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**TERMS OF REFERENCE for the Selection of a Firm within the  
context of the Organization of the 5<sup>th</sup> African Petroleum Congress  
and Exhibition (CAPE V)**

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## **I. Preamble**

On January 27<sup>th</sup>, 1987 was born in Lagos (Nigeria) the African Petroleum Producers' Association (APPA), which translates the collective willingness on the part of eight (8) young African petroleum producing states to confront an international energy situation which is constantly changing.

The beginning Association had defined for itself, and rightly so, the following objectives:

- Promotion of cooperation between the Member Countries in the area of exploration, production, refining of hydrocarbons, the petro-chemical industry, human resources, the acquisition and adaptation of technology as well as in the legal context;
- Promotion of technical assistance between the Member Countries in the areas wherein each one has acquired good valid experience;
- Promotion of the coordination of commercial policies and strategies of the Member Countries through the exchange of information in view of better managing their non renewable resources and drawing fair revenue from their exports;
- Improvement in understanding of the energy situation and Member Countries' policies in view of meeting national energy needs; and;
- Study of the ways and means of providing assistance to African countries who are net petroleum importers in view of meeting their energy needs.

Through its dynamic spirit, the APPA was able to persuade the other producing countries to join their ranks, thereby bringing the number of members at its creation from 8 to 17 today: that is, Algeria, Angola, Benin, Cameroon, Congo, the Democratic Republic of Congo, Cote d'Ivoire, Egypt, Gabon, Ghana, Equatorial Guinea, GSPLAJ (Libya), Mauritania, Nigeria, Sudan, South Africa and Chad.

In addition to the central decision-making and governing bodies, as well as the APPA national representations, several forums for exchanging and sharing experiences as well as other structures have been created, including the African Petroleum Congress and Exhibition, abbreviated as the « CAPE ».

## **II. Context of the Call for Bids**

Accordingly with the decision of the 27<sup>th</sup> Ordinary session of the APPA Council of Ministers held in March, 2010, the 5<sup>th</sup> Edition of the Congress (CAPE V) shall take place in Libreville, the Republic of Gabon, in March 2013.

On the sidelines of the Congress, there will be an international exhibition with the participation of petroleum service companies, petroleum companies and others.

Gabon shall cover the APPA Presidency for a one-year period beginning in April, 2012. It is under their presidency that CAPE V shall be organized.

The organization of CAPE V shall be confided to an Organization and Supervision Committee called the « OSC ». The APPA intends to prepare this event through a partnership with a firm designated as the « Consultant », specialized in the organization of scientific events and exhibitions. This consultant shall have to be recruited.

The organization chart of CAPE V is presented in Schedule 1.

## **III. Organisation of CAPE V**

### **III.1. The Concept**

The CAPE is a meeting that takes place once every three years between petroleum specialists from

all over the world, and high African government officials in the petroleum sector.

The purpose of this APPA initiative is to offer a platform of opportunities to develop relations and ties between decision-makers and professionals from the sector; it is a crossroads of exchange to share expertise and discuss strategies, opportunities for developing oil activities, investments, partnerships, etc.

It takes place on two levels:

1. A meeting between political decision-makers, directors and specialists from the national and international companies, representatives from the regional organizations, academic professionals, etc.
2. An international exhibition of business operators and national and international companies, potential investors, come together to present new technologies and know-how in the petroleum sector.

The financing of the organization of CAPE V is based on sponsoring: the sale of space for stands at the exhibition and the contributions of the host country. These operations are expected to generate profits for the APPA.

### **III.2. Dates**

The first edition of the Congress took place in 2003, in Tripoli (Libya), wherein experts and those responsible for the gas and oil sector, representatives from the regional and international organizations, well-known figures from various Companies specialized in the petroleum sector (services, manufacturers of equipment, leading edge technology, training) met.

