

**FOR THE PURPOSE OF HIRING A TRANSLATING COMPANY FOR VISITMALDIVES WEBSITE
& OTHER MARKETING CONTENT**

RFP NUMBER: (IUL)MMPRC-PRO/MMPRC/2021/15

REQUEST FOR PROPOSALS (RFP)

**FOR THE PURPOSE OF HIRING A TRANSLATING COMPANY FOR VISITMALDIVES WEBSITE
& OTHER MARKETING CONTENT**

25th March 2021

FOR THE PURPOSE OF HIRING A TRANSLATING COMPANY FOR VISITMALDIVES WEBSITE & OTHER MARKETING CONTENT

1. BID PROCESS SCHEDULE

The indicative schedule of the submitting Bid Proposal in accordance with this RFP is as set out herein below;

#	Event Description	Deadline (Date & Time)
1	FOR THE PURPOSE OF HIRING A TRANSPATING COMPANY FOR VISITMALDIVES WEBSITE & OTHER MARKETING CONENT	15 th April 2021 via E-Mail, before 1500 hours (MALDIVES LOCAL TIME)

Note: The above Bid Process Schedule is indicative and is subject to change at the sole discretion of Maldives Marketing and Public Relations Corporation (MMPRC); and MMPRC shall not be responsible for any change in timelines in any manner whatsoever.

2. INTRODUCTION

- 2.1. This RFP is an invitation for interested eligible Parties to submit Bids for the purpose of “Hiring a Party to Translate Content” for MMPRC as per the scope of work set out in Appendix 2 of this RFP.
 - a) MMPRC is the national tourism office of Maldives responsible for carrying out promotional and marketing activities to become the most preferred island destination in the world under the slogan of ‘Maldives... *the sunny side of life*’; whilst adhering to its mission to promote quality and sustainable growth in the local tourism industry to deliver long term economic, social and cultural benefits to the country.
- 2.1 The winning party is required to translate MMPRC the contents as per the scope of work set out in appendix 2 of this RFP.
- 2.2 MMPRC reserves the right to, without limitation, without incurring any obligation or liability vis-à-vis any Bidder and without expressing any cause or reason thereof, at any time before the Bid Due Date and at its sole discretion, to amend RFP and/or the Bid Process including but not limited to the dates or other terms and conditions relating thereto, and/or suspend or cancel the Bid Process, and/or reject all of the Bids.
- 2.3 MMPRC reserves the right to verify any or all statements made by a Bidder in response to the RFP to establish to its satisfaction about the Bidder’s capacity to perform.
- 2.4 A Bidder, including the respective members/ shareholders officers, employees, agents or its advisers shall not engage in collusive bidding, anti-competitive conduct or any other similar conduct, in any form or manner, with any other person or in relation to.
- 2.5 The Bidder shall not engage in corrupt or fraudulent practices in the preparation or lodgment of a Bid. The Bidder shall not have any commercial mutual benefits with other Bidder(s) submitting the Bids on the date of submission of the Bid.
- 2.6 This RFP does not bind MMPRC to a Bidder with respect to the subject matter of the RFP; and MMPRC shall not under any circumstances be responsible for any costs incurred by any Bidder, including the respective members/ shareholders officers, employees, agents and advisers of the Bidder in participating in the Bid Process.

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- 2.7 The Bidder shall be responsible for all of the costs associated with the preparation of its Bid and its participation in the Bid Process. MMPRC will not be responsible or in any way liable for any costs, expenses and charges incurred by any Bidder in connection with the preparation and submission of its Bid or the Bid Process in any manner whatsoever, regardless of the conduct or outcome of the Bid Process including cancellation of the Bid Process by MMPRC.
- 2.8 Unless specifically stated otherwise in this RFP, all queries and communications in respect to the RFP or the Bid Process shall be addressed by any Bidder to MMPRC, by e-mail or in writing and shall be delivered in person, or by courier or by certified or registered mail, postage prepaid, at the address as set out hereunder, or such other address as may be informed by MMPRC from time to time;
- 2.9 Interested parties must submit an expression of interest along with a written statement of qualification within the proposal. Upon evaluation of all submittals, MMPRC may select various respondents to provide an oral presentation for further evaluation of a respondent's ability to assist MMPRC towards achieving the expected results of this solicitation as outlined in this RFP. However, MMPRC may select contractors based on written proposals alone.

