



TERMS OF REFERENCE

Managing and Support for Med Pearls Conference ENI CBC MED Strategic projects

Project Titles	B_A.1.2_0022 – Med Pearls
Programme	ENI CBC Mediterranean Sea Basin
Financing	European Union
Contracting authority	Alexandria Chamber of Commerce, Egypt
Experts to be selected	Provision of services
Location of the contract	Jordan
Procedure	Simplified procedure (formerly known as 'competitive negotiated' procedure)

Background:

Med Pearls is a cross-border project that aims to internationally position the Mediterranean as an integral destination of quality and excellence for Slow Tourism (ST), by accelerating innovative initiatives built from public & private cooperation. Slow Tourism invites travelers to tourism at a reduced pace, one that is sustainable and responsible, and to discover new destinations while respecting them and having direct contact with local communities.

The project covers Spain, Italy, Greece, Egypt, Jordan and Palestine, through a partnership of eight complementary organizations:

- [Catalan TourismBoard](#) (Spain)
- [Confederation of EgyptianEuropean Business Associations](#) (Egypt)
- Alexandria Chamber of Commerce (Egypt)
- [Municipality of Thessaloniki](#) (Greece)
- [Discovery Travel & Tourism LLC](#) (Jordan)
- [APS Mediterranean Pearls](#) (Italy)
- [Palestine information & Communications Technology Incubator](#) (Palestine)
- [Palestine Wildlife Society](#) (Palestine).





After the 36 months of implementation, the project will deliver a network of **26 new ST products / experiences**; this is the ‘Med Pearls’.

To achieve this result, local Destination Management Companies (DMCs) will be supported (financially & technically) to create their own ST products and local start-ups & entrepreneurs to develop ICT solutions (Apps, Virtual Reality, Games,) and integrate them into the new Pearls, adapted to the tourism of the 21st century.

A real network of homologue experiences throughout the Mediterranean region will be created allowing visitors to live similar experiences, of same quality, in any of the 13 areas in where Med Pearls will be deployed, thus ensuring that the Mediterranean is commercialized as an integral tourist destination, and not simply as a sum of different markets.

The project has a total budget of 3 million euros and will be funded up to a maximum of 90% through the “Mediterranean Sea Basin Programme” [ENI CBC Med 2014-2020](#).

The 2014-2020 ENI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation (CBC) initiative funded by the European Neighborhood Instrument (ENI). The Programme objective is to foster fair, equitable and sustainable economic, social and territorial development, which may advance cross-border integration and valorize participating countries’ territories and values. The following 13 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, and Tunisia. The Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French.

For more information, please visit: www.enicbcmed.eu/projects/med-pearls.





1. Information on submission of tenders:

Subject of the contract:

The subject of this tender is:

- Provision of **services**

Deadline for submission of the tenders:

The deadline for submission of tenders is **the 13th of March 2023**. Any tender received after this deadline will be automatically rejected.

Address and means of submission of the tenders:

The tenderers will submit their tenders to emanseif@hotmail.com.

Proposal should have the following information:

- Name and address of the contracting authority
- Contact person
- Title of the tender
- Reference number
- Name and address of the tenderer
- The tender submission form and any supporting documentation will be provided as attachment to the e-mail.

2. Technical information:

The tenderers are required to provide services as indicated below. In the technical offer, the tenderers will indicate more details on the deliveries, referring back to the below terms of reference.

3. Objective, purpose and expected results:

The Alexandria Chamber of Commerce, Egypt, is seeking to hire a tour operator to manage the operation of an international closing event of the EU funded ENI CBC MED Med Pearls project. The contractor shall be required to handle all operational aspects including **organizing transportation, and program activities**, all in close coordination with the contractor which is the **Alexandria Chamber of Commerce** and the Jordanian project partner, the Discovery Travel & Tourism team. The number of attendees is around 35 participants distributed between DMCs and project partners.





The closing trip **operation is expected to run under a white label** with no branding of the contractor to be visible throughout the trip. The contractor will be expected to operate this activity to the highest standard and shall be offered an opportunity to join the B2B session that will be organized at the end of the tour with other potential tour operators.

This event is promoting Jordan as a sustainable slow tourism destination; Therefore, the event should be planned and organized with sustainability in mind, taking into consideration the environmental, social, and economic impact of the event. A sustainable event takes into account the environmental, social, and economic impacts of the event. This includes using eco-friendly materials and products when available, supporting local businesses, promoting sustainable transportation options (such as fostering group transfers vs individual transport), and minimizing energy use as much as possible.

