

Wesgro Trade Promotion

Request for Joint Marketing Agreement Partnership

1. Introduction

Wesgro is the official Tourism, Trade and Investment Promotion agency for the Western Cape. Wesgro is a legislated Schedule 3C Provincial Public Entity, as provided for in the Public Finance Management Act, 1999 and the Western Cape Investment and Trade Promotion Agency Amendment Act, 2013.

The vision for the province is clear and is set out in the provincial Growth for Jobs (G4J) strategy:

1. The province's G4J strategy sets the ambitious target of expanding the provincial economy by 40% into a R1-trillion economy by 2035.
2. This would require an average annual growth rate of 3.8% until then, against the province's average growth rate of about 1.8% over the past decade (excluding the Covid year of 2020).

A globally competitive regional economy through inclusive and sustainable economic growth in Cape Town and the Western Cape is our vision.

For the 2024/25 financial year, our strategy will be to:

1. Differentiate the Western Cape as a leading regional economy.
2. Capture the Western Cape's share of global investment (G4J Target: R200bn by 2035).
3. Grow Western Cape exports of goods and services, incl. Tourism (G4J Target: Triple exports by 2035).
4. Grow the leisure and business tourism pie to support export target (G4J Target: Double tourism by 2035).
5. Be a sustainable and innovative Wesgro (Future-fit Wesgro)

The Western Cape has a good economic story to tell, which is underpinned by the following:

1. Factors Driving Growth:

- Good governance, streamlined administrative processes, and effective service delivery.
- Infrastructure development and investment, including significant government and private sector spending on key projects.
- A clear vision for economic growth outlined in the provincial G4J strategy, with ambitious targets for expanding the economy and creating employment opportunities.

2. Factors Driving Employment Growth:

- Strong performance in sectors such as services, manufacturing, trade, and agriculture.
- Investment in skills development and education, leading to better education outcomes and improved productivity.
- Booming sectors such as Business Process Outsourcing (BPO) and tourism, which are effective at creating jobs, including opportunities for low-skilled workers.

Recognising the pivotal role that the private sector plays in driving economic growth, we are actively seeking collaboration with the private sector. We believe that aligning our efforts can lead to mutually beneficial outcomes that contribute to the growth and prosperity of Cape Town and the Western Cape.

The Joint Marketing Agreement (JMA) framework is premised on a co-creation framework wherein a Project Organiser (third party JMA partner) commits to co-create value with Wesgro relating to the entity's mandate, vision and mission. The Project Organiser will be required to contribute a significant amount (more than 25% of the total event marketing cost) towards the overall events marketing costs.

2. Strategic Focus Areas of Wesgro Trade Promotion:

Wesgro Trade Promotion is responsible to promote and facilitate growth in the exports of goods and services in the Western Cape (G4J Target: Triple exports by 2035). These include the following:

- Increase exports in to strategic growth markets including China, ASEAN, rest of Africa and the Middle East.
- Mature export support services across the Western Cape.
- Link the Cape Trade portal to the E-commerce marketplace.
- Grow the exporter and buyer base, including new strategic partners, and trade in services.

The Wesgro trade promotion plans for the 2024/25 financial year is as follows:

- Accelerate and increase access to the Wesgro export offering via digital platforms: i.e., Cape Trade Portal. Intention to accelerate digital export promotion. More, higher value trade deals.
- Prioritise African market to ensure that the province is a gateway to the rest of the continent: Africa continues to be an important market for Western Cape companies wishing to take advantage of global opportunities. Specifically with the African Continental Free Trade Agreement coming to fruition, market access and continent-wide value chains will be unlocked, particularly presenting opportunities for South African companies. Wesgro's assistance to Western Cape companies seeking to invest into key markets could provide critical first-mover advantage, particularly over European and Asian counterparts. The AfCFTA also presents opportunities to international companies seeking to access the African market.
- Ensure exporters are aware of opportunities presented by international agreements and preferential market access (AfCFTA, AGOA, EU EPA, UK EPA, SADC). Maintain a watching brief. This year in particular brings new opportunities under the AfCFTA.
- Focus on key strategic products which contribute to the Western Cape export offering: Agriculture and agriprocessing, manufacturing and value-added products including boat building, cosmetics, machinery.
- Focus on Green, Halal, and Organic offerings.
- Services export focus: New dedicated services support for this key Western Cape industry. Focus on technology, including health tech, agritech, fintech, spacotech, edtech, design and gaming, film, media and creative industries.
- Creative Industries exports focus supports the promotion of the City of Cape Town and Western Cape region as a creative industries location globally to enhance the export of these services.