Ms. Fathimath Raheel
Director, Procurement
Maldives Marketing and Public Relations Corporation
H. Zonaria, 2nd Floor, Boduthakurufaanu Magu, Male'
Republic of Maldives
Telephone: +960 3323228
Email: raalu@visitmaldives.com
procurement@visitmaldives.com

- 2.10 This RFP and all the entities participating in the Bid Process shall be governed by the laws of Maldives, without having regard to its principles of conflict of laws. Only the courts at Maldives shall have exclusive jurisdiction to entertain, hold trial, and adjudicate upon any dispute in relation to the RFP, Bid Process or any other aspect in relation thereto.
- 2.11 If the fee quoted by the bidder exceeds allocated budget, MMPRC Evaluation Committee has the discretion to disqualify the proposal during evaluation.

3. ELIGIBILITY CRITERIA

- 3.1. This RFP is open to all Interested Parties meeting the eligibility criteria stipulated below. Proposals are to be prepared taking into account the Eligibility criteria stipulated below and presented in a manner consistent with the checklist in Appendix 4.
 - 3.1.1. The Bidder/Respondent should be a registered company or a partnership or a registered subsidiary of a parent company (Refer to 4.8.2 and 4.8.3);
 - 3.1.2. The Bidder/Respondent should have knowledge, expertise and experience in professional translation.
 - 3.1.3. The Bidder/Respondent should be able to translate to different languages.
 - 3.1.4. Sound financial background (Refer to 4.8.5 and 7.4).

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4. SUBMISSION AND WITHDRAWAL

4.1. Proposal Specifications

All communications, responses and documentations must be in English language and all costs quoted in US Dollar currency. All responses must be submitted electronically. An original hardcopy may need to be submitted via post upon request.

4.2. Bidder Communication

Bidders may contact the designated contact person for additional information or clarifications if needed.

4.3. Best Value Selection and Negotiation

MMPRC may select the response(s) which demonstrates the best overall value, including proposed alternatives that will achieve the goals of MMPRC. MMPRC and a selected bidder may negotiate a change in element of contract performance or cost identified in the original proposal or the selected bidder's response which results in lower costs or more cost effective or better value than was presented in the selected bidder's original value.

4.4. Costs

Itemized Cost estimates must be specifically identified in the proposals. MMPRC will not be responsible for any costs or expenses by bidders responding to this call for proposal.

4.5. Compliance

MMPRC does not accept any liability damages done due to inadequacy of the submitted proposal and will provide no compensations for their loss.

4.6. Expected duration of the Contract

Where a Selected Bidder does not comply with the common terms of the Agreement upon signing the Agreement, MMPRC reserves the right to reject a Selected Bidder within the term of the Agreement.

4.7. Anticipated expenditures, funding or compensation for contract duration

4.7.1. The cost for website translation to be proposed by the bidders shall include all fixed costs related to the execution of the proposed services.

4.7.2. Variable costs should explicitly be agreed upon between the Selected Bidder and MMPRC in advance. These variable costs should also be estimated and included in the proposal and in addition to this the Selected Bidder should be willing to bear the payments on behalf of MMPRC (with prior approval). The expenses for such services can be invoiced separately.

