



NATIONAL HYDROCARBONS CORPORATION

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Open International Invitation to Tender No.002/AOIO/SNH/CSPM-OP/2025 of 25/07/2025 to contract a consultant to elaborate a marketing strategy for Exploration & Production (E&P) data of the Petroleum Information Center (CIP) of the National Hydrocarbon Corporation, Mfoundi Division, Center Region, Cameroon

1. Context

In 2003, the National Hydrocarbon Corporation (SNH) has put in place the Petroleum Information Center (CIP), assigning notably to that Division of SNH the mission to manage the National DataBase (BDN) of the national hydrocarbon upstream sector.

The establishment of the CIP has consisted as a first step on the elaboration and implementation of procedures consisting of **-(i)** the collection of patrimonial E&P data of Cameroon from upstream Oil&Gas, **-(ii)** the identification, classification and storage of those data, and **-(iii)** the provision of those data to interested third parties submitted to the payment of a tariff to cover the data management fees. The objective of those actions was to contribute to the promotion of the free blocks of the national Oil&Gas mining domain, and sustain the exploration and production activities in Cameroon. Subsequently, within the scope of partnership contracts between SNH and Co-contractors, the CIP has conducted the follow-up, in collaboration with others SNH Divisions which were involved, of projects to acquire new updated E&P data, reprocess existing data, and also ensure the marketing and the follow-up of related data management licenses.

20 years later, the actual requirements in terms of competitiveness, productivity, and profitability, suggest an update of the strategy and marketing approaches with the prior objective to promote Oil&Gas domain free blocks, and sustain exploration & production operations.

The available data products of CIP are coming from the activities of prospection, research, and exploitation of hydrocarbons (geology, geophysics, geochemistry, drilling, reservoir engineering, production) on the national Oil&Gas mining domain. Moreover, the management of geological samples of third parties is envisaged within the scope of the exploitation of The SNH Storage Site for the oil and gas drilling samples (SITE), located in Douala.

Also, the CIP offers two (02) principal types of services, as listed hereafter :

1. the provision of data (research and collection of data, copies of requested data on appropriate hard support, reformatting, scanning, digitalisation, reprography, data sending, elaboration and print of specific maps for different thematics) depending of the nature of the request ;

2. access to data :

- ✓ direct access, to physical data and/or soft data on workstation (Data Room/Show Room) ;
- ✓ distant access, via the SNH internet geo-portal (GeoSNH), actually in implementation ; and
- ✓ by downloading of data through a secured protocol of data transfert (submitted to the signature of a Contract or a Licence of utilisation).

2. Objective

The objective of this Invitation to Tender is to contract a Consultant to elaborate a marketing strategy for Exploration & Production (E&P) data of the Petroleum Information Center (CIP) of the National Hydrocarbon Corporation in Cameroon. The strategy to be elaborated, has to cover the different segments of the market, define a competitive offer and propose tools and actions with a view to promote the services proposed by the CIP, while maximising the added value of the available data.

3. Services to be provided

The services to be provided by the Consultant are listed hereafter :

❖ Analysis of the existing situation

- Proceed to a review of current missions of the CIP, with a view to highlight strengths and weaknesses,

and to propose updates and eventual improvements;

- Realise the audit of the contracts conclude between SNH (through the CIP) and its different clients and services providers, and submit proposals concerning the contractual strategy of the CIP, in relation with its missions and objectives.

❖ Market Analysis

- Conduct a market analysis of exploration & production data, including notably an identification of principal trends, key actors, actual and future needs of data users ;
- Evaluate the competition context and specify the competitive advantages of the CIP, compared notably to others National Data Base (BDN) in the geographical sub-region.

❖ Segmentation and targets definition

- Identify the segments of potentials clients (petroleum companies, service companies, governments, academic institutions, etc.) ;
- Propose a strategy of segmentation and targets definition adapted to different type of clients.

❖ Development of commercial offer

- Propose a tarification based on types and uses of data, in line with the standards of the international market ;
- Development of periodic subscription or single sale models, taking into account the needs of the different segments of the market ;
- Suggest a methodology and a periodicity for the revision of the price list of the CIP, based on the standards of the industry.

❖ Marketing Strategy

- Elaborate a Marketing and Communication Plan to reinforce the visibility of the CIP and its offers ;
- Define the appropriate communication channels (conferences, industrial exhibitions, scientific revues, online platforms, social networks, etc.) ;
- Propose actions to build customers loyalty and attracts new users (webinars, newsletters, demos, free trials, etc.).

❖ Operational recommendations

- Propose a chronogram of prior actions and recommendations for a progressive implementation of the Marketing Strategy ;
- Identify needs in terms of human, financial and technical resources, required for the execution of the Marketing Strategy.

