



Selection of a Global PR Agency/PR agencies for the design and implementation of the Global PR Strategy, Media Relations, Social Media and Online Communications, Events and Special Project Global PR Activities of the CNTB - 2018

Terms of Reference

Croatian National Tourism Board
Zagreb, November 2017

A) Introduction

- 1. Preamble**
- 2. Croatia: 2020 Vision and Marketing Goals**
- 3. Target Consumers**
- 4. Key Tourism Products**
- 5. Targeted Geo-Zones**



A.1. Preamble

Strategic Marketing Plan for the period 2014-2020 is defined by three goals

In order to help achieve the objectives of the National Strategic Tourism Plan by 2020, the CNTB Tourist Council has approved the Strategic Marketing Plan of Croatian Tourism (SMPHT) for the period 2014-2020.

The Plan includes three main goals: **to increase substantially the brand power of Croatia as a tourism destination, to attract more tourists in pre and post season, and to increase the average daily expenditure of tourists.**

External services to be procured by the CNTB

For the successful implementation of the Strategic Marketing Plan, the CNTB shall collect and select (by way of a public tender) the offers of specialized agencies to carry out the following services:

- Design of the Global PR Strategy and the Implementation of one or more of the following categories for the CNTB in 2018, with the possibility of extension to 2019 (hereinafter referred to as "CNTB PR Campaigns“):

1. Category 1 – Media Relations -key media relations and engagement activities, with a market focused approach (localised strategies in line with global PR strategy)– this would include but is not limited to: media strategy, establishing relations with new journalists and identifying new media opportunities, PR office support (press releases, distribution, etc), securing top tier media coverage in targeted publications both traditional and online, content creation support, international coordination with CNTB HQ and markets etc.

The agency managing Category 1 would also act as the Lead Agency/ Hub for coordination of activities should the tender result in more than one agency being chosen for the subsequent categories 2 & 3.

2. Category 2 - Social Media and Online/Digital Communications – this would include but is not limited to: social media strategy, community and conversation management, engagement, influencer/blogger strategy, content and channel strategy, creation and execution - editorial calendars and selection of content to be activated through Social Media channels (including but not limited to: Facebook, Twitter, Instagram and You Tube), monitoring, reporting coordination with on-going community management + campaigns, , international coordination with Lead agency, CNTB HQ and markets
3. Category 3 - Events and Special Projects - this would include but is not limited to: multi-market events that can be both social media based and/or in-market events and activities, the focus here being on projects to drive the pre-season, high season and post-season, international coordination with Lead agency and CNTB HQ and markets

**Each agency may opt to pitch for one, two or all 3 of the above categories.*



Aim and Content of this Documentation

The content of this documentation has been created to help understand the context and characteristics of the requested service, and contains:

Section A:

- Main objectives and strategies of the Marketing Plan.

Section B:

- Prequalification Phase.

Section C:

- Negotiation Phase – implementation of collecting, evaluation, and selection of the proposal.

Annexes:

- Submission Forms: 1 - 8

Clarifications and interpretation of this documentation

The CNTB shall provide, upon request of the Tenderer sent by email, additional information and/or clarifications that may be needed for the development of optimal proposals.

In case of any **questions/doubts or clarification** please contact us to the e-mail address info@htz.hr, not later than:

For the prequalification phase: Up until noon CET on November 29th, 2017

A.2. Croatia: 2020 Vision and Marketing Goals.

Croatia, as a tourism destination, has great opportunities deriving from its natural and cultural attractions, untouched nature, suggestive lifestyle, its unique system of islands, a wide experience in tourism business, tradition in hospitality, and a privileged geographical location within the European Union.

Vision

In the context of the proposed vision, Croatia wants to play an important role in all major areas of tourism business: experience, discover, entertainment, business.