The 2<sup>nd</sup> edition of the Congress was organized in 2005 in Alger, the 3<sup>rd</sup> Congress in 2007 in Cotonou (Benin) and the 4<sup>th</sup> Congress in Kinshasa (Democratic Republic of Congo) in March 2010.

The 5<sup>th</sup> edition, subject of the present call for bidding, will be held in Libreville (Gabon) in March 2013.

### **III.3. Missions and attributions**

The CAPE aims essentially to favour and support investment in the oil and gas sector in Africa, as well as the promotion of petroleum activities accordingly to the orientations dictated by political leaders in charge of this sector.

Round tables and documentaries can be planned on during the CAPE in addition to the presentations of the speakers.

The themes of the Congress shall concern questions that deal with concerns existing in the African countries and the major challenges facing the APPA Member Countries, as well as the promotion of minerals or business opportunities through the exhibition stands and/or specific presentations and papers. They will allow for exchanges between experts and decision-makers. The scientific programme shall be decided upon by the organization Committee.

The main theme of the preceding edition of the CAPE was « More than 100 billion barrels of proved reserves: opportunities, challenges and development », and among the subjects discussed, we noted down the following:

- Promotion of the gas industry in Africa and energy dependence
- Reinforcement of local capacities in the petroleum sector in Africa;
- Legislation and regulation of the oil and gas sector in Africa;
- Projects of Oil and Gas Transportation by Pipeline in Africa ;
- Information and Communication Technologies in the Petroleum Industry.

### **III.4. Expectations of CAPE**

The CAPE should in fact allow us to:

- Serve as a support system to improve the promotion of cooperation between Member Countries;
- Facilitate and favour the coordination of sales policies and strategies of the Member Countries, in view of improving the management of their renewable resources;
- Improve the understanding of the energy situation and policies in the Member Countries ;
- Facilitate direct contact between present or potential investors and decision-makers ;
- Generate sufficient revenue to cover the expenses of the Congress and produce some profit.

### **IV. Consultant's Mandate**

The Consultant is responsible for assisting the Organisation and Supervision Committee in organizing the Congress, as well as the international exhibition which will be open to the public, and which will be held during 4 days, starting from March ... 2013 in Libreville (Gabon).

The registration of participants and the installation of the stands for the Exhibition shall take place before March ..., 2013, which is the opening date of the exhibition.

The Consultant shall guarantee to supply and cover the services contained in the table « Summary of the Breakdown of Duties in the CAPE V Organisation », in Annexe 2, as well as any activity directly or indirectly related to CAPE V, and cover the formalities or procedure that shall lead to its success. This shall concern the following:

#### **IV.1. Services and Supplies for the Congress**

The physical organisation of the Congress comes under the consultant who is under the supervision of the Organisation and Supervision Committee. The consultant shall be responsible for:

##### **IV.1.1. The Media Plan**

He shall have to prepare a plan for the promotion of CAPE V and apply it through audio-visual and written supports within the APPA Member Countries and other countries (television, radio, written press, press conferences, etc), through newspaper articles, interviews, free write-up and publicity inserts. The promotional campaign shall begin at a date to be agreed upon between the parties.

This plan, among other things, shall include the following:

- a. An optimal proposal for the promotional activities for the Congress,
- b. A press file,
- c. Invitations for specialized foreign press coverage and a management plan for press relations before, during and after the events,
- d. Two days before the inauguration of the Congress, the setting up of the following: a press office equipped with telephones, fax machines, computers with printers and Internet lines to cover the Congress.

The consultant shall send to all companies, institutions and individuals who have confirmed their participation in CAPE V, informational brochures, the programme and any other correspondence and invitations, it will ensure their good reception.

However, invitations to Ministers and Plenipotentiaries shall be sent by APPA, after having been signed by the APPA President.

#### **IV.1.2. Secretariat of the Organisation and Supervision Committee**

Three days before the official opening of the Congress, a room shall be made available for the Committee on site where the Congress events shall take place which will be equipped with the following:

- Five computers with printers and Internet access,
- Telephone line and fax line,
- Three photocopiers and office supplies. The consultant should guarantee the correct functioning of the equipment during the entire duration of the event,
- Equipment for the printing and binding of documents.