❖ Training and Support

Based on the result of the analysis of the existing situation, the Consultant must envisage, and organise skills upgrade and/or training sessions for SNH agents concerned. The implementation of this training component will include the production of a training manual..

4. Duration of Execution

The maximum duration set by SNH for the execution of the work covered by this invitation to tender is six (06) months, as detailed hereafter:

Services to be provided	Duration
Analysis of the existing situation	01 month (1 st month)
Market analysis and segmentation	01 month (2 nd month)
Commercial offer development	01 month (3 rd month)
Elaboration of the Marketing Strategy	01 month (4 th month)
Finalisation of recommendations, Training and submission of deliverables	02 months (5 th et 6 th months)

5. Funding

The services, which are the subject of this Invitation to Tender, are financed by the SNH budget for the 2025 fiscal year.

6. Number of lots

This invitation to Tender consists of one (01) lot.

7. Conditions for participation

This Invitation to Tender is open to national and international companies and groups of companies, with proven experience in **carrying out studies concerning the marketing of exploration and production (E&P) data in the oil and gas sector.**

8. Consultation and Collection of the tender documents

The Tender Documents (DAO) can be consulted and collected during working hours, as soon as this Notice is published, at the Secretariat of the SNH Contracts Unit, located at its Head Office Building in Yaoundé, Cameroon, or by email (attn. : CelluleDesMarches@snh.cm).

The collection of the DAO will be done at the aforementioned Secretariat, upon presentation of proof of payment of the non-refundable sum of One Million (1,000,000) CFA Francs, net of any fees or bank charges, into the SNH bank account opened at BICEC Cameroon, with the following account details: Bank: 10001; Agency: 06860; Account Number: 12270660000; Key: 53; Branch: Yaoundé-Centre; IBAN: CM211000106860 1227066000053; Bic: ICLRCMXXXX.

9. Deadline for acquiring the Tender Document

The deadline for acquiring the Tender Document is set for **Friday, 05th September 2025, at 3:00PM (local time, GMT+1).**

10. Clarifications to the Tender Document

Any Bidder wishing to obtain any clarification of the Tender File may make a request by written correspondence or e-mail addressed to the SNH Public Contracts Unit (CelluleDesMarches@snh.cm), which must be received no later than forty-eight (48) hours before the date of the pre-bid or preparatory meeting.

SNH will respond during the pre-bid meeting to requests for clarification received. A copy of the response indicating the corresponding question asked will then be sent by SNH Public Contracts Unit to all the companies that participated in the pre-bid meeting.

SNH reserves the right not to give any written response to verbal questions. Any misinterpretation by a bidder of the documents of the Tender File that has not been the subject of an addendum will be rejected and the Project Owner will not be held responsible.

11. Date, time and venue of the pre-bid meeting

In order to ensure that the Bidders understand all the aspects of the project and the context in which it is involved, SNH is organising a pre-bid meeting with the consulted companies on **Thursday 11th September 2025, at 10:00 AM (local time, GMT+1)**, at the National Hydrocarbons Corporation Head Office in Yaoundé, Center Region, Cameroon. This meeting will be followed by a visit to the work site.

The purpose of the pre-bid meeting and the site visit will be to provide clarification on any questions, particularly of a technical nature, that may arise.

Failure of a Bidder to attend the pre-bid meeting and/or the site visit is grounds for disqualification.

A certificate of visit, signed by SNH, will be issued to participating companies.

It is understood that the related costs of participation at this meeting and the site visit, shall be borne by the consulted companies.

12. Submission of bids

Each bid, drafted in French or English, shall be submitted in seven (7) copies of which one (1) is an original and six (6) are copies, labelled as such. The bid must be deposited, in a sealed envelope, at the Secretariat of the Public Contracts Unit of SNH, P.O. Box 955 Yaoundé, Tel.: (237) 222 20 98 64, Fax: (237) 222 20 98 69, latest Thursday 02nd October 2025 at 1:00 PM (local time, GMT+1). The bid, deposited against a receipt, must be labelled as follows:

“To the attention of the Executive General Manager of the National Hydrocarbons Corporation :
Open International Invitation to Tender No.002/
AOIO/SNH/CSPM-OP/2025 of 25/07/2025 to contract a consultant to elaborate a marketing strategy for Exploration & Production (E&P) data of the Petroleum Information Center (CIP) of the National Hydrocarbon Corporation, Mfoundi division, Center Region, Cameroon”
- Confidential -
“To be opened only during the opening session ”

13. Bid Bond

Under penalty of rejection of the bid, each bidder must include in the administrative documents a bid bond of **three million CFA francs (3 000 000)**, issued by a first class bank or financial institution accredited by the Ministry of Finance to issue bid bonds within the framework of public contracts.