4.8. Elements of proposal submission

An applicant must submit a written proposal. The proposal must include comprehensive narratives that address the entire proposal requirements. Interested bidders must include the following information as part of their proposal;

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- 4.8.1. A full Agency profile, inclusive of the names and credentials of principals, ownership with the Agency's organizational structure, proposed account team: number of years in operation and services offered directly by agency personnel.
- 4.8.2. Each Bidder/Respondent shall state with clarity the type of business entity their Company is (E.g. Sole Proprietorship or Partnership or Corporation or a Subsidiary of a Parent Company etc.), and submit the relevant Registration Certificate AND Tax Registration Certificate;
- 4.8.3. If Bidder/Respondent is part of a Corporation or has a Parent Company, but has been legally incorporated independent of the Corporation or the Parent Company, the Bidder/Respondent shall submit a copy of their own Certificate of Incorporation AND Tax Registration Certificate. If these certificates are in any other language, the Bidder/Respondent should submit an English translation along with the proposal;
- 4.8.4. Each Bidder/Respondent should submit proof of financial capability by submitting:
 - Bank reference letter. This letter should be in bank letterhead with authorized signature or bank stamp. The Bidder/Respondent should have a minimum of 20 percent of the quoted price in their bank account and this should be also stated in the reference letter. Letter should be translated if it is not in ENGLISH with authorized signature or stamp of the bank.
 - Or**
 - Last 3 months' bank statement on the bank letterhead with the authorised signature or the stamp. If the bank statement is in any other language, please provide a translation and the translation should have the seal or an authorised signature of the Bank. The Bidder/Respondent should have a minimum of 20 percent of the quoted price in their bank account.
- 4.8.5. Proof of previous works and awards for similar projects shall be provided, including testimonials and contact details for references.

5. PREPARATION AND SEALING OF THE PROPOSAL

- 5.1. All correspondence in connection with the Proposal and all accompanying documents, which are relevant to its examination, shall be written in ENGLISH language only. Translation must be provided where the correspondences are in any other language.
- 5.2. Each Proposal shall be accompanied by the following documents. Marks will be deducted for the documents as per the submission criteria.
 - 5.2.1. Completed Cover Letter as provided in Appendix 1;
 - 5.2.2. Completed Checklist as provided in Appendix 4 indicating the whereabouts of the necessary information and required documents within the Proposal;

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- 5.2.3. Each Bidder/Respondent should submit all the documents mentioned in 4.8 (Elements of proposal submission)
- 5.2.4. A detailed cost breakdown of the services. All should be in US Dollar (\$);
- 5.2.5. The Proposal shall be signed by the authorized signatory of the Respondent;
- 5.2.6. The Proposal shall contain no alterations, omissions or additions, except those to comply with instructions issued by MMPRC, or as necessary to correct errors made by the Respondent, in which case such corrections shall be initiated by the person or persons signing the Proposal.

6. EVALUATION PROCCES

- 6.1. To assist in the examination, evaluation, and comparison of Bids, MMPRC may, at its discretion, ask any Bidder for clarification of its Bid. The request for clarification and the response shall be in writing, but no change in the price or substance of the Bid shall be sought, offered, or permitted except as required to confirm the correction of arithmetic errors discovered by MMPRC in the evaluation of the Bids.
- 6.2. From the Bid Due Date until the issue of the Letter of Award, if any Bidder wishes to contact MMPRC on any matter related to the Bid or the Bid Process, it should be done in writing.
- 6.3. Any effort on the part of the Bidders to influence MMPRC in the examination, evaluation, ranking of Bids may result in the rejection of the respective Bidder's Bid.
- 6.4. Prior to detailed evaluation of the Bid, MMPRC will examine the Bid to determine whether it is compliant, i.e. whether;
 - 6.4.1. The Bid is complete in all respects with due authorization;
 - 6.4.2. The documents have been properly signed and provided in the prescribed Formats;
 - 6.4.3. The Bid is responsive.
- 6.5. A responsive Bid is one that conforms to all the terms, conditions, and specifications of the RFP without material deviation or reservation.
- 6.6. A material deviation or reservation is one:
 - 6.6.1. Which limits in any substantial way, MMPRC's rights or the Bidder's obligations; or
 - 6.6.2. The rectification of which would affect unfairly the competitive position of other Bidders presenting responsive Bids.
- 6.7. If a Bid is not responsive and/or is incomplete, it will not be included for further consideration, and may not subsequently be made responsive by correction or withdrawal of the non-conforming deviation or reservation.
- 6.8. Bids determined to be responsive will be checked by MMPRC for any arithmetic errors.

