

RETURN BIDS TO:
RETOURNER LES SOUMISSIONS À:
Bid Receiving - PWGSC / Réception des soumissions
- TPSGC
11 Laurier St. / 11, rue Laurier
Place du Portage, Phase III
Core 0A1 / Noyau 0A1
Gatineau
Québec
K1A 0S5
Bid Fax: (819) 997-9776

SOLICITATION AMENDMENT MODIFICATION DE L'INVITATION

The referenced document is hereby revised; unless otherwise indicated, all other terms and conditions of the Solicitation remain the same.

Ce document est par la présente révisé; sauf indication contraire, les modalités de l'invitation demeurent les mêmes.

Comments - Commentaires

Vendor/Firm Name and Address
Raison sociale et adresse du
fournisseur/de l'entrepreneur

Issuing Office - Bureau de distribution
Communication Procurement Directorate/Direction de
l'approvisionnement en communication
360 Albert St./ 360, rue Albert
12th Floor / 12ième étage
Ottawa
Ontario
K1A 0S5

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|--|--|--|
| Title - Sujet Media Monitoring | | |
| Solicitation No. - N° de l'invitation 08324-130491/A | | Amendment No. - N° modif. 001 |
| Client Reference No. - N° de référence du client 08324-13-0491 | | Date 2014-04-08 |
| GETS Reference No. - N° de référence de SEAG PW-\$\$CY-007-64913 | | |
| File No. - N° de dossier cy007.08324-130491 | CCC No./N° CCC - FMS No./N° VME | |
| Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2014-04-17 | | Time Zone Fuseau horaire Eastern Daylight Saving Time EDT |
| F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/> | | |
| Address Enquiries to: - Adresser toutes questions à: Westall, Susan | | Buyer Id - Id de l'acheteur cy007 |
| Telephone No. - N° de téléphone (613) 949-8350 () | | FAX No. - N° de FAX () - |
| Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: | | |

Instructions: See Herein

Instructions: Voir aux présentes

| | |
|--|--|
| Delivery Required - Livraison exigée | Delivery Offered - Livraison proposée |
| Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur | |
| Telephone No. - N° de téléphone Facsimile No. - N° de télécopieur | |
| Name and title of person authorized to sign on behalf of Vendor/Firm (type or print) Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie) | |
| Signature | Date |

This amendment is raised to answer questions from Industry:

Question 1:

On Page 10 in section R1 Experience in Market Intelligence the RFP asks:

“Bidders should describe their years of experience in gathering and distributing competitive market intelligence to large organizations or audiences, by describing their project experience”

In our experience “Market intelligence” typically requires news/information outside of traditional media analysis (market size, political stability, demographic information etc.) Can DFATD confirm that this RFP is only addressing the media aspect of market intelligence?

Answer 1:

This RFP is specifically targeted at the media aspect of market intelligence. In this context, the service provider is expected to monitor all important media sources to provide daily information and intelligence on Foreign Direct Investment (FDI) and Innovation as defined in the Statement of Work.

Question 2:

On Page 22, the first bullet item within tasks asks:

“Monitor all important news sources on FDI and innovation from both traditional channels and emerging technologies such as news websites, newswires, newsfeeds, company websites, social media posts and discussions, as well as provincial, territorial and city websites and social media posts.”

Does DFATD have a list of existing media sources that are currently being monitored?

Can DFATD elaborate on the term “traditional channels”? Does this include Print, Radio, Television, magazines, and trade journals? If so, can DFATD please specify the list?

Answer 2:

Currently, DFATD does not explicitly specify the list of media sources that should be monitored. It relies on the expertise of the current service provider to sift through all important news sources and identify relevant information and intelligence on FDI and innovation. The service provider is expected to use both automated technologies to monitor multiple media sources and trained professionals to review, validate, summarize and report on results.

While traditional channels include radio and televisions, the focus of “traditional channels” monitoring should be on printed publications such as newspapers, magazines, journals, article etc.

