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<b>REQUEST FOR PROPOSAL FOR LOGISTICS AND COMMUNICATIONS WORK</b>
<b>“French-South African Video Game Meetups” 28<sup>th</sup> November 2023 – 9<sup>th</sup> December 2023</b>
<b>Cape Town - Johannesburg- Cape Town</b>

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## **1. PRESENTATION**

### **About IFAS (French Institute of South Africa) & SCAC (The French Embassy, Cultural and Cooperation Department)**

IFAS and SCAC are attached to the Embassy of France in South Africa, Lesotho, and Malawi. These two entities strive to strengthen the bond between France and South Africa. They are part of a French cultural network of 131 SCAC and 98 French Institutes from all over the world.

IFAS and SCAC are committed to supporting innovative cultural, scientific, audio-visual, academic, educative, and linguistic initiatives. They also provide technical support in the health arena and are dedicated to aiding the actions of South Africa and Lesotho's civil societies in the areas of governance, human rights, the fight against inequalities, and the prevention of gender-based violence.

Throughout the year, the Institute supports artistic, scientific, linguistic, and festival events all over the country and offers a platform for cooperation in the areas mentioned above. Another objective is to encourage cultural diversity and exchanges between South Africa, France, and the rest of the African continent.

### **About Africa Games Week**

AFRICA GAMES WEEK – Cape Town - is the largest gathering of African game developers, exporters and leaders in the world and this year is pushing the boundaries to make sure the African industry is meeting and building a community to develop the industry. Africa Games Week strives to shine a spotlight on the creatives and businesses rising around Africa. The purpose is to discover, engage, connect, and expose the amazing talent and opportunities that exist and to develop a community of African Game Industry representatives that can lead the narrative.

### **About Playtopia**

Founded in 2018, Playtopia is Africa's first annual destination Indie Games & Immersive Arts festival and conference. It is a gathering of South African and global creators and players, where the African scene is celebrated. Playtopia is a place for people to come together to share ideas, connect across continents and disciplines, and exhibit work.

### **About the first French-South African 2022 video game meetups**

The French Institute of South Africa, in partnership with the South African office of Business France, organized in South Africa, from November 28 to December 2, 2022, the first "French-South African video game meetups" on the occasion of Africa Games Week, the largest trade show dedicated to video games on the continent. 9 French video game professionals engaged with the South African gaming ecosystem to explore market opportunities, engage in partnerships, and promote the French offerings and expertise.

2023 will see an extended second offering of this programme. 10 French expert delegates will attend and network with Johannesburg intuitions and businesses within the field as well as take part in both Africa Games Week and Playtopia 2023, in Cape Town.

View the 2022 Video Game Meetups video [HERE](#).



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### **Project Team**

The “French-South African Video Game Meetups” will be spearheaded by a team at IFAS in collaboration with Business France, Africa Games Week, and Playtopia

IFAS Team:

- Emmanuelle Denavit-Feller – *Audiovisual Attaché*
- Lauren Fletcher – *Audiovisual Projects Manager*
- Candice Mailhé - *Cultural and Audiovisual Officer*

## **2. OBJECTIVES**

This “French-South African Video Game Meetups” project is a continuation of the first meetings organized in 2022 by the French Institute of South Africa (IFAS) and Business France, with the support of the French Institute in Paris.

The objective of these meetings is to allow companies to better understand the South African and international gaming market, to stimulate opportunities on the continent, and to work with South African partners on the structuring of their ecosystem, for example through partnership agreements between incubators. The meetings revolve around pitching/matchmaking sessions, dedicated conferences, site visits, B-to-B meetings, and dedicated sessions within Africa Games Week, and the Playtopia festival.

The first edition aroused strong interest from French participants and South African partners and brought to light numerous cooperation and business opportunities. This second edition therefore aims to amplify and sustain our action in this area, based on the assessment carried out after the 2022 meetings. It also aims to support independent creation by relying on the Playtopia festival, in addition to Africa Games Week.