#### **IV.1.3. Website**

The Consultant shall set up a website dedicated to the Congress to cover events and to assure regular updating. This site shall allow for the inscription of participants and the answers to questions and concerns which might be expressed by visitors.

#### **IV.1.4. Graph Chart**

The Consultant shall in collaboration with the other parties, be responsible for the creation of the Logo of CAPE V, as well as the realization and printing up of the official posters for the Congress. The distribution of the poster shall be done according to the agreement with the Committee. This chart must be compliant with the APPA brand image and the Gabonese Oil and Gas sector.

The name and logo shall be put on all publicity and promotional supports which shall be published for this event. This involves the invitation cards, the letterhead paper, the document folders as well as the website, etc.

#### **IV.1.5. Opening and Closing Ceremonies**

The physical organisation of the opening and closing ceremonies shall be done in collaboration with the Committee.

#### **IV.1.6. Banners and Accessories**

- Preparation of banners and posters for the Congress and Exhibition,
- Preparation of registration forms and invitations,
- Preparation of badges for the Congress participants.

#### **IV.1.7. Equipment and Services to be Supplied on site at the Congress**

The Consultant shall supply the following services and equipment:

- a. Welcome Service on site at the Congress,
- b. Welcome room for VIPs,
- c. For plenary sessions, opening and closing ceremonies of the Congress, operational simultaneous interpreting services in Arabic, French, English, Spanish and Portuguese,
- d. Availability for the participants of ten computers with telephone, fax service and free Internet access,
- e. For the Conference Room, a sound system and the following equipment:
  - Giant projection screen,
  - Multimedia overhead projector,
  - Five mobile microphones,

#### **IV.1.8. Reservations and Accommodations**

The consultant shall:

- Accompany the host country for the reservation of the place wherein the CAPE V events shall take place, and the delineation of the spaces reserved for it;
- Cover the reservation formalities for hotel reservations for the participants registered for the Congress and the list of whom shall be agreed upon between the Parties, as well as the payment for accommodation and meals during the entire Congress for those participants whose registration fees include room and board.

#### **IV.1.9. Medical Coverage**

Permanent medical coverage with means of evacuation (ambulances) must be provided. The practical means for this coverage shall be agreed among the parties.

#### **IV.1.10. Documentation**

The consultant shall provide the Congress participants upon their registration with a complete documentation, which should include the following:

- A Congress presentation brochure in French and English,
- A programme guide in French and English,
- A collection of summaries of papers to be presented in the Programme (in a CD-ROM),
- A satchel containing the documents published for the Congress, with a notebook and pen.

#### **IV.1.11. Gala Dinner**

The organization and responsibility for a state dinner for 500 people at the end of the Congress shall be agreed upon between the parties.

#### **IV.1.12. Publications resulting from the Congress**

The Consultant shall be responsible for the publishing of the documents resulting from the Congress, in electronic form on a CD-ROM, and the transmission of 100 copies to the APPA Secretariat and the National APPA Representative for Gabon, as well as to the participants, within a two-month period following the closing of the Congress.

#### **IV.2. Services and Supplies for the Exhibition**

The consultant shall be responsible for organizing an international exhibition on the sidelines of the Congress.

Within this context, he shall have to launch a promotional campaign among the petroleum and Para petroleum companies, and among the international petroleum companies, for the participation in the exhibition.

He shall be responsible for the facilitation of the administrative procedure for the participation of the exhibitors, assisted by the local organization Committee.

The equipment, materials and products for the exhibition shall enter the country under the temporary importation regime and the administrative paperwork for this shall be carried out by the Consultant and the competent Authorities of the organizing country.