The following image describes the vision and its associated marketing objectives, which are later described in detail:

Vision and Marketing Goals from the Plan 2014-2020



Marketing Goals

Croatia is facing some major challenges that currently prevent the country to achieve the proposed vision: its tourist brand is not well known and understood in the market, tourism demand is concentrated in 80 days of summer, and the average expenditure per person per day is below the Mediterranean average.

The following table shows how the marketing plan should contribute to achieving the proposed tourism vision of Croatia.

Three Goals

Problems to be solved	Main goal	Auxiliary goals per segment
<p>a. Croatia's brand power is extremely weak.</p>	<p>To Increase Brand Power +50% (Brand Power)</p>	<p><u>Guest</u> 75 % brand awareness among the target population; Understanding Croatia's offer among 60 % of the target population.</p>
<p>b. Croatia has difficulty in attracting tourists inn pre and post season (PPS)</p>	<p>To increase PPS arrivals</p>	<p><u>Guests</u> influence 50 million potential PPS arrivals</p>

	+1M net arrivals in PPS by 2020	
c. The average daily expenditure per guest is weak.	To improve daily expenditure +15% (Without inflation effect)	Guest Increase the average expenditure per guest (+ 15 % net) before 2020.

A.3. Target Consumers

Target consumers by demographic variables

Friends	Couples	Families
Age: 18-29 Higher income Urban residents Travel without children	Age: 30-39 / 40-54 / 55+ Higher income Urban residents Travel without children	Age: 30-39 / 40-54 Higher income Urban residents Travel with children

(Detailed information available exclusively to Tenderers in the second phase, through a brief or upon request).

A.4. Key Tourism Products

Key tourism products (based on the portfolio of tourism products defined by the Strategy of Tourism Development in Croatia by 2020) represent one of the starting points for the design of marketing and communication strategy of the CNTB during 2018:

1	Sun and Sea
2	Nautical Tourism
3	Health Tourism
4	Cultural Tourism
5	MICE
6	Golf Tourism
7	Cyclotourism

8	Wine and Gastronomic Tourism
9	Rural and Mountain Tourism
10	Adventure and Sports Tourism
11	Nature (Eco-Tourism)

A.5. Targeted Geo-Zones

In the design of a marketing and communication strategy in key emitive markets, the CNTB shall, in the period until 2020, follow the guidelines of the SMPHT (based on the portfolio of tourism products defined by the Strategy of Tourism Development in Croatia by 2020:

As marketing resources are limited, it is crucial to target specific geo-zones (not entire countries) based on market attractiveness and their connections to Croatia. According to the criteria of market potential and the existence of direct flights, or flight with one connection, that is destinations that are in the area 4 to 6 hours away by car from Croatia, the CNTB shall deliver the targeted geo-zones exclusively to tenderers in the second phase of the procedure.

B) Terms of Reference

- 1. Object of the Tender**
- 2. Deliverables Provided by the Selected Tenderer**
- 3. Estimated Value of Service**



In order to achieve the three focused objectives of the marketing plan 2014-2020 (substantial strengthening of the brand Croatia as tourist destination, attracting additional number of tourists in the pre and post seasons, and the increase in average daily expenditure of realised tourists), the CNTB will perform significant efforts in an overall (360°) communication linked to the achievement of selected goals in the area of targeted geo-zones. Measures shall include different integrated marketing tactics in offline and online segments, and a coordinated approach to markets and target groups through cooperation between the selected PR agency/ies and the Marketing agency, all for the purpose of achieving goals defined by the Strategic marketing plan of Croatian tourism.

B.1. Object of the tender: Implementation of CNTB Global PR activities

The object of the tender includes the following services and activities: the design of global PR strategy, media relations, social media and special PR project activities of the CNTB in the period for the year 2018 with the possibility of extension to 2019, in total or partially (for a specific campaign, period, market, etc.