## **3. PROGRAMME (Provisional)**

The program of the delegation will be organized in two overlapping parts:

### ***Part 1: Gaming Experts (pax 8)***

- 28 Nov: arrive in Cape Town (CT), from France, hotel check-ins and Welcome dinner
- 29 Nov: AGW VIP programme (to be arranged by Africa Games Week)
- 30 Nov – 2 Dec: delegates to attend Gaming Studio Visits, Institution Visits and Africa Games Week Programme



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- 3 Dec: Delegates Day off – they can explore CT
- 3 Dec, Evening: Fly CT-JHB
- 4-5 Dec: Johannesburg networking programme with local institutions and studios (IFAS to arrange programme)
- 6 Dec (Eve): Leave Johannesburg for France

#### **Part 2: Digital Arts Experts (pax 2)**

- 4 Dec: Arrive in JHB in the morning, from France, and begin the Johannesburg networking programme in Braamfontein with the Gaming Experts above
- 5 Dec: studio visits across JHB with the Gaming Experts above
- 6 Dec (morning): Fly JHB – CT, and then studio visits across Cape Town
- 7 Dec: Institution visits during the day, and Playtopia Welcome event in the Evening
- 8 Dec: attend Playtopia Programme at the Homecoming Centre, District 6
- 9 Dec: Breakfast and then fly out from CT to France

## **4. REQUIREMENTS & BUDGETS**

We will require the agency to ensure the realization of transportation (international and domestic flights, local transportation), hosting reservation, some catering, and communication-based on a programme of meetings and events managed by the IFAS project team.

**The total budget cap allocated to this is R600 000.**

This translates to co-ordinating the following, with proposed ideal budgets, **all taxes included** – on contingency of IFAS receiving full funding:

### **1) Hospitality estimate ZAR 230 000**

To include:

- Accommodation for 5-7 nights per guest in a 4-star hotel (part stay in JHB and part stay in CT as per programme). Cape Town accommodation to be near Cape Town CBD. Johannesburg accommodation to be several km proximities to Braamfontein
- Planning of meals for each guest (10) for the duration of the stay in SA. This includes the reservations of restaurants (for lunch and dinner)
- Development, printing, and distribution of Delegation Welcome Packs ~ 20. Materials to be eco-friendly as best as possible

### **2) Transport estimate ZAR 300 000**

To include:



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- 10 x international return flights from France to SA
- 10 x domestic flights between CT and JHB
- Domestic transportation for guests, daily for the duration of stay as per programme. This includes but is not limited to: Transport for guests between airports, between their accommodations and venues, as well as between venues.

### **3) Special Event Estimates ZAR 10000**

To include:

- 1 x cocktail networking event in CT or in JHB for a pax of 40

### **4) Marketing estimates ZAR 60 000**

To include:

- Production of a 2-5min video capturing the essence of the project and with interviews from selected delegation members. Short clip Instagram reels footage
- Photography documentation of the event

**\*NB The agency fee is included in these budgets and will need to be proposed by the agency.**

## **5. HOW TO APPLY**

Interested candidates must submit the following documents/information to demonstrate their qualifications:

- Technical proposal which explains their understanding of the work and provide a brief methodology on how they will approach and conduct the work, including a tentative schedule. The proposal will also explain why they are the most suitable to perform the work
- Financial proposal which shows the details of budget lines.
- 2 references that can be contacted and examples of similar projects

Interested candidates are requested to submit an electronic copy of their expression of interest/proposal with the subject **REF: "VIDEO GAMES FRENCH-DEL 2023– [name of Bidder]"**.

### **Applications must be submitted to**

**Lauren Fletcher:** [Lauren.fletcher@frenchinstitute.org.za](mailto:Lauren.fletcher@frenchinstitute.org.za)

And **Emmanuelle Denavit-Feller:** [emmanuelle.denavit-feller@frenchinstitute.org.za](mailto:emmanuelle.denavit-feller@frenchinstitute.org.za)

**by 1 September 2023, COB.**



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→ Further information about the project may be obtained from the team.

Requests should be addressed by email to Lauren Fletcher, [lauren.fletcher@frenchinstitute.org.za](mailto:lauren.fletcher@frenchinstitute.org.za) and Emmanuelle Denavit-Feller [emmanuelle.denavit-feller@frenchinstitute.org.za](mailto:emmanuelle.denavit-feller@frenchinstitute.org.za)