Description of the Draft Program

The trip follows the principles of Med Pearls project in promoting less known destinations with focus on select areas of the project pilot governorates of – **Salt & Deir Alla**. The program is expected to run for 4-5 days for around 35 pax including arrival and departure and shall focus on slow tourism activities. The project will give an option to participants to preselect their preferred activities with enough description of each to help the selection.

The below draft program is built based on select governorates and new products developed by Med Pearls subgrantees.

The project team shall be responsible for soliciting participants for this event

Draft Agenda

18th March	Arrival of all partners and DMCs
19th March	4-5 hour meeting with local dinner
20th March	Full day conference and workshop Evening: local dinner and activity – <i>if possible</i>
21st March	Local activities and local lunch – Slow tourism elements Afternoon: partners depart

Expected results

4-5-days operation of an international trip with no complaints.





4. Scope of work:

The contractor shall be required to complete the following tasks:

- Propose best solutions, options and prices for a smooth operation including meals, transport, activities, photographer, and make this an unforgettable experience.
- Book all necessary activities and suppliers after approval from the Alexandria Chamber and Discovery Travel & tourism LLC
- Develop and design a detailed program description
- Coordinate with the Alexandria Chamber and Discovery Travel & tourism LLC team all details and ensure that approval is received prior to any final bookings.
- Ensure that the operation is run under a white label (your own branding must not be visible throughout the event) and with leave no trace principles adherence.
- Ensure adequate visibility of the EU programme of the project.
- Provide continues support throughout the event

5. Start date and period of implementation of the tasks:

The intended start date is **18th of March 2023**, and the period of implementation of the contract is until the end of the event on the **21st of March**.

6. Reporting requirements

The contractor will submit the following reports in English by email and in original to the Alexandria Chamber of Commerce.

- Detailed operational report
- Detailed list of all expenses incurred during event

7. Copyright

All rights of copyright concerning the material produced by consultant will remain the property of Alexandria Chamber of Commerce /Med Pearls Project and can only be used by the expert with appropriate attribution by Alexandria Chamber of Commerce /Med Pearls Project.





8. Requirements for the participation in the selection

The selected contractor should come from countries eligible to participate in the procurement procedures as indicated in the Articles 9 of the Regulation (EU) No 236/2014, and include:

- (a) Member States, beneficiaries listed in Annex I to Regulation (EU) No 231/2014, and contracting parties to the Agreement on the European Economic Area; 4
- (b) developing countries and territories, as included in the list of ODA recipients published by the OECD-DAC ('list of ODA recipients'), which are not members of the G-20 group, and overseas countries and territories covered by Council Decision 2001/822/EC;
- (c) the Republic of Belarus;
- (d) developing countries, as included in the list of ODA recipients, which are members of the G-20 group, and other countries and territories, when they are beneficiaries of the action financed by the Union under the Instruments covered by the Article 9 of the Regulation (EU) No 236/2014;
- (e) countries for which reciprocal access to external assistance is established by the Commission. Reciprocal access may be granted, for a limited period of at least one year, whenever a country grants eligibility on equal terms to entities from the Union and from countries eligible under the Instruments covered by the Article 9 of the Regulation (EU) No 236/2014.

9. Financial information and payment terms:

The maximum available value of the contract is EURO 15,000 including taxes. Payments are done in two instalments – 50% prior to event, and 50% upon successful completion of the event (within 2 weeks after the closing of the event).





10. Requirements and application process

The Contractor should meet and demonstrate the following requirements:

Tour operator

- Must be a registered inbound tour operator with a valid license from the Ministry of Tourism and Antiquities, with at least **2 years of professional experience in tourism sector** (existing practice of sustainable tourism principles will be highly valued);
- Has enough team members to ensure a smooth operation.
- Excellent communication skills in English and Arabic.

Freelancer event planner

- Professional experience in tourism sector
- Excellent communication skills in English and Arabic
- Previous experience in coordinating events and workshops
- Has good connections with suppliers and hotels

To apply, please send the following documents:

- Proposal with a detailed plan day-by-day program with timing.
- Registration and license renewal valid for 2023 for travel agencies.
- Detailed itinerary with recommendations as necessary
- References for similar assignments
- Financial offer based on best available rates and not exceeding the maximum available amount
- CVs of staff to be involved in this activity

Full technical and financial offer to be submitted before 11th of March 2023 to emanseif@hotmail.com

11. The award criterion is:

- *30% Past relevant experience of similar assignments*
- *50% technical offer*
- *20% price*





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The successful and unsuccessful tenderers will be informed of the results of the evaluation procedure in writing.