REQUEST FOR PROPOSAL | REF. 022608

Egypt Offshoring and Investment Promotion Program (EOIPP)

Consolidated Bidder Q&A

Issued following the online Q&A session of 10 September 2026. Shared with all bidders as the formal record.

This document consolidates the clarification questions received from bidders and ITIDA's responses. Questions relating to tax, VAT and withholding treatment, payment terms, the media funding mechanism, bid and performance security, and the 15% performance-retention mechanics are being finalised by ITIDA's finance and procurement teams and will be issued in a separate note. All other terms of the RFP remain unchanged. The submission deadline is 20 September 2026, and all submissions are made through the official channels set out in the RFP.

A note on the nature of this program. The EOIPP is, first and foremost, a digital positioning and investor-facing marketing program. Its purpose is to make Egypt findable, credible, and convincing to enterprise location and sourcing decision-makers as an offshoring and Global Business Services destination. Qualified Investment Leads are the outcome of that positioning and demand-generation work, not a stand-alone lead-generation exercise. As set out in the RFP, positioning establishes the foundation; campaigns bring the right audiences to it; content and conversion turn interest into qualified conversations; and ITIDA takes those conversations forward. Bidders should read the answers below in that context: strong digital positioning and thought leadership are what generate strong leads.

1. Eligibility and Consortium

The most common area of questions concerned who may bid and how consortium experience is treated.

Q1. Can the requirement for two comparable international B2B demand-generation or investment-promotion campaigns be met collectively across a consortium?

A. Yes. Where bidding as a consortium, that experience may be met collectively across the consortium members. A firm may bid either as a single agency holding all the required experience, or as a consortium whose members together provide the required expertise across the different areas. The lead entity assumes full contractual responsibility.

Q2. Is there a location preference, and must the lead or a consortium member be based in Egypt?

A. There is no location preference. Firms based inside or outside Egypt may participate, whether in Europe, North America, or the Middle East and wider MENA region. There is no requirement for the lead entity or any consortium member to be based in Egypt; a fully international agency may act as the lead or bid as a single firm.

Q3. May experience delivered by named key personnel at previous employers be counted?

A. Yes. ITIDA focuses on demonstrated know-how, provided the agency or the named personnel working on the project can show relevant prior experience aligned to the requirements. Acceptable evidence includes reports, KPIs and campaign results (for example, number of downloads or other verifiable indicators); bidders may propose the indicators, which ITIDA will evaluate in the proposal.

Q4. Where two consortium members share a common shareholder or director, how is this treated?

A. Any shared ownership, directorship, or relationship that could constitute an actual or potential conflict of interest must be disclosed under the conflict-of-interest declaration in Appendix A. Provided it is properly disclosed, it does not preclude participation.

Q5. May a law firm participate as a consortium member solely in a legal, regulatory and investment-support capacity?

A. This is at the bidder's discretion. Whether the consortium includes legal or regulatory representation is for the bidder to determine based on how they wish to structure their delivery. There is no ITIDA requirement either way.

2. The 120 Target, Qualified Investment Leads and Attribution

This is the core of the programme. The following clarifies the target, what counts, and how leads are treated.

Q6. Is the 120-QIL target an aggregate target, or split by market and segment?

A. The 120 QILs is an aggregate target across the three years, indicatively around 40 per year after ramp-up. There are no fixed quotas by individual country or segment. The distribution across markets and service segments is agreed with ITIDA during the inception phase, where the timeline, content alignment and targets are set. ITIDA will provide an initial reference list of priority areas, companies and entities as a starting point.

Q7. If a bidder determines that reaching 120 QILs requires media investment above the indicative range, is the target fixed regardless?

A. This is negotiable. ITIDA is engaging bidders for their expertise. If a bidder assesses that the target requires media investment above the indicative range, the final QIL commitment and the approved media investment can be agreed together with ITIDA, and reviewed year by year. Bidders should set out their proposed model and rationale; there is flexibility to align the committed target and the approved budget.