The plan designed by the Selected Tenderer shall have as goal precise targeting of target groups of tourists in specific geo-zones according to expressed interests linked to the trip to Croatia, with the objective to reach three main goals on the markets:

- UK
- Germany
- Italy
- Sweden
- Norway
- France
- Belgium
- Netherlands
- Austria
- Switzerland
- Poland
- USA* - only for category 3

Additional Markets that would be eligible for the flexible budget pool within each category at the discretion of CNTB: Czech Republic, Russia, plus any additional markets where a need arises and the agency is able to offer adequate PR support (to be evaluated case by case). CNTB reserves the right to drop one or more of the above listed markets for 1, 2 or all 3 of the categories in question.

The Contract on performing works that are object of this tender shall be concluded exclusively with one agency per category, where an agency can be chosen for 1, 2 or all 3 categories.

In the scenario where the CNTB should determine that 1 or more of the markets would be better served by an alternate agency, we reserve the right to choose an alternate agency for one or more individual markets with a given category. In this case the Lead



agency will be required to coordinate this agency for the market(s) in question, while the CNTB would contract the agency(ies) separately.

B.2. Deliverables Provided by the Selected Tenderer

**The services provided by the selected Tenderer includes the following:
DELIVERABLES FOR EACH CATEGORY SEPARATELY:**

1. Analysis and market research

The selected Tenderer shall make the analysis and research of each of the markets. The analysis according to which the PR plan for each market shall be made includes:

- the analysis of an individual target group
- analysis of media consumption of individual target group
- consumer journey – when and how the consumer makes its own decision about choosing a destination for vacation
- analysis of the competition
- evaluation of offers for other similar offers that during the period of the contract the CNTB shall receive
- market analysis (media market overview)

2. PR strategy

The selected Tenderer on the basis of the carried out analysis and given budget designs:

- The global PR strategy and general PR strategy on each market
- PR strategies shall be made for all markets using the same form, but taking into account market maturity

3. PR plans and setting up KPI for each of the categories

The CNTB in 2018 intends to implement up to 5 advertising campaigns, where Global PR needs to integrate its activities, as well as find ways of filling the gaps between campaigns. A detailed brief shall be delivered only to the agencies that meet the prequalification phase requirements and confirm participation in the tender.

4. The implementation/execution of PR plans and ongoing support

The Croatian National Tourist Board, on the basis of submitted documentation, and in accordance with the conditions set up by this documentation, and possible additional criteria that shall be delivered to tenderers together with the instructions for participation in the second phase of the tender, shall select the best proposal and with the selected tenderer shall sign a contract for 2018, with the possibility

of extension to 2019. According to the accepted tender, the Tenderer shall implement the PR for CNTB campaigns, which includes:

- Proposal of a global PR plan broken down for each single market for the category/ies of the tender the agency is submitting for, according to CNTB brief and its harmonisation with the CNTB strategy
- defining KPIs of single campaign for single markets
- ensuring the prerequisites to execute the PR plan
- ensuring to the CNTB the unobstructed access to systems and platforms for monitoring and optimisation (press clipping, analysis, social media data, etc.)

5. Monitoring and optimization in accordance with set KPIs

The successful Tenderer by setting up planned PR activities is obliged to carry out

- regular monitoring
- monitoring of the execution of key performance indicators (KPIs) of activities
- optimization of PR activities in order to achieve KPIs

Please note: press clipping and media analysis reporting are not subject to this tender and will be contracted separately. The Lead agency will be required to coordinate but not procure these reports.

6. Regular weekly and monthly reporting

The selected tenderer will regularly report on the implementation of the PR activities and the fulfilment of the set performance indicators (KPIs), and present evidence of all the activities planned and carried out in accordance with the requirements of the CNTB:

- creating a template for fortnightly and monthly reports on the implementation of the PR activities
- regular reporting in accordance with the approved template
- making monthly accounts of the implemented activities according to the specifications of the CNTB
- ad-hoc reporting requests may be periodically required and should be accounted for within SOW and budget

7. Report of the implemented activities, post-activity analysis and the suggestions for improvement in future PR activities

The tenderer will in addition to the evidence of implementation make as follows:

