

EXPRESSION OF INTEREST (EOI): DEVELOPMENT OF A VIRTUAL PLATFORM FOR MARKET ENTRY SERVICES

Assignment Period	:	10th August 2020 - 20th October 2020
First Draft	:	21st September 2020
Final Submission	:	5th October 2020
Live Technical Support	:	19th - 20th October 2020

The Delegation of German Industry and Commerce in Ghana (AHK Ghana) requires the services of a competent software development firm to undertake the design and development of a virtual platform with particular interest to provide market entry services for German businesses interested in exploring business opportunities in Ghana and the West Africa subregion. As part of the project overarching objectives, we are not looking for a timely licensed solution, but rather a customised solution with complete rights to ownership after development.

OBJECTIVE

The provision of the virtual platform is to ensure continued market entry support services to German companies interested in unearthing business opportunities in Ghana and the West Africa subregion.

The successful service provider will provide for the following main services:

1. Virtual conference and business to business (b2b) meetings, with Instant Messaging (IM) and video call functions.
2. Virtual networking session.
3. Virtual exhibitions with customized booth designs.

KEY FEATURES

The main characteristics of this interface include:

- a) Interactive: The virtual conference interface would include pop-up chatbots to announce events, direct participants, and answer FAQs. The platform should be user friendly on mobile phones and PCs.

- b) Modular: The virtual interface should include easily replicable sub-interfaces / rooms (like exhibition booths, event halls, lobbies, and B2B Chatrooms). These sub-interfaces should be created as templates that can be “duplicated” or “deleted” as many times as required.
- c) Reusable: The colour themes, logos, title banners and advert banners in the interface and its sub-interfaces / rooms should be changeable. This would allow for the interface to be used for other events.
- d) Toggleable: Visitors should be able to toggle between the different sub-interfaces / rooms on the virtual interface easily, in the same browser. Visitors should also be able to move between the virtual interface and a third-party virtual conference platform easily.

In addition to these main features, the virtual interface should have the following features for visitors:

- A plug in for translation from English to French & German.
- The platform should allow for integrations of various video tools such as Vimeo, Zoom, GotoWebinar, GotoMeetings, Youtube, Cisco webex and others.
- An online slide reader. Thus, there should be enough storage space for up to 30 PowerPoint or pdf presentations with up to 30 slides.
- Virtual lobby with chatbot.
- Integration of social media channels / newsfeed.
- Blog, vlog, and podcast functions.
- Video integration & storage of recorded videos for later playback.
- A plug-in for real-time polls.
- Plug-ins for virtual co-creation like whiteboards, mind mapping, virtual prototyping etc.
- Plug-ins for calendar integrations for conferences (google, outlook, yahoo, etc).
- Virtual delegates bags and note-pads.
- A platform for visitors to create and exchange virtual business cards / profiles.
- A visitor profile page that will allow visitors to give details about themselves and upload a profile picture.
- An online event schedule where participant can sign-up (or ‘mark as favourite’) and receive reminders through the pop-up chatbot.



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- A plug-in to register or buy tickets via electronic transfers to special session.
- Compliance to EU General Data Protection Regulations (GDPR).

The virtual interface shall also have the following additional features for exhibitors / sponsors:

- Exhibitor / Sponsor Profile Page.
- Virtual floor plan design showing the location of different exhibition booths.
- Exhibitor / Sponsor chatbot, help desk.
- Exhibitor / Sponsor demo and operating manual.

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The Delegation of German Industry and Commerce in Ghana (AHK Ghana) will retain the right to be the sole owner of the virtual platform after development.

QUALIFICATIONS

The suitable service provider should preferably be a locally registered firm and should have developed a minimum of five (5) Web and Mobile App Software within the last five (5) years and must provide relevant proof thereof.

As a basic requirement, the suitable service provider shall show proof of compliance with business registration, tax, and other statutory requirements of business operations in Ghana.

HOW TO APPLY

AHK Ghana invites qualified firms to express their interest to develop this virtual platform with the following required documents:

- An official letter expressing interest.
- Company profile or link to company website reflecting current office address, email, telephone numbers of contact persons.
- Profile of similar work completed in the past.





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- Proposed development cost (please note that prospective bidders are expected to clearly delineate the cost of acquiring the plug-ins, certificates, software, and licenses required, from the service fees and VAT).
- Proposed project timeline in a Gantt chart.
- Business Registration Certificate.
- VAT Registration Certificate.
- Certificate of Incorporation.
- TIN Number.
- Tax Clearance Certificate.
- Submission of a sample 2D / PowerPoint design of the virtual platform may be an added advantage.

Interested and suitable firms are to kindly forward the aforementioned requirements to Mr. Andrew Aryee (Andrew.Aryee@ghana.ahk.de).

Closing Date: Friday, 31st July 2020.

ABOUT AHK GHANA

As part of the worldwide German Chamber Network (AHKs), the Delegation of German Industry and Commerce in Ghana (AHK Ghana) is one of 140 locations in 92 countries around the world with over 51,000 memberships worldwide. These AHKs offer expertise, experience, extensive network, and services to promote trade and industry between Germany and its countries of representation.

Our goal as the official representation of the German Economy in Ghana (AHK Ghana) is to sustainably improve the economic activities between Germany, Ghana, and francophone West African countries (Mali, Benin, Cote d'Ivoire, Togo, Senegal, Burkina Faso).

Drawing from our vast experience and expertise, we are able to provide high quality services to German, Ghanaian and other West African companies seeking a comprehensive overview of the various markets of interest in order to make well-informed business decisions.

For more information, visit: www.ghana.ahk.de



Delegation of German Industry and Commerce in Ghana (AHK Ghana)
The Octagon Building | 2nd floor, Unit B207 Barnes Road - Accra Central, Ghana
T: +233 (0) 242 438 760 | E: info@ghana.ahk.de | www.ghana.ahk.de