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TELECOMMUNICATIONS AUTHORITY OF MALDIVES

# **Event Management for Annual Telecom Fair in Maldives**

**Request for Proposal (RFP) Document**

14 April 2011

## **1. Introduction**

Telecommunications and Information Technology have been, and are still amongst the fastest growing commercial sectors in the world. In particular, the last decade has seen rapid developments in information technology and the ways in which technology can be utilised. Maldives too have achieved considerable development in the telecommunication infrastructure and services. With virtually no telephones outside the capital 2 decades ago, it has now developed infrastructure and services covering the whole country.

The key enabler, guiding the sector and driving the development of telecommunications has been the clear telecommunication policies practised by the Government. Vast improvements in the coverage and quality of telecommunication services have been attained with considerable reduction in prices of services. A more comprehensive regulatory framework was established that provided sufficient powers and transparency in the Regulator, resulting in foreign as well as local investments in the sector.

The current policy was formulated to build upon the telecommunications and ICT developments triggered through previous policies and enhance existing networks as well as introduce new areas of development throughout the country. The policy aims to take advantage of new global trends and technologies to connect island communities and facilitate the use of such technologies to fulfill the changing economic and social development needs of the country. The policy is carried out according to the The Strategic Plan 2009-2013 drawn up by the Communications Authority of Maldives (CAM)

CAM, in addition to its role as the Regulator, has the mandate to develop the telecommunications sector in the Maldives. As the implementing authority for the Strategic Plan 2009-2013, CAM endeavors to achieve the objectives of the policy through various programmes and projects, together with the initiatives and activities by the industry players.

## **2. Situation and Objective**

The Strategic Plan 2009-2013 for development of telecom and ICT services focuses on five major areas:

- a. Telecommunication Regulatory Structure
- b. Infrastructure Development
- c. Telecommunication Charges
- d. Country-wide expansion of internet services
- e. Promoting the use and development of telecommunications services

The fifth area in the policy focuses on promoting the use of applicable technologies and services that could exploit these technologies. It is a known fact that availability of technology by itself does not facilitate the effective utilisation of technologies. It is therefore crucial to increase awareness on available technologies and their efficient use. Hence the first policy objective in this area of technology promotion and utilisation is creating awareness.

The specific actions under this objective include

- Conduct awareness and training programmes to promote usage of telecommunication technology.
- Study and introduce potential projects and applications delivered on telecommunication networks that are feasible and attractive to the Maldives.
- Arrange road shows and fairs on a continuous basis through out the country to demonstrate applications of telecommunication technologies.

Addressing the third action point, ie organising shows and fairs, CAM initiated a series of atoll telecom fairs in 2006. Under this series, seven telecom fairs were held during the period 2006-2010 in different regions of the country. These fairs were conducted on a limited scale, targeting only the atoll in which the fair was held. To increase the scope and magnitude of the Fair Programme CAM launched an annual telecom fair programme in 2008 under the branding 'CONNECT' targeting a wider audience. The first fair in the CONNECT series, CONNECT2008 held in May2008 was a hugely successful event and brought together leading operators and service providers as well as various local and regional vendors, buyers and sellers of telecom and ICT products and services.

CAM intends to restart this annual event in 2011 and wish to outsource the whole programme to a capable event organiser. This RFP document is formulated to provide information for interested parties to put forward proposals to manage the annual Telecom Fair for CAM.

### **3. Terms of Reference**

CAM intends to outsource the whole Telecom Fair event, i.e. the 'CONNECT' Fair series to a capable event organiser. The successful party to organise and manage the event will be selected by evaluating the proposal put forward by interested parties (hereinafter referred to as the **Bidders**). The evaluation criteria and other details are presented later in the document.

Below are the details of this annual event and how CAM sees the role of the event organiser. Bidders may propose alternatives if they feel that the alternative will better address the objectives of CAM.

#### **3.1 Objectives of the Fair**

The objectives of the annual Telecom Fair are:

- To showcase and promote existing and future telecom or IT products and services
- To introduce service providers, equipment suppliers and retailers to the people and businesses of the Maldives
- To demonstrate the practical use of telecom or IT services using available services and equipment
- To promote and display local talent in ICT

- To increase awareness on the telecom environment in Maldives, including the role of CAM

### **3.2 Date, Duration and Location**

CAM intends to hold this event to mark and preferably coincide with the World Telecommunication and Information Society Day marked on 17 May every year. The duration can be two to three days, preferably including a weekend. The location will be Male' or Male' area. It is up to the bidder to propose a suitable venue. Possible venues include Dharubaaruge and Maldives Centre for Social Education (Youth Centre). CAM intends to restart the series by holding CONNECT2011 before the end of 2011.

### **3.3 Intended Exhibitors**

Intended exhibitors include telecommunications operators and service providers as well as vendors, buyers and sellers of telecom or IT products and services. Any individual, shop or company operating in Maldives or any other country may participate in the Fair as an exhibitor of a telecom or IT product or service.

In addition to targeting established companies and different service providers in the telecommunications and ICT industry, all efforts should be made to showcase local talent of up-and-coming individuals and young companies in the field of ICT. The event should be marketed and advertised to regional and international companies too.

Exhibitors may carry out the following activities at the Fair:

- Showcase new products
- Demonstrate a service solution
- Provide a service such as a repair or software upgrade
- Sale of service or equipment
- Provide useful information
- Any other activity relating to a telecom or IT product or service

### **3.4 Funding of the Fair**

Since there will be commercial benefits to exhibitors as well as the event manager, CAM believes that holding this event will not result in any financial burden to CAM. Instead it is the expectation of CAM that at least in the future, the Telecom Fair will be a revenue generating activity

### **3.5 Tenure of Event Management Contract**

CAM expects that this programme will be mutually beneficial to CAM and the event management firm. Hence CAM intends to build and maintain a long term relationship with the event manager. The initial tenure of the event management contract will be 3 years. Based on the success of the fair and conditions prevailing, the contract may be renewed.

### **3.6 Required Tasks**

The responsibilities of the successful event manager include but are not limited to the following:

- a) Event scheduling to coincide with the World Telecom and Information society Day
- b) Securing Exhibitors
  - Direct Communication
  - Advertising
- c) Venue Booking
- d) Public Advertising
- e) Venue Preparation, including
  - providing the basic stall structure for every exhibitor
  - power and other requirements for stalls
  - assistance in designing and preparation of CAM stall
- f) Approvals and clearances from relevant authorities
- g) Collections from exhibitors, sponsors and participants (if charged for entry)
- h) Media coverage of the event
- i) Security at the Fair
- j) Inauguration
  - CAM will arrange for an appropriate chief guest
  - All other arrangements should be done by the event organiser
- k) Closing and wrap up
- l) Event evaluation and reporting
- m) Any other work associated with the Fair

### **3.7 Expected Outcome**

- a) The successful hosting of the annual CONNECT Fair in Male', starting from planning till the closing and wrap up.
- b) A report evaluating the performance and effectiveness of the Fair, including issues and options for improvement in the forthcoming year.

### **3.8 Information Session**

CAM will hold an information session to brief interested parties on this project and the process of submitting proposals. Questions and queries from bidders will be answered in this session.

The information session will be held on Wednesday, 20 April 2011 at 1100 Hrs at CAM. All interested parties may attend this meeting. Prior registration is not required.

#### **4. Requirements in Proposals**

Proposals should outline a work plan and a funding mechanism to hold the event. A practical business case would add extra weight to the proposal. The proposals should also provide a detail schedule of work.

In case the event will put financial burdens on CAM, it should be clearly stated. As indicated earlier, CAM expects that the event will bring in revenue rather than vice versa. Hence, the funding mechanism proposed is a significant component of the evaluation criteria.

The bidder should provide a company profile, details of relevant experience and similar work undertaken, along with CVs of proposed key personnel to manage the event.

#### **5. Evaluation Criteria**

The successful bidder will be selected on the basis of the experience of the firm, ability and experience of the proposed personnel, funding mechanism proposed and creativity.

Proposals will be evaluated on a scale of 1000 points. The specific weightings for the required criteria are as follows:

<b>Criteria</b>	<b>Weight</b>
Cost Burden / Revenue Earning	500
Experience of firm	200
Experience of staff proposed	100
Creativity	100
Overall Proposal	100

#### **6. Conditions of Proposal Submission**

Proposals are to be delivered to -

*The Chief Executive  
Communications Authority of Maldives  
Telecom Building  
Husnuheena Magu  
Male'  
Maldives*

Closing time for the receipt of proposals is -

***2.00 PM on Sunday, 15 May 2011***

It is the responsibility of the bidder to ensure that the proposal is correctly delivered before the closing time. Proposals received after the closing time will not be accepted and the senders will be notified accordingly. Such proposals delivered by post may be collected from CAM by the respective sender and if not collected within 30 days from the closing time will be destroyed. Proposals will not be accepted by facsimile transmission or email.

Proposals are to be submitted in a sealed envelope marked:

***“Proposal on Event Management for the Annual Telecom Fair in Maldives”***

The address including email, fax and telephone numbers of the bidder should be indicated on the envelope.

CAM reserves the right to accept or reject any or all of the proposals.

## **7. Inquiries**

All inquiries relating to this subject should be directed to:

*Communications Authority of Maldives  
Telecom Building  
Husnuheena Magu  
Male'  
Maldives  
Tel: +960 332 3344  
Fax: +960 332 0000  
e-mail: [fairs@cam.gov.mv](mailto:fairs@cam.gov.mv)*

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