Q8. Will ITIDA provide an indicative, activation-relative QIL profile for the ramp-up period?

A. Yes. The ramp-up period is within the first six months of campaign activation. Bidders propose their ramp-up model, which is then agreed and signed off in the inception report.

Q9. How are reactivated (dormant) leads, ITIDA-introduced leads, and leads from events or partners counted?

A. QILs are counted according to how they are generated through the programme and validated jointly with ITIDA. This is primarily a digital positioning campaign to establish Egypt as a strategic investment destination, and leads are the end goal of that activity. ITIDA will not reject a lead simply because it does not come from a usual channel or falls outside a named target market, provided it is a serious, genuine lead. A lead that is handed to ITIDA and is qualified against the criteria in the RFP will count. Marketing Qualified Leads (for example, analysts or consultancies gathering data about Egypt) are tracked separately and do not fall within the 120 QILs.

Q10. Can a single company generate more than one QIL?

A. This is considered case by case. Where a company comprises genuinely distinct entities or business units that operate separately, more than one QIL may be recognised. ITIDA does not reject leads based on their source, provided each is legitimate and qualifies.

Q11. Is there a set marketing attribution window?

A. ITIDA has not fixed a single attribution window. Bidders should propose their methodology, attribution window and duration as part of their approach; this is an area for bidder expertise, to be confirmed at inception.

Q12. Once a lead enters the CRM, what is the follow-up process, and who converts an MQL into a QIL?

A. The provider captures and nurtures leads through the funnel (Reach, then MQL, then QIL). A Marketing Qualified Lead is someone showing general interest in the content (for example, downloading a report, engaging with a post, or visiting the promoted site). It becomes a Qualified Investment Lead when the prospect moves from general interest to specific interest, for example, requesting detailed operational or cost data while comparing locations, at which point they need someone from ITIDA to take over. Delivery of a validated QIL is the handoff point: the provider hands the lead to ITIDA, and ITIDA's team

takes responsibility for the subsequent investment conversation. The lead counts for the provider once validated, regardless of the eventual investment outcome.

Q13. If a validated QIL delays their response to ITIDA past the reporting period, does it still count?

A. This is handled case by case, based on the timeline between the prospect's engagement and the handover to ITIDA. Where a prospect responds after a delay, the lead can still be counted and dated back appropriately. Because assessment is cumulative (reviewed monthly and quarterly, and annually), a lead can be recognised within the annual target even if it matures after an interim reporting point.

3. Target-Account Data and Validation

Q14. What is the size and detail of the initial target-account list?

A. ITIDA provides an initial priority target list at kickoff as a reference. The precise field depth, recency and historical range are not detailed in the RFP; the provider builds on and maintains this data within the programme CRM. Some target data is already presented in the RFP, some is agreed at inception, and the target universe is refreshed over the programme as priorities, events and market focus evolve.

Q15. What is the validation turnaround (SLA) for submitted QIL batches?

A. A dedicated team will be assigned to this programme, so validation moves quickly, targeting a turnaround of three to five business days. The formal service level, together with the working model and the committee responsible, is confirmed during the inception phase.

Q16. What dormancy period defines an inactive opportunity, and how are duplicates handled against ITIDA's pipeline?

A. The dormancy threshold and de-duplication rules are defined during the inception phase and configured within the programme CRM, so that submitted leads are aligned against ITIDA's existing pipelines.

Q17. Section 5.3 references a minimum company-size threshold to be defined at inception. Can this be indicated?

A. The minimum company-size threshold varies by market and by service segment, as different industries have different typical company sizes. ITIDA will work closely with the provider on targeting for each market and segment during the inception phase, so an indicative threshold is set together at that stage rather than fixed in advance.

Q18. To confirm: the provider submits the leads it generates, and ITIDA validates them?

A. Yes. The provider submits all the leads it generates, and ITIDA and the provider validate them together against the criteria set out in the RFP.

4. Microsite, Content and Approvals

Q17. What is the status of the microsite, and what access will the provider receive?

