



ZAMBIA RAILWAYS LIMITED

A Member of **IDC** Industrial Development Corporation Group of Companies

REQUEST FOR EXPRESSION OF INTEREST (EOI)

EOI NO.ZRL/EOI/DC/01/2021

REQUEST FOR EXPRESSION OF INTEREST FOR ADVERT PLACEMENT ON ZAMBIA RAILWAYS LIMITED SPACE.

1.0 Background

- 1.1 ZRL is wholly owned by the Government of the Republic of Zambia through the Industrial Development Corporation (IDC). The Company was incorporated in 1982. It is mandated under the Railways Act of 1984 to operate both rail passenger and freight trains.
- 1.2 ZRL's main operations domain is Mulobezi to Chililabombwe, and Chipata to Mchinji. The Company also provides train operations beyond its borders, through the respective railway administrations and connects to nearly all the ports in the SADC region. This enables the company to provide Import, Local, Export and Transit rail transportation services. Through its strategic partnerships, ZRL provides end to end logistics services for local traffic. ZRL owns land and buildings developed to support train operations, and for potential business development.
- 1.3 ZRL has four (4) business units namely Freight, Passenger, Real Estate, and Engineering Services. The Freight Business Unit is the main contributor towards ZRL's total revenue.
- 1.4 Currently ZRL operates two (2) passenger trains on the mainline between Livingstone and Kitwe, Mulobezi and Livingstone (mixed train) and provides long distance passenger services to an average of 200,000 people per year.
- 1.5 ZRL passenger trains make a total of 75 stops at stations between Kitwe and Livingstone per train movement and the train operates twice weekly in both directions making the total number of stops about 9,000 every month. The trains traverse through Central Business Districts (CBD's), farm blocks, villages, townships and trading areas.

2.0 Locations

2.1 ZRL has identified locations for placement of advertisement for other Corporates as follows:

Locations and Categories of advertising space

Lot 1	STATION CONTROL BARRIERS	Qty available
1	Lusaka	50
2	Kabwe	50
3	Kafue	50
4	Kitwe	50
5	Livingstone	50
6	Ndola	50
Lot 2	External Coach Branding(double sided billboard)	3
Lot 3	Thermal Ticket Roll Printing (Flip side)	Unlimited
Lot 4	Way-Side Advertising	Unlimited

3.0 Project Business Objective

To creatively advertise products and services to promote brand switching and to enhance brand value resulting in increased sales.

4.0 Expected Outputs

The Client will be expected to submit the following:

- 4.1 Mock up designs for ZRL approval on selected spaces for advert placement
- 4.2 Preparation and production of creative materials needed in all placements

5.0 Eligibility

Local and international Business Organizations

6.0 Key Requirements for shortlisting Bidders

The requirements for this Expression of Interest are as per the Public Procurement Act No. 8 of 2020 and its regulations. Interested parties are required to submit the following minimum information which shall form the basis for shortlisting bidders;

- 6.1 Certificate of Incorporation(Company registration)
- 6.2 Latest and Valid tax clearance certificate from country of origin
- 6.3 Description of similar works done by the bidder

7.0 Duration of contract: Subject to space selected (Minimum 12 Months)

8.0 Submission Details

The EOI should be sent and clearly marked **“EOI NO. ZRL/EOI/DC/01/2021 TENDER FOR THE “EXPRESSION OF INTEREST FOR ADVERT PLACEMENT ON ZAMBIA RAILWAYS LIMITED SPACE”** addressed to the Manager Procurement, Top Office, Corner of Ghana and Buntungwa Avenue, P.O. Box 80935, Kabwe, Zambia and must be submitted not later than **Friday 30th July, 2021 at 10:00 hours local time. HOWEVER, ELECTRONIC OFFERS WILL NOT BE ACCEPTED.**

The EOI shall be opened immediately after closing.

Sampaya Sankombo
Acting Manager Procurement and Supplies

For/ CHIEF EXECUTIVE OFFICER

ZAMBIA RAILWAYS LIMITED