

 	
Attention:	To whom it may concern
Date:	
From:	Oman Global Logistics Group SAOC (ASYAD) and Oman Aviation Group

Tender No:- C-017-19

Tender Title: ASYAD and OMAN AVIATION GROUP promotional videos

Dear Sir,

Oman Global Logistics Group SAOC (ASYAD) and Oman Aviation Group, invites 'Tenderer' to Tender for the Work or 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 (this letter including the pages attached hereto) |
| T2 | Instructions to Tenderers |
| T3 | Data to be submitted by Tenderer |
| C0 | Cover page |
| C1 | Form of Agreement |
| C2 | Special Conditions |
| C3 | General Conditions |
| C4 | Scope of Services |
| C5 | Schedules of Prices |
| C6 | ICV Specifications |
| C7 | Data Provided by Contractor |
| C8 | Non- Disclosure Undertaking |

In the preparation and submission of the Tender, Tenderer shall comply with the Tender Documents. ASYAD and Oman Aviation Group 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 SAOC (ASYAD) and Oman Aviation Group

SECTION T1, INVITATION TO TENDER

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1 Tender Overview

1.1 About Oman Global Logistics Group (ASYAD)

ASYAD, Oman's flagship logistics group, is an integrated network of 16 companies, offering multi-modal transportation and supply chain solutions from ports, free zones, freight and integrated logistics services. The group aims to become a top-10 global integrated logistics service provider.

PORTS:

Omani ports are strategically located within two weeks of all major global markets with direct trade routes to the growing GCC, Indian and African markets. According to the Global Competitiveness Index, Oman ports are ranked 18th globally in connectivity and port quality services. ASYAD portfolio includes three main ports; Port of Salalah, Sohar Port and Port of Duqm.

FREE ZONES:

ASYAD has two operational free zones in Oman. Sohar Free Zone is operating from a strategic location on the Arabian Peninsula offering the easy reach of the booming economies of the Gulf and the Indian subcontinent while avoiding the additional cost of passing through the Strait of Hormuz. While Salalah Free Zone is located on the southern coast of Oman centre with proximity to East-West trade lanes, as well as to the buoyant markets of the Indian Subcontinent, East Africa and the wider Middle East.

FREIGHT:

ASYAD freight business consists of four companies; Oman Shipping Company, Oman Drydock Company, Oman Rail Company and Oman Post Company. With the infrastructure, systems and facilities, the Group offer its customers and investors seamlessly integrated rail, sea, repair, road, warehousing and supply chain solutions.

Vision:

We aspire to become a top-10 global integrated logistics service provider by 2040

Mission:

To propel the development of Oman as a global logistics hub contributing to economic growth through a group of competitive and integrated companies that operate on the international stage.

1.2 About Oman Aviation Group

Established in Muscat in February 2018, Oman Aviation Group is a government holding tasked with empowering the Sultanate's aviation sector and enabling the tourism and logistics sectors with the aim of stimulating economic revitalization. Comprising core business units: Oman Air, Oman Airports and Oman Aviation Services, the Group works diligently towards building an integrated aviation supercenter to lead Omani national aviation interests into the future with more business units set to start in the near future. As Oman's strategic aviation sector developer, this synergistic approach to economic revitalization includes the development of airport cities and free zones as well as an ongoing route network expansion of its 4-star flagship airline to attract more international visitors to Oman and meet the Sultanate's 25-year National Tourism Strategy objectives.

1.3 Brief Description of Scope of Work

1.3.1 ASYAD & OMAN AVIATION GROUP Deliverables:

- 1.3.1.1 To create an all-encompassing campaign theme about Oman as a destination for travel, aviation and logistics linking the industries under one storyline.
- 1.3.1.2 OMAN AVIATION GROUP: 2 Tv commercials videos will be produced at a length of 30 seconds each. The videos spotlight:
 - a) **Oman as a top touristic destination**
 - b) **Oman Aviation sector opportunities**
- 1.3.1.3 ASYAD: 2 Tv commercials videos will be produced at a length of 30 seconds each. The videos spotlight:
 - a) **Building awareness and perceptions for Oman as a logistics hub and gateway in the Middle East**
 - b) **Building awareness and perceptions for ASYAD's Unique Offering and Selling Proposition**
- 1.3.1.4 Develop a digital marketing campaign that includes but not limited to a landing page, 8 advertising banners, visual content development on rate card basis.

2 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 tenders@asyad.om, to ASYAD tender section before the tender documents can be released to the Tenderer.

2.2 Tender Fee

- 2.2.1 Nil Tender Fee

2.3 Confidentiality Declaration

- 2.3.1 Prior to the submission of proposals 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 tenders@asyad.om, to ASYAD tender section before the tender documents can be released to the Tenderer.

3 ASYAD Contact Point

- 3.1.1 All communication with ASYAD shall be through Clarification Requests, in writing and addressed **eTendering portal**. No Clarification Requests shall be entertained after the Clarification Request Closing Date.

4 Tender Bond

- 4.1.1 Nil Tender Bond

5 Pre Bid Clarification Meeting

- 5.1.1 A pre bid clarification meeting may be held depending on the requirement during the bidding stage.

6 Outline Tender Process and Submission of Tender

- 6.1.1 The technical Proposal submission date and the commercial Proposal submission date are the same but the technical Proposal and commercial Proposal shall be submitted in individually sealed separate packages in

Tender Board E Tendering System. The opening of the technical Proposal and commercial Proposal as detailed in Section T3, Data to be submitted by tenderer, point 1.2.

6.1.2 The proposed Tender Process schedule is:

Activity	Timelines
Tender Floating	01 Aug 2019
Last date to purchase tender documents	07 Aug 2019
Tender submission	22 Aug 2019

Tenders to be submitted by 02.00 PM on or before Tender Submission Date.

7 Tender Award

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

ASYAD reserves the right to award the Tender on split basis or to award this tender to one or more technically accepted tenderers.



8 Appendix 1 – Tenderer Details for this Tender

Contract/ Tender number	C-xxxxxxx
Contract/ Tender title	
Full name of Tenderer	
Postal Address	
City	
Country	
Web site	
Office main tel 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% -

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 ourself. No, please send the documents to my foreign address stated above.

Tender Documents Received by:

Signature

Resident Card No.....

9 Appendix 2 – Confidentiality Declaration

The undersigned having its principal office (The 'Tenderer') hereby declares vis-à-vis Oman Global Logistics Group SAOC (ASYAD), 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.

9.1 Definitions

9.1.1 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.

9.1.2 Confidential Record

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

9.1.3 Third Party

Shall mean any party other than ASYAD, or Tenderer.

9.2 Confidentiality

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

9.2.2 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 ASYAD.

9.2.3 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 ASYAD, who could lawfully do so and who did not derive such Confidential Information or Confidential Record from ASYAD.

9.3 Copyright

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

9.4 Return of Confidential Record

- 9.4.1 If tenderer declines to submit a Tender or is notified that its Tender is unsuccessful, upon written notification thereof by ASYAD, tenderer shall destroy electronic copies and return all hard copy tender documents including addenda and clarifications to ASYAD.

9.5 Third Parties

- 9.5.1 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.

9.6 Validity

- 9.6.1 This confidentiality declaration shall be valid for a period of (five) 5 years from the date signed by the tenderer.

Agreed and accepted this

..... Day of 2019

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

(Signature)

Name: _____

Position: _____

For: _____