A. The microsite is built but not yet live; bringing it live and establishing Egypt's digital positioning is part of the programme scope. ITIDA retains the underlying platform, build and hosting, and developing the website infrastructure is not in scope. The provider receives administrative access and approvals to implement and maintain content, tracking, analytics, conversion tags and A/B testing, and to connect the site to media platforms for traffic and performance analysis.

Q18. What is the content-approval process?

A. ITIDA approves content before publication. The ITIDA team works with the provider step by step throughout, so work is not completed in isolation and then found to be off-track; support is provided along the way.

Q19. Will ITIDA provide existing content assets and case studies?

A. Yes. Following the inception phase and the digital positioning assessment, ITIDA will share the history of relevant prior activities and available assets, so the provider does not start content or strategy from scratch.

Q20. Is multilingual content and translation the provider's responsibility?

A. Yes. Multilingual support, including translation for video productions or content in different languages, is the provider's responsibility.

Q21. Is a website redesign required?

A. No redesign of the website is required; the scope concerns content and its formatting, not structural redesign.

Q22. Is on-site work required for event content and production?

A. Full event logistics beyond the digital scope are not the core mandate. However, media coverage and production support around international events may be requested: bidders should propose their approach, including the ability to help ITIDA connect with and source on-ground agencies and support teams for production and coverage at international events. Bidders should also expect to undertake production of design materials, promotional videos and content, as the programme is a digital campaign encompassing social-media and website content management.

5. Partnerships, CRM and Technology

Q23. What is meant by the partnerships and market-access pillar?

A. This concerns engagement with international associations, location consultants and other investment-promotion bodies to improve access to newly published reports, data points and proof points about Egypt. Fees relating to any relationship with trade bodies or associations are treated separately from the RFP; bidders may suggest relevant consultancies, associations or market-access partners, and these are handled separately from the programme budget, not included within it.

Q24. Must the CRM connect to ITIDA's systems, and does the provider build it from scratch?

A. The proposed CRM, analytics and integrations should connect to ITIDA's platform and data sources. The provider does not need to build a CRM from scratch; a commercial off-the-shelf, plug-and-play solution is preferred, as the technical build is not the main scope and ITIDA does not want significant budget invested in building a CRM tool. The approach is agreed at inception.

Q25. May a bidder propose its own CRM platform, and can it be hosted internationally?

A. Yes. A provider may propose its own platform provided it meets the requirements and connects cleanly (plug-and-play) to hosting. Bidders may present a selection of platforms for agreement. Both Egypt-based and international cloud hosting are acceptable.

Q26. What cybersecurity standards apply?

A. The microsite is being developed under Egypt's MCIT and government regulations, and ITIDA's technical team will confirm requirements at inception. Bidders may present their assessment and recommendations in their proposals, to be agreed with ITIDA's technical development team.

Q27. Will ITIDA provide consent language and privacy notices for lead acquisition?

A. ITIDA's standard privacy policy can be shared. Detailed data-protection and consent requirements are confirmed at inception with ITIDA's technical team.

6. Markets, Strategy and Programme Approach

Q28. Should bidders focus only on the named markets, or may they propose additional ones?

A. Bidders may propose additional markets where there is a clear rationale, typically an existing lead source in that market. ITIDA is open to lead generation across different markets and companies. The approval process is intended to be fast and is set during the inception phase.

Q29. Are there preferred industry sectors within each geography?

A. There are preferred tiers and industry priorities, applied as a mix of market and sector (for example, certain regions are known for particular industries). Beyond that, all markets, tiers and industries are welcome to be considered as leads.

Q30. Is the 80/20 new-vs-expansion split a strict contractual KPI?

A. No. The 80/20 new-to-expansion split is an indicative, directional preference for campaign optimisation, not a formal pass/fail metric for release of the performance retention. The actual mix (which may be 70/30, 50/50, or otherwise) depends on the segment, sector and market, and is planned together with ITIDA as part of campaign optimisation. Reaching decision-makers to influence expansions differs from attracting new investors, so the mix varies by market and is not one-size-fits-all.

