

Questions for RFP Media Plan:

IREX received the following questions from potential bidders. Here are the answers.

1.) Are Government owned or public companies allowed to bid?

IREX is funded by USAID. According to USAID regulations:

Sec. 228.33 Foreign government-owned organizations. Firms operated as commercial companies or other organizations (including nonprofit organizations other than public educational institutions) which are wholly or partially owned by foreign governments or agencies thereof are not eligible for financing by USAID as contractors or subcontractors, except if their eligibility has been established by a waiver approved by USAID in accordance with Sec. 228.54. This does not apply to foreign government ministries or agencies.

Technically a public company could bid, but if it won IREX would have to apply for a waiver, a process that would take more than a month and would delay the implementation of the project. That would count against its consideration of the bid. So as a practical matter the answer is no.

2.) Can the bidder participate in the implementation of the Media Plan at the later stage?

This answer came from the Ministry of Telecommunications and Information Society:

As procurement rules generally preclude whoever is preparing the project documentation (as is the case with most terms of reference) to bid for the actual realization of the planned project, we believe that the same applies to this situation. The consultants whose bid for the Media Plan is selected will be precluded from bidding for lots (identified activities/deliverables of the Media Plan) which will be procured latter. This is especially important to note as a number of the lots (identified activities/deliverables) will be tendered through the project that has been approved for financing under IPA 2010, and EU rules particularly specify the aforementioned preclusion.

3.) Can the bidder participate as a part of consortium?

Yes.

4.) Is bank guarantee required? What is the amount of the bank guarantee?

Bank guarantee is required if IREX needs to pay certain amount in advance. Amount would be counter value of proposed advance.

5.) Do we also have to include PR activities for TV stations?

This is not a requirement of the bid, but if PR activities for TV stations are included it may strengthen the bid competitively.

6.) Could you initiate approximate dates and duration for periods of “Adoption of Strategy”, “trial simulcast”

Having in mind that the project defines four periods these are approximate dates:

1. Period after the adoption of the Strategy (it implies the period after the adoption of the Strategy, 2nd July 2009, but the actual realization starts after the publishing of the Media Plan and it will last until 31st of January 2011)
2. Period during the regional trial simulcast (it is scheduled for the February 2011 in duration of one month, but our suggestion is that it is better to use the term “experimental broadcasting” rather than “simulcast”),
3. Period just before the National Analogue Switch-off (proximately it should start in March 2011, and with gradually increase of the intensity of the campaign, the peak should be from beginning of 2012 until 4th of April 2012), and
4. Period to cover the post-analogue switch off phase (it is period of few months after the switch-off date)

7.) Is it enough for all documents regarding media plan (not registration of company) to be written in English, as it is written in chapter “Language of proposal”

In the section of the RFP under deliverables please read: “*Deliverables will be in both English and Serbian.*”

8.) If media agency with the selected media plan is going to execute this media plan or additional tender will be done. In case what tender for media execution is necessary what is the benefit for the winner of IREX pitch.

The company will be paid for the delivery of the Media Plan it produces. This is the “benefit.”