

EXPRESSION OF INTEREST

The Retirement Benefits Authority (RBA), established through the Retirement Benefits Act (1997), is a customer focused organization that prides itself in its service delivery. The Authority is committed to ensure that it delivers quality services to the stakeholders through continual improvement of its services. To achieve this, RBA aims to ensure that all people in their working life get access to retirement benefit facilities and that those who have retired get their correct retirement benefits on timely basis. The organization hopes to achieve this by creating an enabling environment for retirement benefits schemes to thrive and instill confidence in the retirement benefit industry.

In this regard **the Authority intends to stimulate a country-wide public awareness campaign on the need and importance of saving for retirement through media activation and tracking of RBA's Public Awareness Campaign.**

The Authority invites sealed bids from interested reputable firms to present their Expression of Interest consisting of a cover letter and statement for qualifications. The qualifications should provide information demonstrating:

- expert qualifications and relevant experience in media activation and tracking
- technical and managerial qualifications to undertake the service
- names and qualifications of key personnel
- details of company profile and copies of audited accounts and financial statement.

Interested companies must ensure that they additionally provide a copy of certificate of registration, a copy of membership to Association of Practitioners in Advertising, a copy of PIN certificate, VAT registration certificate and details of similar services undertaken in the last 5 years.

The relevant committee will evaluate and prepare a shortlist of firms to whom Request for Proposals/Quotations shall be sent. We shall give feedback to all participants after the evaluation exercise.

Expression of interest should be delivered in a plain sealed envelope clearly marked RBA/EOI/PEPA/613/049/09 and addressed to:

The Chief Executive
Retirement Benefits Authority
Rahimutulla Towers, Upper Hill Road,
P.O. Box 57733-00200 Nairobi
Tel: 2809000, Fax 2710330,

The envelopes should be deposited in the Tender Box on 13th Floor, Rahimtulla Tower, Upper Hill Road, Nairobi so as to be received by **12.00 noon, November 17, 2009.**

RETIREMENT BENEFITS AUTHORITY
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