



## The New Development Bank

### Request for Proposal

(This is not a Purchase Order)

#### 1. Introduction

The New Development Bank (NDB) is issuing a Request for Proposal (RFP) to invite qualified suppliers to provide proposals to NDB's S-CCD-2020-00232 Comprehensive PR and communications support project. Please refer to the following information or attached TOR (Service Scope) for detailed requirements.

Those interested and qualified companies please register into NDB's e-procurement system to be **NDB's registered suppliers** and participate in the bidding process (**please be noted the contact information provided in registration especially email address must be correct as all communications regarding the bid including RFP distribution and award notice will be sent through it**). NDB will choose the most suitable one(s) from the shortlisted suppliers. NDB at its sole discretion reserves the right to reject all proposals in accordance with its internal policy and guidelines.

#### 2. RFP Schedule

Please be noted the following activities could take place in the RFP process. NDB will inform the specific arrangements in advance and the suppliers are requested to respond timely.

Activity	Date
Distribution of RFP	August 21 ,2020
Deadline for Questions	September 18, 2020
Proposal Response Due	September 21, 2020
Negotiation on contract	TBC
Signing Contract	TBC
Project Kick Off	TBC

#### 3. Instruction to bidders

### 3.1 Contact Information

Please use the following contact information for all correspondence with NDB concerning this RFP. **Suppliers who solicit information about this RFP either directly or indirectly from other sources will be disqualified.**

Mr. Ivan Nepeivoda

Address: 33<sup>rd</sup> Floor, BRICS Tower, No. 333, Lujiazui Ring Road, Pudong, Shanghai

上海浦东陆家嘴环路 333 号，金砖大厦 33 层

Email: [nepeivoda.ivan@ndb.int](mailto:nepeivoda.ivan@ndb.int)

### 3.2 Submission of Proposals

Proposals shall be prepared in English. Both hard copy and electronic version is acceptable. Hard copy (6copies at least) is **optional** and shall be sent in sealed covers. Electronic version is **obligatory** and shall be sent to the above contact person with protection (password).

For submission of proposal, the qualified suppliers should register to NDB's e-procurement system to be **NDB registered suppliers** (subject to NDB's internal approval) in advance. Then registered suppliers need to **ENROLL** in the procurement notice (for open competitive bidding) or **ACCEPT** the invitation (for limited competitive bidding) before submitting proposal online according to the timeline. ( <https://www.ndb.int/data-and-documents/corporate-procurements/>)

The mentioning of deadline, due time, closing date, etc. herein means Beijing time; and NDB's business time is from 9:00AM to 5:15PM in working days.

### 3.3 Questions

Please submit questions in writing by e-mail. Vendors should refer to the specific RFP paragraph number and page and should quote the questioned passage. NDB will be prompt in responding to questions. All questions will be responded to as a group and sent to all vendors.

### 3.4 Ownership of Materials

All materials submitted in response to this RFP become the property of NDB. Proposals and supporting materials will not be returned to vendors.

### 3.5 Proposal Costs

NDB is not responsible for any costs incurred by the vendor in the preparation of the proposal or the site visit.

### 3.6 Proposal Format (if applicable)

NDB recommends that the proposal should contain two parts as follows. **The vendor may choose other format if you desires so.**

Volume 1 – Main Proposal

Section 1      Executive Summary

Section 2      Functional Section

Section 3      Technical Section

Section 4      Project Management Section

Section 5      Support Section

The above format is only a recommendation. Suppliers could use other formats if you desire so.

Volume 2 – Price Proposal – Should be separate but integral part of the proposal. The currency is USD; if quoting in other currencies, the exchange rate should be clearly defined. **The price shall be inclusive of applicable taxes (if not, please specify)**; and other charges shall also be clearly defined. Note: The payment will be done by international wire transfer, then NDB recommends that the tax fee must be included in the proposal, with respective details. Payment terms applicable - not less than 30 days.

### **3.7 Validity Period**

The proposal including pricing quotation shall be valid at least for 120 days.

### **3.8 RFP Amendments**

New Development Bank reserves the right to amend this RFP any time prior to the closing date. Amendments will be issued only to vendors who are going to complete a proposal.

### **3.9 Sub-contractor**

NDB expects to negotiate and sign contract with one winning vendor. NDB will accept only complete solutions from a primary vendor, and will not accept any proposals that are on only one item or a combination of items from the RFP. The prime vendor will be responsible for the management of all subcontractors. NDB will not accept any invoices from subcontractors or become part of any negotiations between a prime vendor and a subcontractor.