The validity period of the bid bond is one hundred and twenty (120) days with effect from the deadline for the submission of bids.

14. Admissibility of bids

Under penalty of being rejected, the required administrative documents must be submitted in originals and copies certified as true by the issuing services or competent administrative authorities.

They must be dated less than three (3) months before the deadline for the submission of bids.

Any bid not compliant with the requirements of this Invitation to Tender and the Tender File shall be declared inadmissible, notably the absence of a bid bond or failure to comply with standard documents of the Tender Document.

15. Opening of bids

The bids shall be opened in two (02) phases.

The first phase shall consist in the opening of bids A “administrative documents” and **bids B** “technical bids”. This phase will be followed by the opening of **bids C** “financial bids” from Bidders whose technical offer scores are greater than or equal to eighty points

out of one hundred (80pts/100).

The opening of bids A and B will take place at the SNH Head Office building in Yaoundé, **Thursday 02nd October 2025 at 2:00 PM (local time, GMT+1)**, by the **Special Committee for the Award of Contracts relating to Petroleum Operations**.

The companies consulted, or their duly authorised representatives with perfect knowledge of the file, may attend the bid opening sessions.

16. Evaluation of bids

❖ Elimination criteria

- a) Incomplete administrative file, technical bid or financial bid or non-compliance of one of the documents (including that of the members of the consortium, if applicable) after 48 hours granted by the Special Committee for the Award of Contracts relating to the Petroleum Operations to remedy the situation ;
- b) False declaration, substitution, falsification or non-compliance of an administrative or technical or financial document ;
- c) Absence or non-compliance of the bid bond ;
- d) Absence of methodology in the technical offer ;
- e) Services proposed by the bidder are non-compliant with the minimum defined in the Terms of Reference ;
- f) Unqualified technical staff of the Bidder ;
- g) Technical bid score less than eighty out of one hundred points (80pts/100);
- h) Absence or non-compliance of the bid bond ; et
- i) Absence of proof of having carried out at least one (01) study concerning the marketing of exploration and production (E&P) data in the oil and gas sector, within the last ten (10) years. In the case of a consortium, absence of proof for one of the Members of the consortium of having already carried out at least one (01) study concerning the marketing of exploration and production (E&P) data in the oil and gas sector, within the last ten (10) years.

❖ Essential criteria for evaluating technical bids

No.	Essential criteria	Score
1	Presentation of the bid	5 points
2	Understanding of the context and the objectives of the project	10 points
3	Methodology proposed by the bidder to implement the services to be provided	10 points
4	Experience of the Bidder in carrying out studies concerning the marketing of exploration and production data in the oil and gas sector, within last ten (10) years	40 points

5	References of the key technical staff that the bidder proposes to assign in studies concerning the marketing of exploration and production data in the oil and gas sector	35 points
Total technical score (Nt)		100

The evaluation of financial bids will take place after the analysis of the technical bids and only for those bids that have not been eliminated and have previously obtained a technical score of at least eighty points out of one hundred (80 pts/100).

The financial bid with the **lowest amount** will receive a financial score (Fs) of 100 points.

To calculate the other financial scores, the following formula will be used:

$$Fs = 100 \times \frac{\text{Cost of the lowest financial bid}}{\text{Cost of the financial bid under consideration}}$$

The weighting for the technical and financial bids is as follows:

$$\begin{aligned} \text{Weight of the technical bid (Pt): } &80\% \\ \text{Weight of the financial bid (Pf): } &20\% \end{aligned}$$

The overall score (Os) of a bid is obtained by weighting the technical score (Ts) by the technical weight (Tw) and the financial score (Fs) by the financial weight (Fw) using the following formula:

$$Os = (Ts \times Tw) + (Fs \times Fw)$$

The bid with the highest overall score (Os) will be considered the “best offer.” The other bids will be ranked in descending order based on their overall scores.

17. Awarding of the Contract

The Contract, subject of this Invitation to Tender, will be awarded to the Bidder presenting the “**best offer**”.

18. Validity period of bids

Bidders will remain bound by their bids for a period of ninety (90) days, with effect from the deadline for the submission of bids.

19. Additional information

Further information regarding this Invitation to Tender can be obtained from the SNH Contracts Unit during working hours at its head office in Yaoundé, P.O. Box 955 Yaoundé, Tel: (237) 222 20 98 64, Fax: (237) 222 20 98 69, Email: CelluleDesMarches@snh.cm.

Adolphe MOUDI
Executive General Manager