- final report about the implemented campaign
- post-activity analysis
- suggestions for the improvement of future activities
- a system for learning and knowledge-sharing between agencies and the CNTB

8. OTHER PROVISIONS

- Define the way of communication of the Hub of agency (Lead Agency), the branches of agency, other potential agencies and the CNTB
- Present the Hub team and team for single markets
- Strategies, PR plans, analysis and reports shall be done on the same form for all markets

B.3. The budget for PR agency fees (the price of the service)

1. Category 1 - Media Relations – total budget 4.000.000 HRK agency fee, where 50% of the budget will be fixed and 50% will be flexible; TPC [third-party costs] are not included in the above amount and will be defined in the brief in order to prepare your proposals.
*external press clipping/monitoring services are not foreseen within TPC and may be dealt with separately
 2. Category 2 - Social Media and Online Communications –total budget 2.500.000 HRK agency fee, where 50% of the budget will be fixed and 50% will be flexible; TPC [third-party costs] are not included in the above amount and will be defined in the brief in order to prepare your proposals.
 3. Category 3 - Events and Special Projects –total budget 1.000.000 HRK agency fee, TPC [third-party costs] are not included in the above amount and will be defined in the brief in order to prepare your proposals.
- ALL AMOUNTS INCLUDE VAT (applicable taxes)
 - The CNTB will have a quarterly activity review. The flexible budget will be allocated quarterly and distribution by market will be agreed based on activity plans for each quarter, with the possibility of redistribution to other markets in future quarters. Each quarterly activity plan will be subject to additional approval in order to release funds within the flexible budget pool.

The CNTB may also opt to distribute and assign the flexible budget to projects.

The CNTB reserves the right for the duration of the contract to modify the amount of the budget in any part.

The price (agency fee) includes the cost of the implementation of the contracted services and unlimited rights to use all the submitted strategies, research and analysis of the chosen agency(ies), and all other costs incurred by performing services that are object of this tender.



C) Selection of the Offer

1. Delivery of Offers
2. Evaluation of Offers



Prequalification Phase:

The prequalification phase includes the expression of interest of the submitting agencies. Upon confirming that the submitting agency has met all the technical requirements required by the tender and has confirmed participation, the agency/ies will receive a detailed brief for which they will have at least 2 weeks in which to submit their proposals, based on which a selection of a maximum of three tenderers per category will be invited to deliver final presentations on their proposals in the following phase of the tender.

Open Call:

The Open Call for global PR agencies will be published on the CNTB's website www.htz.hr on November 17th, 2017

- Deadline for any questions or clarifications may be submitted by email at info@htz.hr by noon on November 29, 2017
- Deadline to submit to qualify, including submission of all completed forms and case studies for the categories for which you are submitting is 16:00 CET November 30, 2017

Eligibility

CNTB wants to cooperate with an international renowned global PR agency or group of agencies that have a long-term and proven experience in providing the concerned services.

1. Experience

The agency shall have adequate experience in performing works that are object of this tender, and for that purpose it shall deliver evidence that it has a registered business with registered address on the market for which it applies, and that is actively operating on that market for at least 5 years previous to 2018 (2013, 2014, 2015, 2016 and 2017).

Evidence:

- list of clients in the indicated years
- extract from the companies register or other business register, that is the extract from the register in competent tax authorities on that market, with indicated date of establishment, and not older than 3 months

2. Paid tax duties

A signed statement for each agency separately of paid tax duties that is attached to this Call.

Agencies with headquarters in Croatia instead of a signed statement shall deliver the certificate of the competent tax authority of paid tax duties in the Republic of Croatia, not older than 30 days from the day of delivery of the offer.

4. Statement of good conduct

A signed statement of good conduct for each agency separately that is attached to this Call.

5. Group of tenderers

A group of tenderers is allowed.

A member of the group that within the group of tenderers is in charge of a single market shall independently fulfil all prescribed conditions for that market and deliver the required documents as evidence. In addition to such members, the group of tenderers may have other members that are not in charge for a single market but in case of selection will act as a leading agency that in respect to the client acts in their name and their account.