Question 3:

On Page 22, the second and third bullet item asks:

“Curate all market intelligence related to FDI in Canada: e.g., new FDI projects and expansions, potential FDI targets and leads, rankings in international benchmarking studies, sector strengths, investment advantages, support programs, provinces and Canadian cities location advantages, policy changes affecting the investment environment, promotion events and activities, opportunities, etc.

Curate all market intelligence related to innovation: e.g., Canada as a world leader in innovation, Canadian companies excelling in R&D and commercialization, economic factors affecting innovation, policy changes in Canada's innovation strategies, trade commissioners profiled in the media in efforts related to innovation, comparisons of Canada against other nations in innovation, etc."

Can DFATD provide a sample as to how this market intelligence is being delivered?

Answer 3: This market intelligence is currently delivered through: 1) a daily emailed html newsletter; 2) multiple live RSS feeds for the Invest in Canada website; and 3) a custom market intelligence portal. See screen captures attached and visit investincanada.com. In their proposed solution, Bidders are welcomed to propose improvements or alternatives to the current delivery system in order to meet all the requirements in the statement of work.

Question 4:

On Page 22, the fifth bullet item within tasks asks:

"Timely report (same day) on new FDI projects and expansions across Canada and potential FDI targets and leads."

How would this be delivered? Would it be through a media brief containing all relevant media hits, or would this be in the form of charts and graphs within a media analysis report? Are these requests on an ad hoc basis? If so, how many requests would DFATD make in a typical month?

Answer 4:

All aspects of the market intelligence – including information on new FDI projects and expansions across Canada and potential FDI targets and leads - are currently delivered in a written format through: 1) a daily emailed html newsletter; 2) multiple live RSS feeds for the Invest in Canada website; and 3) a custom market intelligence portal. In their proposed solution, Bidders are welcomed to propose improvements or alternatives to the current delivery system in order to meet all the requirements in the statement of work. Updates should be provided on a daily basis, not on a request or ad hoc basis. Charts and graphs are not required.

Question 5 a:

On Page 22, the last bullet item within tasks asks:

"Publish positive investment news on website through public feeds and share on social media channels."

Is DFATD looking for a supplier to take on the responsibility of pushing content the DFATD website and various social media outlets? Or is this something that would be managed internally at DFATD with only the content being provided by the supplier?

Answer 5 a:

Bidders should propose a solution to automatically publish relevant content to DFATD website. Currently, positive investment news are published on investincanada.com through multiple live RSS feeds supplied by the service provider. Content for social media outlets (potential tweets) will be provided to DFATD via direct emails as suggestions only.

Question 5 b:

Is the "New Release" section of the DFATD website where content from the current media monitoring supplier is being published? (Is this the "public feed" the RFP is referring to?)

Answer 5 b: No. Please see screen captures attached and visit investincanada.com

Question 6:

Will DFATD have access to content from the Canadian Government Electronic Media Monitoring Program throughout the duration of the contract?

Answer 6:

This is not relevant to this requirement. The supplier is expected to source the media materials

Question 7:

For copyright and redistribution of media materials, how many total DFAIT users would have access to the media content through the daily report?

Answer 7:

Resulting market intelligence will be shared with 300 to 500 users from DFATD or partners organisations on a daily basis. However, the number of user could increase overtime.

Question 8:

Can DFAIT describe what its users currently receive on a daily basis from its provider?

Answer 8:

This market intelligence is currently delivered through: 1) a daily emailed html newsletter; 2) multiple live RSS feeds for the Invest Canada website; and 3) a custom market intelligence portal. See screen captures attached and visit investincanada.com

Question 9:

Is it correct that in this RFP DFAIT wants to monitor both foreign media and domestic Canadian media for content about Canada concerning innovation and FDI?

Answer 9:

Correct. The service provider is expected to monitor both foreign media and domestic Canadian media for content about Canada concerning innovation and FDI. Focus should be on French and English media sources. English media sources should be used to generate English content and French media sources should be used to generate French content.

Question 10:

The publication of materials on the Investment in Canada website: does the vendor have direct access, or does vendor provide links to DFAIT of content that DFAIT controls and uploads?