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- 6.9. Where there is a discrepancy between the amounts in figures and in words, the amount in words shall govern.
- 6.10. The discrepancy between the amounts in figures and in words will be adjusted by MMPRC with the concurrence of the Bidder, and shall be considered as binding upon the Bidder. If the Bidder does not accept the corrected amount, the Bidder's Bid shall be rejected.
- 6.11. Bids determined to be responsive, the arithmetic errors of which, if any, have been corrected, shall be evaluated and compared based on the Evaluation Criteria stated in this RFP.
- 6.12. Variations, alternative offers, and other factors that are in excess of the requirements of the stated in the RFP shall not be taken into account in the evaluation of the Bid.

7. EVALUATION CRITERIA

Responsive Bids will be evaluated according to the following criteria;

- 7.1. **Retainer Fee (45 Marks)**
The Bid proposing the lowest "RetainerFee" shall receive a maximum score of Forty Five (45) marks, and points will be allocated to other Bids on pro-rata basis.
- 7.2. **Profile (10 marks)**
 - a) Company Profile.
 - b) Tax registration certificate. In case if tax registration certificate is not available in bidder country, please provide an official document stating which type of tax registration is provided in the bidder country. If Certificates or documents are in any other language, English translation should be provided.
 - c) Company registration certificate. If Certificates are in any other language English translation should be provided.
- 7.3. **Experience (15marks)**
Where supporting document have been provided to MMPRCs' satisfaction, points for experience with related works will be given as mentioned below. Following are the supporting documents that are required.
 - Reference Letters or emails of similar past projects of minimum 3 parties along with contact details. This letter should clearly mention the work that the bidder has under taken for the client.
- 7.4. **Proof of sample translations (20 marks)**
Proof of sample translations done for the reference letters submitted. If the documents are not in English, English translation should be submitted.
- 7.5. **Delivery (10 marks):**
Marks will be awarded on Pro rata basis but the Maximum delivery period is 02 days upon the request of MMPRC.

8. AWARD OF CONTRACT

- 8.2. MMPRC will issue the Letter of Award to the Bidder whose Bid has been determined to be responsive, and has the highest score (the "Selected Bidder").

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- 8.3. The Letter of Award will be issued to the Selected Bidder or posted to the Selected Bidder's address or a scanned version of the Letter of Award shall be sent via e-mail at the address given in the Bid and such handing or posting or e-mail shall be deemed good service of such a notice.
- 8.4. If the Selected Bidder fails to sign the Agreement within the Bid Validity Period (unless an alternate timeline is prescribed in the Letter of Award, in which case the Selected Bidder shall conform to the requirements in the Letter of Award), MMPRC shall have the right at its absolute discretion to select the Bid with the highest score among the remaining responsive Bidders, or annul the Bidding Process.
- 8.5. MMPRC reserves the right to annul the Bidding Process and reject all Bids, at any time prior to signing of the Agreement, without thereby incurring any liability to the Bidders, or any obligation to inform the Bidders of the grounds for MMPRC's action.

[END]

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**APPENDIX 1
BID FORM**

Date:

The Managing Director,
Maldives Marketing and Public Relations Corporation
H. Zonaria, 2nd Floor, Boduthakurufaanu Magu, Male'
Republic of Maldives

Dear Sir,

Sub: Bid to Hire a Party to Translate Contents for MMPRC

Having examined all the information provided, we the undersigned offer to translate contents for MMPRC as per the requirements of the RFP (the "Works") as set out in this Bid.