Members of the group of tenderers shall in advance establish and jointly define such leading agency that that in respect to the client shall act in their name and their account.

As evidence of the selection of a leading agency, members of the group of tenderers shall deliver signed statements of single members of the group of tenderers (Form 8) where it is clearly stated who among the members is selected as leading agency in the tendering procedure, acting in the name and for the account of members, as well as the fact that in case of selection of that group for any of the markets for which the group sent the offer, the leading agency shall bear all rights and obligations from the contract towards the client, without any single rights of members directly towards the client.

In case of group of tenderers, for each member of the group in charge for a single market the following documentation shall be delivered:

1. Evidence of experience on that market
 - a. List of clients in the last 5 years
 - b. Extract from the companies register or other business register, that is the extract from the register in competent tax authorities on that market
2. Evidence of paid tax duties
 - a. Statement of paid taxes (Form 6), or
 - b. for the agencies with headquarters in the Republic of Croatia - certificate of the competent tax authority, statement of the group of tenderers

In case of group of tenderers, for the leading agency the following documentation shall be delivered:

1. Evidence of paid tax duties
 - a. Statement of paid taxes (Form 6), or

- b. for the agencies with headquarters in the Republic of Croatia - certificate of the competent tax authority, statement of the group of tenderers
2. Statement of the group of tenderers – the leading agency confirms with signature each single statement of member of the group of tenderers
3. Form – General information about the Tenderer responsible for the project
4. Form – Team members and tasks

Important: The CNTB may request the accuracy of the submitted information, case studies and all submitted forms.

If any information is unclear and or missing, the CNTB may request that the same be clarified within a given deadline.

In the case of a group, the tenderer shall be the lead agency responsible for the submission and takes responsibility for all of the documents submitted. Additional documents may be requested from each of the business group entities upon confirmation of participation in the tender.

Selection:

The Technical committee shall review all the documentation submitted in the prequalification phase according to delivered documentation and confirm the agencies to receive a brief and required to submit a proposal. A maximum of 5 tenderers per category shall be invited to the final phase and asked to present their proposals. In case one of the tenderers after the notification that it has been selected withdraws from further tendering, the technical committee may decide whether the following tenderer from the list shall be invited instead of this one.

Technical criteria shall include office presence on markets subject to the tender, tourism sector clients, case study provided (each graded on a scale of 1-5, with 5 being the highest).

The technical committee shall decide on the qualification of the tenderer for the following phase by taking into consideration abovementioned criteria and delivered documentation.

After the CNTB sends the confirmation participation in the following phase, it shall deliver to selected tenderers the brief and documentation that is necessary for the proposal and detailed instructions and conditions for further participation in the procedure, as well as conditions of the contract that shall be signed with the tenderer.

Negotiation phase

C.1. Delivery of offers

The deadline for delivery of offers, completed forms and case studies for each of the categories for which you are submitting is 16:00 CET, November 30, 2017.

1. Content to be submitted upon receiving brief

After receiving confirmation of qualification and the brief, the proposal must include:

A response to the Brief for each category for which you are submitting. The brief will be provided to qualifying agencies by December 8th, 2017.

2. Delivery of offers

All documentation shall be delivered in printed and digital (on a digital media: USB *stick*, CD, DVD, etc.) to the address of the CNTB (Hrvatska turistička zajednica, Iblerov trg 10/IV, 10000 Zagreb).

Deadline for the delivery of proposals is within 14 days of receiving the Client Brief and shall be submitted by 4.00 pm CET on the December 22, 2017. Should the postal package not arrive within the submitted deadline, the CNTB will accept offers submitted electronically via email (info@htz.hr), so long as the submitted documents are identical to the required documents that have been sent via post and received after the specified deadline.

The CNTB will invite agencies to present after reviewing the proposal submissions, the dates of these presentations will be provided accordingly.