Answer 10:

No, the service provider does not have direct access to the Invest in Canada website. Currently, positive investment news are published on investincanada.com through multiple live RSS feeds supplied by the service provider. In their proposed solution, Bidders are welcomed to propose improvements or alternatives to the current delivery system in order to meet all the requirements in the statement of work.

Question 11:

Page 22, Tasks, can we get some clarification on the last Point? "Publish positive investment new on website through public feeds and share on social media channels". It seems surprising that a GoC department would entrust outside suppliers to post content and share information on public websites and social media feeds without direct oversight by GoC personnel.

Answer 11:

Positive investment news will be published on investincanada.com through multiple live feeds supplied by the service provider. Live feeds service provider will clearly be identified next to each feed as the source of information. DFATD reserves the right for immediate removal of any content from live feeds. Content for social media outlets (potential tweets) will be provided to DFATD via direct emails as suggestions only.

For social media outlets, only content (mostly potential tweets) should be provided to DFATD via direct emails.

Question 12:

Can we obtain samples of the existing reports so we can get a sense of how the client likes the information laid out and in what format and how much is typical?

Answer 12:

This market intelligence is currently delivered through: 1) a daily emailed html newsletter; 2) multiple live RSS feeds for the Invest Canada website; and 3) a custom market intelligence portal. See screen captures attached and visit investincanada.com. In their proposed solution, Bidders are welcomed to propose improvements or alternatives to the current delivery system in order to meet all the requirements in the statement of work.

Question 13:

What is the value and length of the previous contract

Answer 13:

The previous contract was awarded in January 2009 and ends in May 2014. The value of the contract including amendments is \$495,230.00 (excluding taxes).

All other terms and conditions remain the same

1) Partial screen capture of the daily emailed html newsletter :

- » [RENEWABLE ENERGY](#)
 - Manitoba wind farm poised not going forward
- » [BUSINESS SERVICES](#)
 - RMBS increases North American footprint with opening of Toronto office

NEW INNOVATION

Potential HIV prophylaxis enters Canadian pilot trial

April 3, 2014

An established treatment for HIV is being studied for real-world use as prophylaxis in two Canadian trials. Truvada is already approved in the U.S. for the prevention of HIV. It is approved in Canada to treat HIV, but its manufacturer, Gilead Sciences Canada has "not yet submitted an application" to Health Canada for its use as prophylaxis. The Canadian pilot trials for Truvada's use as pre-exposure prophylaxis for high-risk groups are being conducted at the Université de Montréal in Québec, and St. Michael's Hospital in Toronto.

source: CMAJ



McGill awarded eight new Canada Research Chairs

April 3, 2014

Eight of McGill's top researchers have been awarded Canada Research Chairs. Four CRCs have also been renewed, bringing a total of over \$11 million to the university in additional funding for research over the next five to seven years. Research projects investigating the pathophysiology and treatment of diseases related to altered steroid hormone synthesis, including reproductive disorders, and cancer, as well as research aimed at enhancing understanding of sound, and improving hearing aids and helping people with damaged voices are among those benefiting from the funds.

source: McGill Reporter



GENERAL

Poll: Canadian businesses predict strong growth, hiring outlook

April 7, 2014

Canada's business leaders have an optimistic economic outlook, with more than half of firms surveyed saying they anticipate hiring more staff in the next 12 months. The findings were released in the Bank of Canada's quarterly business outlook [survey](#), which includes input from senior managers at 100 firms. When asked about their expectations regarding employment levels, 53% answered "higher," while 39% said "the same." Only 8% of respondents said they expected to be letting staff go over the next year. Business leaders cited a number of reasons for their rosy economic outlook, including an improving U.S. economy and steady sales growth.

source: CTV



International Symposium on business opportunities between Canada and Morocco to take place