- Ensure exporter orientated service delivery across the different stages of the exports lifecycle, including assisting firms to become export ready – Ensure that local exporters are able to have the best chance of success at competing internationally and grow their businesses through exports.
- Focus on trade support for larger companies in the Western Cape.
- Focus on key strategic markets which contribute to the Western Cape export offering:
 - Africa: DRC, Cameroon, Nigeria, Kenya, Ivory Coast, Ghana, Namibia, Francophone African markets.
 - Asia and Middle East: China, UAE, Saudi Arabia, Singapore, India, South East Asia.
 - Americas: USA, Canada, Brazil.
 - UK & EU: UK, France, Italy,
- Collate exporter challenges and develop systematic plan to solve them: Wesgro will monitor and assess exporter challenges throughout the year. Along with the relevant partners, Wesgro will develop a systematic plan to escalate the solving these challenges. Some of these challenges may be solved within a year and others will require more time depending on the levels of sophistication and degree of policy or legislative changes required, or bilateral engagement with trading partners.
- Expand lead generation opportunities supplementing traditional lead generation tactics with expanded partnerships and omnichannel approach and a focus on buyers.

3. Request for proposal to partner with the Wesgro Trade Promotion:

Wesgro, through the application of its co-creation of economic value model is seeking proposals for partnership with the intention of entering into a Joint Marketing Agreement (JMA). The proposal must be aligned to the strategic focus areas as outlined in section two (2) above.

Partnerships could include, but not limited to, collaboration on: Export Missions, Trade Exhibitions, Export Networking Events and Workshops, Film Festivals, Gaming festivals, Animation festivals, Export Training, Export Mentoring, collaboration on Wesgro's online trade platform www.capetradeportal.com, collaboration to expand Wesgro's flagship hosted buyer programme Made in the Cape. These could be international or domestic.

Financial and/or sponsorship contribution could include, but not limited to: stand space and/or travel costs for a delegation of Western Cape companies to an international trade exhibition, sponsoring of an event space for an export networking event for Western Cape exporters and/or international buyers, partner on an export training or mentoring programme, support to expand Wesgro's online trade platform www.capetradeportal.com (or help connect to international market places and/or e-commerce platforms).

All applications must be submitted through the following email address: tradejma@wesgro.co.za. Only applications received via this email address and before the extended closing date of 02 July 2024 at 11h00 will be considered. If you have any queries, contact us at tradejma@wesgro.co.za.

4. Evaluation process

All proposals received shall be subjected to the following evaluation process:

No	Evaluation phase	Description
3.1	Phase 1: Mandatory requirements evaluation	All proposals must comply with the mandatory requirements. Failure to comply with any of these requirements will immediately disqualify the proposal.
3.2	Phase 2: Functional requirements evaluation	Proposals are required to achieve a minimum score of 70% for functional criteria in order to be considered for partnership.
3.3.	Phase 3: Project organiser contribution and BBB-EE	The 80/20 income generating preference point system will be used to calculate points for Project organiser contribution and BBB-EE, where necessary.

Mandatory requirements evaluation

The proposal must include the following mandatory documentation. Failure to submit the required documentation will result in the proposal being disqualified.

No.	Mandatory requirement	Reference to evidence submitted
1.	The entity must be registered on the National Treasury Central Supplier Database (CSD), and submit their most recent full CSD report.	
2.	The entity must complete and sign the standard bidding form four (4), attached to this request (WCBD4)	

5. Functional requirements evaluation

The proposal will be evaluated using the below pre-determined evaluation criteria. These criteria is designed to reflect the requirements of Wesgro in terms of identifying a suitable partner and to ensure that the selection process is transparent; and affords all prospective partners a fair opportunity for evaluation and selection.

The submission criteria is scored out of 100 points, with the minimum qualifying score being 70 points:

Area	Description	Points
Value proposition	<ul style="list-style-type: none">Alignment to the mandate of WesgroAlignment to strategic focus areas of Wesgro Trade PromotionAlignment to the strategic plans of Wesgro Trade PromotionNetworking exposure	50 points

Area	Description	Points
	<ul style="list-style-type: none"> Media (local, international, online and physical) coverage Sustainability of the activity Intended impact of the activity 	
Preference	<ul style="list-style-type: none"> Job creation Economic impact 	25 points
Funding	<ul style="list-style-type: none"> Value of project organiser contribution Expected contribution by Wesgro. 	25 points
Total		100 points

6. Project organiser contribution and BBB-EE evaluation

Please note that Wesgro reserves the right to determine the amount allocated per agreement, with due consideration given to the budget availability, number of applications received, and other factors.

The proposal will be evaluated on the 80/20 income generating points scoring principle as per the Preferential Procurement Policy Framework Act, 2000 and the Preferential Procurement Regulations, 2022, where necessary, being in instances where there is competitiveness and all responsive proposal scoring outcomes for the functionality criteria are the same.

Points scored will be up to a maximum of 80 points for price and up to 20 points for Specific Goals (BB-EEE contribution level).

$$Ps = 80 \left(1 + \frac{Pt - Pmax}{Pmax} \right)$$

Where

- Ps = Points scored for comparative price of bid under consideration
Pt = Comparative price of bid under consideration
Pmax = Comparative price of highest acceptable bid

B-BBEE Status Level of Contributor	Number of Points
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

Proposals will not be disqualified from the JMA bidding partner process if the bidder did not submit a certificate substantiating the B-BBEE status level of contribution or is a non-compliant contributor. Such a partner will score zero (0) out of a maximum of 20 points respectively for Specific Goals (BBB-EE).

7. Closing date and time

Applications for Wesgro Trade Promotion Partnerships will close on the extended deadline of 02 July 2024 at 11h00.
