



5th August 2020

REFERENCE NUMBER: MGOZ/MPU T 62/2020

Destinations SMEs procurement Pilot 1 (2020): Tender for the design, branding and marketing consultancy of a territorial artisan label

Clarification No. 1

Clarification Request

Question 1: The tender asks for a Key Expert 4 – Marketing Strategist, holding a minimum MQF level 6 or equivalent qualification in Communication and Marketing.

Can you clarify if an expert with the following qualifications meets the criteria:
A Master's degree (Level 7) in Informatics and Web Analytics, a Bachelor's Degree BSc in Computing and Business (Level 6). and Professional Diploma (level 5) in Digital Marketing.

Answer 1: **As stated in Clause 3.3.4 in Section 3 of the tender document, 'the marketing strategist shall be a seasoned professional in the marketing field and shall hold, as a minimum, an MQF level 6 or equivalent qualification in Communication and Marketing.' If the proposed key expert does not hold the requested qualifications, he/she cannot be accepted.**

Question 2: Can the same key expert be the same person for the Project Manager, Branding Strategist and Marketing Strategist?

Answer 2: **A person can fill the role for more than one key expert as long as he satisfies all the requisites of the roles he is proposed for.**

All other tender documents, conditions and requirements, which are not superseded by this Clarification, remain in place.