

Call for Expression of Interest:

Developing the Textiles and Apparel Investment Promotion Audiovisual Materials for Kenya

Kenya is considered an attractive destination of global Textiles and Apparel (T&A) brands and investors across Europe and Asia. Msingi alongside Kenya Investment Authority (KenInvest) is commissioning a suite of audiovisual investment promotion materials to stimulate additional interest by investors.

Goal: To showcase the T&A investment potential in Kenya and the preparedness for landing investors

Request: Msingi EA T&A team requests services from videographers to develop audiovisual investment promotion materials for the Textile and Apparel sector in Kenya. It should reflect the existing and future potential of the sector, as well as the attractiveness of Kenya as an investment location.

Target Audience: Potential investors and manufacturers

Deliverables:

Based on the sites shared in Annex A, produce the following:

1. **Video:** Record, produce and edit a high quality Investment Promotion Video showcasing the opportunities for investment in Textiles and Apparel. The process includes:
 - a. Develop a storyboard and script
 - b. Record videos of all necessary sites capturing the best narrative
 - c. Conduct interviews with key stakeholders to be included in the video
 - d. Complete the full pre-production, production and post-production of the video
 - e. Some sites will be greenfield and have no structures or development on them, whereas some will have existing infrastructure
2. **Photos:** A stock of high-quality photos including:
 - a. Aerial view captured from a drone
 - b. In factory/sheds images showcasing the potential
 - c. Infrastructure that supports the narrative of investment

Service Providers Skills and Qualifications

- Service provider must have photo, video, and drone capability
- They must have experience working with or for the Government of Kenya
- Previous experience developing investor promotion materials is preferred.
- Ability to work quickly and have quick turnaround required
- Ability to effectively adopt comments and input required.

Process:

The service provider needs to submit:

- 1) Expression of Interest including ideas on what would be a vibrant video

- 2) Samples of previous videography and photography work done, preferably related to the sector or on investment promotion.
- 3) Inclusion of at least two references
- 4) A summary of proposed sites. In Annex 1, there is a longer list of what we are interested in capturing for the videos. However, the service provider can also provide recommendations.
- 5) The proposed schedule and timelines - The video should be completed within 60 days
- 6) Costing - which should include transport and logistic costs

The deadline to submit the above information is 5pm on 27th February 2021. The information should be submitted to gloria.cheche@msingi.com; Abreham.gizaw@msingi.com; and joemosoti@gmail.com.

ANNEX 1: PROPOSED SITES TO VISIT

The proposed sites to be photographed and recorded include:

- Standard Gauge Railways
- Port of Mombasa
- Nairobi Road network
- Special Economic Zones (Including Tatu City)
- Rivatex East Africa Ltd (Eldoret)

A. Industrial Parks - for sites that are planned for industrial development that offer more amenities, below is a list of areas that we would like to capture on each site, depending on what is available:

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| <ul style="list-style-type: none"> • Overall view of the land parcel and its close surroundings (drone footage) • Terrain (drone footage and photos) • Buildings and any key infrastructure (drone footage and photos) • Good tarmac roads and side roads • Paved walking areas - off road pathways • Entrance and exit points • (One Stop Service) OSS Building - customs, banks, park management • Effluent Treatment Plant (ETP)/ Zero liquid discharge (ZLD) • Parking spaces for vehicles and buses • Fire Brigade building • Police building • Medical Centre | <ul style="list-style-type: none"> • Security points & fences • Green spaces • Shops/hotels • Drains • ATM's • Power source • Local transport providers • If there are any working sheds/go-downs - trucks with containers backed up to load/unload, usually looks good • Sports fields/basket-ball courts etc • All types of good access - particularly for trucks and buses • Lighting - outdoor - especially if its solar etc |
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B. Built up sheds/go-downs - for sites that have developed sheds, below is a more detailed list of areas to capture, if they exist:

1. Overall lay of the land - aerial and side views (drone)
 - Overall view of the land parcel and its close surroundings
 - Main roads, side roads and walkways

- Terrain
 - Structures/buildings/sheds (go-downs/warehouses)
2. Access points
- General entry and exit areas and doors
 - Security points
 - Photos to capture if there is access all around the building for vehicles
 - Allocated space to build boiler rooms, compressors, generators
 - Loading bays, 'goods in' and 'goods out' areas, with respective heights - (photos to capture whether the offloading/loading level is the same as the truck height, if possible)
3. Fire exits:
- Fire escapes
 - Internal storage rooms
 - Handles on fire exit doors
 - Safe fire collection points for employees
 - Access for fire engines e.g. roads leading to the building
 - External hydrants for fire services to connect hoses to
 - Fire resistant doors
4. Toilets
- WCs/toilets (photos to capture whether there is an equal ratio of toilet facilities for male and female employees)
 - Showers and bathrooms for employees
 - Brands of WCs, e.g. Turkish, European, other
 - Guest bathroom facilities
5. Others
- Drainage and piping
 - Photos to capture where the rainwater flows - especially from the shed roof
 - Ready built canteens - (photos should capture if they would be able to hold and cater for 500 people)
 - General lighting - (photos should capture the tone of lighting - the lower the better)