### **3.10 Award Notification**

NDB could negotiate with all shortlisted suppliers before deciding the winning vendor. And NDB reserves the right to negotiate further with the winning supplier before and in the contracting process. The remaining vendors will be notified in writing of their selection status.

## **4. Evaluation Criteria**

The proposals will be reviewed and evaluated by NDB's team in accordance with the related policy and guidelines, especially the six principles (Economy, Efficiency, Competition, Transparency, Value for Money, Fit for Purpose) contained in NDB's corporate procurement policy. NDB is interested in obtaining a complete solution to the requirements contained in this RFP. Proposals that meet the proposal instructions and requirements will be given a thorough and objective review. Proposals that are late, or do not comply with proposal instructions, or take exceptions to mandatory requirements will be eliminated without further consideration. The following are the key factors that would be taken into consideration for evaluating the proposals.

### **i. Technical Approach and Methodology or Software Solution**

Primary consideration will be given to meet the mandatory requirements as listed in this RFP.

The following are factors in the evaluation.

1. Meeting the requirements as stated in this RFP;

2. Understanding of the work to be performed;
3. Technical approach and methodology to accomplish the work;
4. Completeness and competence in addressing the scope of work.

## **ii. Project Management**

NDB also believes that effective project management is essential for a successful implementation. Vendors will be evaluated on the completeness and responsiveness of their project management plans and the project team assigned.

As part of the project management plan, vendors must demonstrate adequate experience in developing and implementing the requested project. NDB's confidence in the vendors' ability to meet deadlines and successfully manage similar projects will be a primary consideration.

Special consideration is given to vendors who propose a detailed project plan with sufficient breakdown of tasks and steps to demonstrate a complete understanding of the project.

## **iii. Pricing**

NDB will consider pricing as part of the evaluation criteria. **Lowest price is not essential to win**; however, large pricing differentials between vendors will be carefully examined. Price will be used as a final indicator for determining the vendor finalists when all other criteria have been normalized.

## **iv. Presentation and Demonstration**

The results of Presentation and Demo will be evaluation factors.

## **v. Support and Maintenance**

NDB believes the ability to perform timely support is also an important factor for the success of this project. Therefore, vendors should provide adequate information to demonstrate their capabilities to fulfill this task.

## **5. Contract**

The participant shall review the service agreement template provided by NDB in advance. The use of NDB's version of the agreement is preferable. Template agreement and general terms and conditions can be found on the NDB's official web-site <https://www.ndb.int/data-and-documents/corporate-procurements/>

**Attachment:**

**Terms of Reference: Comprehensive PR and Communications Support**

The New Development Bank (NDB) was founded by Brazil, Russia, India, China and South Africa (BRICS). The Bank's Articles of Agreement mandate that it will mobilize resources for infrastructure and sustainable development projects in BRICS and other EMDCs. NDB is designed to be a development bank for EMDCs, capable of substantial investments in infrastructure and sustainable development with transformative positive impacts on the economic and social potential of borrowing countries.

Taking into account the expansion and growth of the Bank's operations, NDB is seeking qualified company to provide services on an annual basis within the framework of *Comprehensive PR and Communications Support*, including but not limited to the following:

- Media tracking and monitoring services as specified below;
- Media engagement and facilitation in all NDB member countries;
- Facilitate mainstream media buying, and elaborating, planning, executing advertising campaigns for print and digital platforms in all NDB member countries;
- Expertise and tools for developing corporate social media;
- Facilitate social media automation, scheduling, advertising and analytics tool;
- Graphic design for print, branding collateral and digital publications;
- Events planning and support in all NDB member countries;
- Wide range of other communications support required by the Bank, including but not limited to digital communications, Annual Report production, corporate video filming, content development, etc.

The service provider is expected to deliver the following media tracking and monitoring services:

- Media monitoring, track and analysis of media coverage and items (both in English and other languages) relevant to the NDB, its mandate and selected topics of interest
  - Weekly media clipping, monthly review of media coverage, quarterly and yearly reports with detailed analysis should be delivered.
- Immediate media alerts for monitored items requiring attention
- On-demand thematic reports (not more than 12 reports per year)
- Actionable recommendations based on the above
- Other monitoring-related services specified by the Bank

The provider of *Comprehensive PR and Communications Support* should meet the following requirements:

- Network chain in all BRICS countries and worldwide;
- Office in Shanghai, Beijing or Hong Kong;
- Capacity to create and lead interdisciplinary multinational teams across the agency, within its network and with outside partners.