Q31. Is an indicative calendar of events, roadshows and webinars available?

A. Yes. ITIDA maintains a regular calendar, with a set agenda per quarter and major international events and trade shows often planned at least six months in advance. The provider will have access to the calendar on a regular basis.

Q311. Can you describe the annual engagement cycle, and when is lead generation particularly important?

A. Lead generation runs continuously across the year, but it is amplified around ITIDA key moments — major international tech and offshoring events, trade missions, and roadshows. Bidders should propose how they align campaign intensity with those moments. The indicative events calendar is confirmed at inception.

Q312. How should paid campaigns complement in-person events and other engagement activities?

A. This is a core part of the scope; Pillar 6 covers digital integration with on-ground activities. Paid campaigns are expected to build audiences before events, drive registrations and attendance during them, and retarget and nurture afterward, so the digital and in-person efforts reinforce each other rather than run separately.

Q32. Will GAFI or another Egyptian government body co-ordinate this programme alongside ITIDA?

A. No. ITIDA is the Investment Promotion Agency for the IT industry in Egypt and runs this programme.

7. Scope Boundary — Digital Positioning and Lead Generation

Several questions sought to clarify the nature of the mandate. The following is important.

Q33. Is this a pure digital marketing mandate, or does it include non-digital lead generation and direct engagement with leads?

A. At its core this is a digital positioning program. ITIDA is seeking an agency with strong digital and thought-leadership expertise to position Egypt as an offshoring and Global Business Services destination, and lead generation is the result of doing that positioning well. Understanding the offshoring industry, tracking the reports and thought leadership the ecosystem is discussing, engaging ecosystem partners, and producing strong content (reports, webinars, videos, success stories) is how qualified leads are generated. The provider generates leads digitally and does not contact or commercially engage the leads directly; ITIDA handles engagement, and separate arrangements cover physical lead generation. Offline events are one supporting pillar where on-ground production and coverage support may be required. In short, this is not a stand-alone lead-farming exercise: strong digital positioning is the foundation, and qualified leads follow from it.

Q34. May the provider or its affiliates commercially engage QIL or programme-sourced prospects for its own services outside this programme?

A. As the provider for this tender, the bidder is not to contact or commercially engage the leads. The mandate is digital promotion and lead generation; ITIDA manages engagement with the leads directly.

8. Commercial (High-Level)

Detailed commercial, tax and retention matters will be issued in a separate finance and procurement note. The following high-level points are confirmed.

Q35. In what currency are fees and invoices issued, and how is media treated?

A. All fees and invoices are issued in US Dollars. Media expenditure is treated as a transparent pass-through, presented separately from professional fees and not bundled in. The indicative annual net paid-media planning range of USD 160,000–230,000 is provided to allow comparable planning; this is a yearly figure, with at least this indicative amount allocated to the campaign each year across the three years.

Q36. Should pricing be itemised, and is the media budget separate from agency fees?

A. Yes. The media budget is separate from the agency fees and from the proposed activities, and pricing should be presented as an itemised model so ITIDA can understand how each pricing element maps to the technical proposal. Financial information must not appear in the technical proposal; the two proposals are submitted and evaluated separately.

Q37. Are CRM, automation and data-enrichment licence costs subject to the 15% retention?

A. Any tool subscriptions or licence payments are paid separately from the 15% performance retention. Full detail is provided in the forthcoming finance and procurement note.

Q38. Does ITIDA retain ownership of programme data and materials?

A. Yes. ITIDA retains full ownership of all programme data, leads, content and dashboards. At the end of the three years the handover must be smooth, with ITIDA holding ownership of all materials produced during the programme.

Further Questions

A separate note covering tax, VAT and withholding, payment terms, the media funding mechanism, bid and performance security, and the 15% performance-retention mechanics will follow from ITIDA's finance and procurement teams. Any further clarification questions may be submitted in writing through the official channels in the RFP and will be addressed with all bidders. The submission deadline is 20 September 2026. ITIDA thanks all participants for their engagement and looks forward to receiving proposals.