#### **IV.3. Budget Financial Coverage**

The consultant shall have to prepare a draft budget for the realization of the event which will be financed by sponsors, participation charges and income from the exhibition. This budget must cover all expenses engendered by the event and also allow making profits.

The consultant must also during the entire Congress period cover accommodation, transport and meals according to recognized standards without any participation charges being imposed upon the following people:

- For each Member Country:
  - The Minister and two collaborators;
  - The National Representative and one expert.
- For the APPA Secretariat:
  - The Executive Secretary ;
  - His two Assistants ;
  - Three staff members.
- For the APPA Fund for Technical Cooperation:
  - The Executive Director ;
  - Two staff members.

Participation expenses for agents from the Ministries of the APPA Member Countries, other than those indicated above, meaning two people per Member Country, shall benefit from a 50% reduction.

#### **IV.4. Participation**

The consultant must be sure that the number of participants in the Congress should be at least 500 delegates from a minimum of 50 different countries, and at least 40 speakers for scientific presentations on the Congress themes.

The consultant must send out a call for presentations as well as the invitations to all companies, institutions and individuals targeted, and then to ensure that the invitations have been received.

#### **IV.5. Calendar for the Meetings and End of Contract Obligations**

The duration of the activities shall begin upon the signing of the Contract, expected on ... December 2011 and during a three-month period after the Congress.

A calendar of meetings and stages shall be agreed upon with the Organisation and Supervision Committee. There should be a minimum of six meetings, in which the Consultant must participate. The meetings will take place in Libreville (Gabon).

A meeting for the purpose of ending CAPE V contractual responsibilities shall be organized 10 weeks after the end of the event to evaluate the CAPE results, the execution of the obligations of each party and close the accounts.

The Consultant shall present a technical-financial report for evaluation purposes of the execution of the contractual obligations, two months after the end of the contract period, and this report must present a detailed execution of the budget in receipts and expenses.

#### **IV.6. Division of duties in organising CAPE V**

A summary table in Annexe 2 recapitulates the allocation of duties between the Consultant, the Organisation and Supervision Committee, the host country and the APPA Secretariat in the organizing of CAPE V.

### **V. Tender**

The application for the present public tender notice is open to any company specialized in the organization of major events.

The participation of candidates in the form of groups or consortiums is allowed on condition that the lead manager should be identified and that the specific and technical competencies of each member of the group or consortium should be clearly defined.

## **VI. Candidate Applications**

### **VI.1. Composition**

1. Administrative References of the candidate (or member of a group), balance sheet and financial reports of the last three (3) years,
2. Professional qualifications attesting to the competency of the bidder to carry out the service for which he is applying, and the qualifications of the key people,
3. Professional References concerning services during the last five years that are analogous to the ones requested.

A note to bidders is attached hereto in Annexe 3 giving additional information concerning the description of the tender file, qualification and evaluation criteria of the bids and other aspects.

### **VI.2. Date for the submission of the Candidacy Files**

The candidacy files in closed envelopes including all documents mentioned, as well as other information considered to be useful, should be received by the APPA Secretariat by November 14th, 2011, at 12H00 GMT+1, that is, 45 days from the publication date of the invitation to tender.

The interested companies can obtain additional information at the address mentioned hereinafter from Monday to Friday between 10:00 a.m. and 12:00 a.m.:

*APPA Secretariat  
18th Floor, Tour NABEMBA,  
BP. 1097, Brazzaville,  
Tel. +242 06665 38 57, Fax +331 34 29 59 46, email: [appa@appa.int](mailto:appa@appa.int)*

Candidacy files must be written and presented in the following way:

- An original written in English and French;
- Four copies in French
- Two copies in English
- A CD-ROM containing both French and English versions in PDF files.
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The closed envelope must bear the following words: « to the attention of the APPA Executive Secretary, Public Tender for the recruiting of a Consultant within the context of the organizing of the 5<sup>th</sup> African Petroleum Congress and Exhibition (CAPE V). Do not open, only upon opening of bids session ».

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