* The CNTB may opt to include an additional debriefing should the need arise, whereby all participating agencies will be notified of any changes to deadlines related to said debriefings.

C.2. Evaluation of offers

The Selection Committee shall review the delivered offers. The evaluation of the Committee represents the total score, the tenderer whose offer achieved the highest score for the highest number of key markets shall be selected. Each category will be scored on a point system, with the maximum number of points defined per category below:

Criteria

Category	Maximum score
1. Rationale & creativity of the PR strategy	10
2. PR plan for campaign integration and its harmonisation SMPHT	10
3. Analysis of markets and target groups	10
4. Methodology for quantitative measurement of results	10
5. Methodology for qualitative measurement of results	10

6. Account management/agency lead/hubbing proposal (depending on category/categories for which the agency has submitted)	10
7. Proposed KPIs	20
8. Scope of Work (SOW) offered by agency within outlined fee/category	20
9. TOTAL = (1.+2.+3.+4.+5.+6.+7.+8.)	100

The evaluation of the proposal is based on a discretionary vote of each member of the Committee.

The CNTB may decide not to select the offer and is authorized to withdraw from the acceptance of the offer at all stages, until the moment of signing the contract with the successful Tenderer, without any liability for the compensation of any damages which therefore arise or may arise to any of the Tenderers.

Tenderers whose offer was not selected have no right to appeal or to a compensation of any costs related to this procedure.

CNTB may subsequently decide to extend the deadline for delivery of the offer or in any way modify the terms from this documentation.

In the case of the selection/acceptance of the offer, the CNTB has the right to request from the successful Tenderer the submission of all evidence that it considers relevant to prove the capability to fulfil the undertaken obligations as well as their quality. In the case when the above mentioned evidence, according to the discretionary assessment of the CNTB, point to the inability or difficulty in fulfilling the undertaken obligations, that is, call into question their quality, the CNTB shall desist from acceptance of the offer, i.e. the conclusion of the contract with the selected Tenderer, without any right for the Tenderer to compensation for any damages which arise, or may arise to the latter.

The obligations of the successful Tenderer after the selection

The tenderer is obliged to conclude a Contract on providing the service.

Summary

First phase: Prequalification procedure

- _Deadline for any questions or clarifications may be submitted by email at info@htz.hr by noon on November 29, 2017
- Deadline to submit to qualify, including submission of all completed forms and case studies for the categories for which you are submitting is 16:00 CET November 30, 2017
- The CNTB shall inform all Tenderers that participated in the prequalification phase about the results of this phase and provide a brief by December 8, 2017 to the agencies proceeding with the tender. The Tenderer has **5 working days** to confirm the receipt of the notice and the confirmation of participation in the second phase.

Second phase: Delivery of proposals/negotiations

- The CNTB shall deliver a brief in written form by December 8, 2017 to the agencies continuing to the second phase and all other documentation necessary to deliver the offers.
- The deadline for the delivery of possible questions/doubts regarding the tender: **by 12:00 pm CET 5 days from receiving the brief**, with the possibility to organise meetings/calls if necessary.
- Tenderers shall deliver their final proposals **by 4.00 pm CET no later than 14 days after receiving the brief, that is December 22, 2017**, after which the CNTB shall inform them about the schedule of presentations in Zagreb,

Submission Form 1 - General information about the Tenderer responsible for the project

Name of the legal person	
Registered office of the legal person	
E-mail of the legal person	
Tax number of the legal person	
Years of operation (registration date and name of the register)	
Authorised representative of the legal person (name, surname and function)	

Signature of the authorised representative of the Tenderer

Stamp of the Tenderer

Place _____

Date _____

Submission Form 2 – List of significant clients (in general) in the past ten (10) years

Number of Contract	Name and Address of the Commissioner	Subject of the Contract	Time and Place of the Completed Contract
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			

Signature of the authorised representative of the Tenderer

Stamp of the Tenderer

Place _____

Date _____

Submission Form 3 - List of significant clients from the tourism sector in the last ten (10) years

