



**EXPRESSION OF INTEREST FOR THE PRODUCTION AND MARKETING OF THE BSE
NEWS MAGAZINE**

EOI001/2024

OPEN DOMESTIC BIDDING

CLOSING DATE: 06 MARCH 2024

PROCURING ENTITY

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1.1	<p>INTRODUCTION</p> <p>The BSE News is a quarterly magazine which primarily serves to generate revenue for the BSE through the sale of advertising space and to promote the visibility of the domestic capital market, to enhance information flow and investor participation. The BSE therefore markets BSE News as a viable advertising platform, and solicits advertisement to be flighted on the magazine.</p> <p>BSE wishes to improve the profitability of the BSE News Magazine from the perspectives of revenue generation, magazine content creation, cost management, distribution and quality control.</p> <p>BSE is therefore inviting reputable companies who have experience with projects of this nature and magnitude to submit their Expression of Interest to be the agent for the production, and marketing of the BSE News magazine.</p>
1.2	<p>SCOPE OF WORK</p> <p>The EOI is intended to pre-qualify potential institutions for their participation in the production and marketing of the BSE News Magazine, as an advertising platform. Hence, interested companies and/or consortia/Joint venture with required experience and qualification are requested to submit proposals and relevant documentation as to demonstrate that they are eligible and have the required skill and qualification to undertake such a project. Interested companies are required to:</p> <ul style="list-style-type: none"> • Submit proposals expressing their interest in providing services on the basis set out in Section 1.1 and 2.2.

2.1	Clarifications must be forwarded to: news@bse.co.bw
2.2	<p>COMPLIANCE REQUIREMENTS</p> <p>Interested institutions are required to submit the following documents accompanying their proposal.</p> <ul style="list-style-type: none"> a. Company Profile b. Valid Tax Clearance Certificate. BSEL will verify the validity of this certificate on the BURS website. c. Valid CIPA registration Certificate. <p>TECHNICAL REQUIREMENTS</p> <ul style="list-style-type: none"> a. Clearly articulate your understanding and your capabilities in advertising and marketing (digital & traditional), magazine content creation; b. A list of at least ten (10) clients you have serviced in this or related area; c. A list of at least twenty (20) potential clients to be leveraged for advertising; d. Two (2) reference letters indicating the work done and duration; e. Proof of experience in client/account management; f. At least three (3) CVs of competent and experienced personnel, with experience in areas such as business journalism, advertising, graphic design, marketing, and project management; g. Proof of membership/subscription to an online image depository service e.g. Shutterstock. h. Any value-add services that the institution may bring to the project.
2.3	<p>The closing date for the submissions is 06 March 2024. Submissions received after the closing date and time will not be considered.</p> <p>Furthermore, telephonic, telex, facsimile or electronic mail submissions will also not be considered.</p> <p>Please note that only prequalified organisations will be contacted</p>
2.4	<p>Proposals must be submitted in three (3) sets hardcopies - one (1) original and two (2) copies clearly marked "EXPRESSION OF INTEREST FOR THE PRODUCTION AND MARKETING OF THE BSE NEWS MAGAZINE". The physical address for collection and submission of EOI documents is:</p> <p>Fairscape Precinct, Plot 70667 Fairgrounds, 4th Floor, Boardroom.</p>
2.5	<p>Kindly note that this call for expression of interest is not a contract or a financial obligation on the BSE to the companies that express interest. The BSE reserves the right to cancel the entire process.</p>

2.6

SELECTION CRITERIA

Submissions will be checked for completeness and compliance with this Assessment Criteria. Selection will be based on the following.

No	Parameter	Assessment Criteria
I	Compliance Evaluation (30%)	
	Company Profile	A detailed company profile demonstrating the capability and capacity of the institution.
		Valid CIPA Registration Certificate
		Copy of a Valid Tax Clearance Certificate
II	Technical Evaluation (70%)	As per the Technical Requirements at 2.2
III	Financial Evaluation (Reasonability/Commercial Viability/Financial Sustainability of Proposal)	Propose a financial model/revenue generation model/revenue sharing model that can achieve the objectives and scope set out in section 1.1 and 1.2.