept award of the contract or purchase order.

#### 6.0 Pre Bid Clarification Meeting

6.1.1 A pre bid clarification meeting may be held depending on the requirement during the tendering stage.

#### 7.0 Outline Tender Process and Submission of Tender

7.1.1 The Technical Tender Submission Date and the Commercial Tender Submission Date are the same but the Technical Tender and Commercial Tender shall be submitted in individually sealed separate packages. The opening of the Technical Tender and Commercial Tender are the discretion of OGL.

7.1.2 The proposed Tender Process schedule is:

Activity	Date
Issue of T1-Invitation to Tender	14/8/2016
Tender Documents available for collection	14/8/2016
Final date for collection of Tender Documents	28/8/2016
Clarification Request Closing Date	18/9/2016
<b>Tender Submission Date</b>	<b>27/9/2016</b>

Bids to be submitted by 2.00 PM on or before Tender Submission Date.

## **8.0 Tender Award**

In the event that OGL considers Tenderer to be commercially a potentially successful competitor for the award of the Contract, OGL may subject Tenderer to a further technical and financial evaluation. Only when a Tenderer satisfies OGL technical, financial and commercial requirements a Contract will be awarded.

## 9.0 Appendix 1 – Tenderer Details for this Tender

Contract/ Tender number	<b>C-005-16</b>
Contract/ Tender title	<b>Consultancy Services for the Branding and Messaging Strategy for OGL</b>
Full name of Tenderer	
Postal Address	
City	
Country	
Web site	
Office main tell number	
Country of registration	
Status in Oman	Agent / locally registered branch office / Omani LLC / foreign company
Ownership details (percentages and names, indicate where Omani)	- XX% - - XX% - - XX% -

### Name of company and address to be awarded the Contract (if different from details above)

Full name	
Registered address	
City	
Country	
Office main tell number	
Status in Oman	Agent / locally registered branch office / Omani LLC / foreign company
Ownership details (percentages and names, indicate where Omani)	- XX% - - XX% - - XX% -

### Tenderer's representative to which all Tender correspondence shall be addressed

Name of person	
Fax number	
Telephone number	
GSM number	
e-mail address	

### Tenderer's agent in Oman (if applicable)

Omani agent name	
Postal address	
Fax number	
Telephone number	
GSM number	
e-mail address	
Our Omani agent is permitted to pick up the tender documents on our behalf	Yes No, we will pick up the documents ourselves. No, please send the documents to my foreign address stated above.

Tender Documents Received By:

Signature .....

Resident Card No.....



## 10.0 Appendix 2 – Confidentiality Declaration

The undersigned ..... having its principal office..... (The 'Tenderer') hereby declares vis-à-vis OMAN GLOBAL LOGISTICS GROUP SAOC (OGL), P.O. Box 470, PC 115 Muscat, Sultanate of Oman (The 'Company') to accept the following terms and conditions on which the Company is prepared to communicate to the Tenderer certain Confidential Information pertaining to the Work under the above mentioned Tender as hereinafter defined.

### 10.1 Definitions

#### 10.1.1 Confidential Information

shall mean all knowledge, data or information acquired by Tenderer from, or disclosed to Tenderer by the Company, or on behalf of Company, in connection with the Tender Documents, Clarifications and the Tender Process in writing, drawings, magnetic tapes, computer programs or in any other way, as well as all knowledge, data or information derived there from, to the extent that such knowledge, data or information at the time of such acquisition or disclosure is not either already in the unrestricted possession of Tenderer or part of public knowledge or literature.

#### 10.1.2 Confidential Record

Shall mean all Tender Documents, Clarifications and any other material containing Confidential Information.

#### 10.1.3 Third Party

Shall mean any party other than OGL or Tenderer.

### 10.2 Confidentiality

10.2.1 Tenderer shall preserve and cause its employees to preserve the confidentiality of any Confidential Information.

10.2.2 Tender shall not for any purpose other than the preparation and submission of a Tender

- disclose to any Third Party or enable any Third Party to note the fact that Tenderer has been invited to submit a Tender and/or, if applicable, the fact that the Contract is awarded to Tenderer;
- reproduce, copy or use, or disclose to, place at the disposal of or use on behalf of any Third Party or enable any Third Party to read, copy or use, any Confidential Information; except with the prior written consent of OGL.

10.2.3 The undertakings above shall continue insofar and for so long as the Confidential Information or Confidential Record in question has not:

- a) become part of the public knowledge of literature otherwise than through any act or default on the part of Tenderer; or
- b) been disclosed to Tenderer under an obligation to maintain secrecy by a Third Party (other than one disclosing on behalf of OGL) who could lawfully do so and who did not derive such Confidential Information or Confidential Record from OGL.

### 10.3 Copyright

10.3.1 The copyright in any Confidential Record shall, in the absence of any express provision to the contrary thereon, be vested in OGL. Copyright in any record containing geological or geophysical data acquired or generated by Tenderer in connection with the Contract shall be vested in OGL.

### 10.4 Return of Confidential Record

10.4.1 If Tenderer declines to submit a Tender or is notified that its Tender is unsuccessful, upon written notification thereof by OGL, Tenderer shall destroy electronic copies and return all hard copy Tender Documents including Addenda and Clarifications to OGL.

**10.5 Third Parties**

10.5.1 Tenderer shall ensure that if under the terms of this confidentiality agreement any of the Confidential Information comes to the knowledge and/or in the possession of any Third Party, Tenderer shall require from such Third Party that it shall abide by stipulations equivalent to those contained in this confidentiality agreement.

**10.6 Validity**

10.6.1 This Confidentiality Declaration shall be valid for a period of 5 (five) years from the date signed by the Tenderer.

Agreed and accepted this

..... day of ..... 2016

And signed by a duly authorized person on behalf of the Tenderer

\_\_\_\_\_  
(Signature)

Name: \_\_\_\_\_

Position: \_\_\_\_\_

For: \_\_\_\_\_