Number of Award	Award Name	Awarded for	Award is Presented by	Year of Award
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				

Signature of the authorised representative of the Tenderer

Stamp of the Tenderer

Place _____

Date _____



Submission Form 5 – Statement Of Good Conduct

STATEMENT OF GOOD CONDUCT

by which I, _____ **(Name and Surname)** from _____, declare under material and criminal liability, that against me personally, or against the above mentioned company, no unappealable conviction was issued for any of the following criminal activities, or corresponding criminal activities according to the regulations of the country where the company is seated or the country whose national is the person legally authorized to represent the company:

fraud, fraud in business operations, taking bribe in business operations, giving bribe in business operations, malpractice in public procurement procedures, evasion of taxes or duties, subvention fraud, money laundering, abuse of power and office, illegal discrimination in favour of, taking bribe, giving bribe, trading in influence, giving bribe for trading in influence, criminal association and committing crime within criminal association under the Criminal law, fraud, money laundering, fraud in business operations, taking bribe in business operations, giving bribe in business operations, conspiracy to commit crime, abuse of power and office, abuse of government powers, illegal mediation, taking bribe and giving bribe under the Criminal law, and crimes according to laws of the country where the headquarters of the tenderer is, that is, country of origin of the authorised representative of the tenderer

This statement applies to me personally and to the company _____ (company) with its registered office in _____ and for the Tenderer itself.

In _____, _____ 2016
(place) (date)

Stamp:

(signature of the authorised representative of the Tenderer)



Submission Form 6 – Statement Of Paid Taxes

STATEMENT OF PAID TAXES

I, _____ (name and surname) from _____ ,
as the person authorised to represent the tenderer _____
(company) based in _____ hereby declare that the tenderer in the
moment of giving this statement has no due, and unpaid debts on the basis of tax or
social contributions in the Republic of Croatia, as the country of its registered office.

In _____, _____ 2016
(place) (date)

Stamp:

(signature of the authorised representative of the Tenderer)

Submission Form 7 – List of own branches / representative offices / offices/partner agencies in the market

List of own branches / representative offices / offices/partner agencies in the market

Market	Name	Address
UK		
Germany		
Italy		
Sweden		
Norway		
France		
Belgium		
Netherlands		
Austria		
Switzerland		
Poland		
USA		

We hereby confirm that the indicated branches/representative offices/offices are connected to the tenderer in one of the following ways:

- Through ownership connection (main or dependent subjects), or
- As companies of a group (simple management or ownership control over more subjects by one leading subject)
- Representative office/office without legal personality, founded by one of the companies of the business group

Business subjects connected through business cooperation contracts, franchising, etc. are not considered connected companies to the tendered and they shall not be taken into consideration in the evaluation of this condition.



Submission Form 8 – Statement Of the Group of Tenderers

STATEMENT OF THE GROUP OF TENDERERS

I hereby agree that in the tendering procedure for _____
I participate as member of the group of tenderers that consists of the following members:

- 1.
- 2.
- 3.

I agree that in the procedure of this tendering and contracting and performing all rights and obligations towards the client (communication with client, conclusion of contracts, annexes and all other necessary legal tasks and issuing guarantees) acts in my name and for my account _____ (leading agency) that will conclude with the client a contract based on the delivered offer for one or more markets and assume all rights and obligations from that contract toward the client, without any single right of the members of this group of tenderers directly towards the client.

In _____, _____._____. 2017
(place) (date)

STAMP

(signature of the authorised representative of the

Tenderer)

Statement of the leading agency

Hereby I agree to participate in the name and for the account of the abovementioned member of the group of tenderers entirely, and that I will with the client as leading agency of the group of tenderers conclude the agreement based on the delivered offer for one or more markets and assume all rights and obligations from that agreement towards the client, without any single right of the members of this group of tenderers directly towards the client.

In _____, _____._____. 2017
(place) (date)

STAMP