April 4, 2014

The meeting, held in partnership with the Canadian Chamber of Commerce and Industry in Morocco, will examine opportunities of cooperation, investment and trade and development of relations between the two countries. Businessmen, investors and international trade experts participating in the meeting will debate several themes, including Business opportunities with Canada particularly in Québec; Economic and socio-cultural factors; Frontier opportunities in Canada; Insights on the Canadian

2) Screen capture of live RSS feeds on the Invest in Canada website (English)

| Investment News – provided by |
|--|
| <p>2014-04-01 - RIMES increases North American footprint with opening of Toronto office</p> <p>2014-03-30 - HRG to establish training facility in Moncton</p> <p>2014-03-26 - eBay expands operations in Canada with automated fulfillment center</p> <p>2014-03-25 - Report: Canada ranked top for cost competitiveness among mature market countries</p> <p>2014-03-19 - LINAGORA launches its operations in Greater Montréal</p> <p>2014-03-17 - Dublin software firm DNM invests in North American expansion</p> |

[All RSS Feeds](#)

| Invest |
|---|
| <p>Canada's Industries</p> <p>Aerospace</p> <p>Automotive</p> <p>Bio-products</p> <p>Biopharmaceuticals</p> <p>Business Services</p> <p>Chemicals and Plastics</p> <p>Digital Media</p> <p>Financial Services</p> <p>Functional Foods</p> <p>Machinery and Equipment</p> <p>Medical Devices</p> <p>Renewable Energy</p> <p>Software</p> <p>Wireless Communications</p> |

| Aerospace Investment News – provided by |
|--|
| <p>2014-02-03 - Airbus Helicopters expanding Ontario factory</p> <p>2013-12-02 - New Hampshire aerospace consortium inks ties with Aero Montreal</p> <p>2013-11-25 - Ontario's aerospace group comes of age</p> <p>2013-10-27 - Pratt & Whitney invests \$275M to upgrade facilities in Canada</p> <p>2013-10-08 - CAE wins \$140M in military contracts</p> <p>2013-04-22 - Boeing expanding Winnipeg site to house new composites work for 737 MAX</p> |

[All RSS](#)

3) Screen capture of live RSS feeds on the Invest in Canada website (French)

| Nouvelles sur les investissements – préparées par [redacted] | |
|---|--|
| 2014-03-30 - HRG établira une installation de formation à Moncton | |
| 2014-03-25 - 🇨🇦 Le Canada premier au chapitre de la compétitivité des coûts | |
| 2014-03-19 - LINAGORA démarre ses activités dans le Grand Montréal | |
| 2014-03-16 - La firme Industrial Light & Magic choisit Vancouver pour l'ouverture d'un nouveau studio | |
| 2014-03-09 - Compagnie d'imagerie numérique, BUF s'implante à Montréal | |
| 2014-02-12 - Ford choisit une usine de l'Ontario pour construire son nouveau véhicule utilitaire | |

| Investir | |
|----------------------------------|--|
| Secteurs d'activité au Canada | |
| Aérospatiale | |
| Aliments fonctionnels | |
| Automobile | |
| Bioproduits | |
| Communications sans fil | |
| Énergies renouvelables | |
| Instruments médicaux | |
| Logiciels | |
| Machinerie et équipement | |
| Médias numériques | |
| Produits biopharmaceutiques | |
| Produits chimiques et plastiques | |
| Services aux entreprises | |
| Service financiers | |

| Nouvelles sur les investissements, Aérospatiale – préparées par [redacted] | |
|---|--|
| 2013-10-27 - Pratt & Whitney Canada annonce un investissement à son usine de Longueuil | |
| 2013-04-22 - La société Boeing de Winnipeg annonce l'agrandissement de ses installations et la mise en place d'un atelier pour le 737 MAX | |
| 2013-04-10 - Lockheed Martin commence sa tournée canadienne de promotion des F-35 | |
| 2012-11-20 - Thales inaugure son nouveau centre de recherche au Canada | |
| 2012-07-12 - Bombardier conclut Farnborough avec 3 milliards \$ en commande | |
| 2012-06-27 - La française Aerolia s'établit à Montréal | |

[Tout RSS](#)

[Tout RSS](#)