

**Tender No. 67/05/19 For The Selection Of A Global Media Planning  
And Buying Agency For The Israel Ministry Of Tourism And  
The Israel Government Advertising Agency**

**Answers to Clarification Questions – Round 2**

Clarification No.	Section (reference to the relevant Section in Tender Document)	Subject	Clarification/ Question	Answer
1	1.3.4.3	Performance Guarantee	Thank you for clarifying that the Performance Guarantee is expected to be issued by a bank of up to €250,000. Can you please provide more detail on this, for example, is it expected to be a cash payment or funds held in an Escrow account? We would like to understand exactly what this requires please.	The Performance Guarantee, also known as Performance Bond, is an autonomous, irrevocable and unconditional on demand bank guarantee. LAPAM will not require a cash payment or an Escrow account. However, LAPAM cannot estimate what will be the bank's requirements in order to issue the Performance Guarantee. The full and binding terms of the Performance Guarantee will be specified in the Invitation For Bids.
2	5.6 / 6.7	Annual Business Turnover of Offline Media Billing	As Recma ( <a href="http://www.recma.com">www.recma.com</a> ) is evaluating the media industry and publishing agency results of assessments annually can their published reports take place within the bidders submission as well?	No. The documents to be submitted in the Pre-Qualification stage are specified in the Checklist (page 30).  As to Sections 5.6 & 6.7 (Annual Business Turnover of Offline Media Billing), the Bidders will be required to submit Appendix C, signed by the authorized signatories, and a Certification / Report from the Statutory Auditor or CPA regarding the Bidder's

				<p>compliance with the Mandatory Requirement of Section 5.6.</p> <p>A report by a third party cannot substitute for any of the required documents.</p>
<b>3</b>	12.1	Submissions	Submission of Pre-Qualification documents have to be done in one sealed envelope, right (the 2 copies -original and certified copies- mustn't be contained in extra sealed envelopes)?	<p>No.</p> <p>See Section 12.3 which states: "Within the sealed outer envelope will be a sealed inner envelope containing all the Pre-Qualification submissions".</p>
<b>4</b>	12.5	Submissions	What are the dimensions of Tender Box slot, that size of submission envelope of bidders will match?	<p>Approximately: 33cm X 3.2cm.</p>
<b>5</b>	12.6	Submissions	If mailing/sending by courier might not be possible in time -due to local restrictions- can submission be made by email on the 4 <sup>th</sup> May?	<p>At this point, the regulations do not allow LAPAM to accept submissions by email.</p> <p>Due to the unusual circumstances in relation to Novel Coronavirus (COVID-19), participants are well advised to expedite the Pre-Qualification submissions.</p> <p>In case email submissions will be allowed, LAPAM will issue an Addendum to the Tender, no later than April 20, 2020.</p>
<b>6</b>	13 & 14	Disclosure of Documents and Identification of Sensitive or Classified Information	We consider our financial bid, including but not limited to our media pricing and remuneration terms, to be very confidential and it is not industry practice to share this information with other participants. Can you please confirm if this will be shared regardless of whether or not we are successful and even if we clearly communicate that it is confidential?	<p>It is estimated that the financial bid will consist of the Agency's commission, as a percentage of the net billing, and will not include media prices. Therefore, Section 14.3 states that "It shall be clarified in advance that the financial bid submitted by the Successful Bidder in the Invitation For Bids does not constitute to be commercially sensitive or confidential".</p>

				In case the financial bid will consist of media prices, the media prices will be confidential, and only the scoring for the financial bid will be disclosed.
--	--	--	--	--