We agree to undertake and complete the Work for fee of USD (\$) (The 'Total Fee') inclusive of all applicable taxes.

Description	Tax (\$)	Total Price (\$)
Retainer Fee		
Charge per word		
Withholding Tax of 10%		
Contract Price(\$)		

We undertake, if our Bid is accepted, to complete the Work within the proposed Delivery Period and as per the specifications provided by MMPRC. We have examined the RFP and have no reservations to the RFP Documents, including Addenda issued.

We are not insolvent, in receivership, bankrupt or being wound up. Our affairs are not being administered by a court or a judicial officer and our business activities are not being suspended and not the subject of legal proceedings for any of the foregoing.

Until a formal agreement is executed with MMPRC, this Bid, together with written acceptance thereof and MMPRC's notification of award, shall constitute a binding contract if we are selected as the Successful Bidder.

Date this day of 2021.

(Signature)

Duly authorized to sign Bid for and on behalf of: _____(Company/business's name)

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APPENDIX 2

Scope of Work and Deliverables

Scope of work:

MMPRC is looking to hire a professional translating company to translate our contents to different languages. This includes translating content written in English on our website, content written for marketing campaigns and translation of the Destination Guide produced by MMPRC.

1- Below are the details.

No.	Details	Languages	Quantity / No. of Words
a)	To translate content written in English on our website (www.visitmaldives.com)	i. Arabic ii. French iii. Italian iv. German v. Russian vi. Chinese	For one year; • 772 articles (estimated) • 260.9k words (average)
b)	To translate content written for MMPRC marketing campaigns	i. Arabic ii. French iii. Italian iv. German v. Russian vi. Chinese	
c)	To translate Destination Guide of MMPRC	I. English II. German III. French IV. Italian V. Spanish VI. Russian VII. Turkish VIII. Korean IX. Japanese X. Chinese	One time translation

2- The content written for marketing campaigns would include:

- a. Single-sentenced wordings on artworks and images
- b. Paragraph's and descriptions related to the campaign
- c. Articles related to the campaign
- d. Write-ups for marketing materials such as brochures, guides, etc.
- e. Other such examples similar to the ones mentioned above

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3- The bidder is to provide a monthly retainer fee to include the above mentioned works. Also, the bidder should quote the price per word. Price per word would apply to circumstance where additional translations need to be carried out.

4- The winning party is required to provide the final translation within 2 days of submitting the documents that needs to be translated.

5- If the work of the winning party is satisfactory, then the contract can be extended under the same terms and conditions for another year.

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APPENDIX 3

1- CONTRACT PRICE & PAYMENT TERMS

1. Payment will be made by MMPRC in the manner set out below;
 - 1.1. In consideration of this Agreement, MMPRC will pay the Agency a monthly retainer fee US\$----
----for translation services during the period of agreement. Payment of Fee shall be executed within 30 working days of Maldives Post Exchange of formal contract.
 - 1.2. The contractor will be compensated for its services by MMPRC upon an agreed schedule of payments.
 - 1.3. Invoices will be paid on a monthly basis.
 - 1.4. Payment shall be in US Dollar/s with the mode of payment to be telegraphic transferred to bank account upon receiving the invoices.
 - 1.5. No commission should be charged to MMPRC.

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**APPENDIX 4
CHECK LIST**

Please note that, the bidder should complete this check list and submit along with the proposal. Details of the points are highlighted in the RFP.

#	Description	Page Number	Remark (✓)
1	Budget Breakdown		
2	Profile		
3	Copy of Company Registration Certificate (If the Certificate is in any other language than ENGLISH, Bidder shall submit a translated copy of the Certificate)		
4	Copy of Tax Registration Certificate (If the Certificate is in any other language than ENGLISH, Bidder shall submit a translated copy of the Certificate)		
5	Reference Letters or emails of similar past projects		
6	Sample Work		