



Israel Government Advertising Agency

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

1. The Israel Government Advertising Agency ("LAPAM") hereby invites Global Media Agencies to take part in a Tender Process, for the selection of a global media planning and buying Agency for the Israel Ministry of Tourism and other LAPAM customers, if required, including additional advertising and marketing services, as specified in the Tender documents.
2. The Tender Process will consist of three stages: an Invitation For Pre-Qualification, a Request For Proposals (RFP), and a final Invitation For Bids, as specified in Section 1.3 of the Tender.
3. **Pre-Qualification Mandatory Requirements**

The Bidder must comply with all the following conditions (accumulatively):

 - 3.1 The Bidder is a duly incorporated and validly existing single Entity under the laws of the jurisdiction in which it is incorporated.
 - 3.2 The Bidder is a Global Media Agency engaged in Media planning and buying, which either is a Holding Company/Media Group or has Legal Affiliations to a Holding Company/Media Group.

For the purpose of this Section:
"Holding Company/Media Group": A duly registered corporation that provides global media planning and buying services in 85 countries or more and employs at least 15,000 employees, either by itself or via another Legal Entity.
"Legal Affiliations": A legal structure that enables the Bidder to benefit from the purchasing power of the Holding Company/Media Group, including parent company, subsidiary, fellow subsidiary, related company, target company / absorbing company in merger, acquisition or partial acquisition (including activity acquisition), department inside a company, or any other legal affiliation that enables the Bidder to benefit from the purchasing power of such Holding Company/Media Group (according to LAPAM's discretion, and subject to providing proof from the Holding Company/Media Group to the extent required by LAPAM).
 - 3.3 The Bidder is not incorporated or domiciled in a state that does not have diplomatic relations with the State of Israel.
 - 3.4 The Bidder's offices which will be providing the services to LAPAM via the designated Central Team are located in Europe (including the UK), and employs at least 40 regular employees.
 - 3.5 The Bidder provides services to at least 5 International Clients, each of them purchasing media through the Bidder in at least 6 countries.
 - 3.6 The Bidder's annual business turnover of Offline Media Billing in 2018 or 2019 was at least 400 million Euros. For the purpose of this Section: "Offline Media": TV, Radio, Out of Home, Newspapers & Magazines, Cinema.
 - 3.7 The Bidder has experience providing media planning and buying services in the US, UK and Germany, and in 2018 or 2019 provided media planning and buying services in the said markets, as follows:
 - In the US – in the amount of at least 10 million Dollars;
 - In the UK – in the amount of at least 10 million GBP;
 - In Germany – in the amount of at least 10 million Euros;
4. Each Bidder shall submit all certifications and documents required to prove Bidder's compliance with the Pre-Qualification Mandatory Requirements, as specified in Section 5 and Section 6 to the Tender.
5. The Agencies that will comply with the Pre-Qualification Requirements and selected in the RFP Process will sign a **Framework Agreement**, attached as Appendix D to the Tender documents. The Framework Agreement period will commence upon signature of the Agreement by both parties and will be in effect for a period of one year (12 months).
6. Following the RFP Process and the signing of the Framework Agreements, the Tender Committee will issue an Invitation For Bids to all Framework Agencies, to select the winning Agency, according to the terms and conditions of the Invitation.
7. The winning Agency will enter a one-year contract, with LAPAM having the option to extend the contract, at its sole discretion and according to LAPAM's needs, for additional periods of up to one year each, provided that the total engagement term does not exceed five years.
8. LAPAM shall have the option, at its sole discretion, to extend the duration of the Framework Agreements and/or the Agreement with the winning Agency for additional periods of up to one year each, provided that the total engagement term does not exceed five years, subject to a prior written notice by LAPAM.
9. **Requests for clarifications**, information or questions regarding the Tender documents shall be submitted in writing only to Mrs. Sharon Cohen, Tender Committee Coordinator, via E-mail, at michrazim@lapam.gov.il, **by Wednesday, March 4, 2020, at 12:00 noon, Local Time**. The subject line should read "Tender No. 67/05/19 For The Selection of a Global Media Planning and Buying Agency – Request For Clarification".
10. **Instructions for Pre-Qualification Submission**
 - 1.8 The complete Pre-Qualification submissions must be submitted in 2 copies: one copy clearly marked as an original, and another certified copy. In addition, the Pre-Qualification submission shall include a Disk-On-Key or a CD containing a copy of the submitted documents.
 - 1.9 The Pre-Qualification submissions shall be submitted to the Tender Box located in LAPAM's offices, near the reception counter, on the 15th floor (East Lobby) at 9 Ahad Ha'am Street Tel Aviv (Shalom Tower), Israel, **no later than Wednesday, March 25, 2020, at 12:00 noon, Local Time**. Pre-Qualification submissions which will be submitted after the submission deadline will be disqualified.
 - 1.10 If the Bidder decides to submit the Pre-Qualification submissions by courier, including by mail, it should take all means necessary to ensure that the envelope is placed in the relevant Tender Box prior to the submission deadline.
11. The Tender Committee reserves the right to revise, modify, amend, clarify, add, eliminate or otherwise change the Tender Documents or any part thereof, including, but not limited to, any instruction, requirement, specification, Pre-Qualification requirement(s) or date contained therein, whether at the discretion of the Tender Committee or as a result of a Request for Clarification.
12. The Tender documents can be found in LAPAM's website and in the Government Purchasing Agency website at: www.jobiz.gov.il, at: www.mr.gov.il and at: <https://bit.ly/2uenhYk>