



ADDENDUM # 2

Date: September 1st, 2022

Title: Marketing, Social Media Management and Promotion Services for the Taste of Canada Campaign

The Department of Foreign Affairs, Trade and Development hereby amends, in accordance with this addendum the Request for Proposals (RFP) for the provision of marketing, social media management and promotion services for the Taste of Canada campaign, bearing number 22-215122. This addendum hereby forms part of the RFP and the purpose is to:

1. Answer questions related to the RFP that we received

This addendum is issued prior to receipt of bids to provide for certain revisions to and clarification of the solicitation documents.

QUESTIONS AND ANSWERS

- Q1. Our company has decades of experience in communicating and marketing foreign food and beverage products on the German market. These include, among others, Dutch, French, Swiss and Italian products. Our clients are manufacturers and marketing organizations as well as the European Community. However, we do not have references explicitly for Canadian products. Against the background of this experience, is it still possible to participate in the tender?
- A1. Please consult Attachment 1 to Part 4 (Technical Evaluation Criteria) of the RFP for information on mandatory technical criteria and point rated technical criteria that will be used to evaluate bids. In order to be responsive, a bid must:
- a. comply with all the requirements of the bid solicitation; and
 - b. meet all mandatory criteria; and
 - c. obtain the required minimum of 25 points overall for the technical evaluation criteria which are subject to point rating.

ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED