

FORM A. TECHNICAL OFFER

A1. BIDDER'S STATEMENT

Bidder:	[To be completed by the tenderer]	Date:	Date selection
CDO reference:	RFQN-INFLV-MD-014 The selection of a specialized company for the development of a brandbook and the visual identity of the "Moldova in EU" platform, intended to promote the image of the Republic of Moldova as a modern nation, aspiring to European integration and aligned with the values of the European Union.		
Information about the bidder's representative	Name and position: [To be completed by the tenderer] Telephone: [To be completed by the bidder] E-mail: [To be completed by the bidder]		

We hereby propose to perform the services in accordance with your RFQN -INFLV-MD-014 and our proposal. We present the proposal, which includes the technical offer and the financial offer.

We declare that all information in this proposal is true and accept that any misinterpretation or misrepresentation contained in this proposal may result in our disqualification.

The services will be provided in accordance with the tender documents and the Terms of Reference.

The undersigned certifies that he is duly authorized to sign this proposal and undertakes to execute it if the Foundation accepts this proposal.

We understand and acknowledge that you are under no obligation to accept any proposal that you receive.

Name: _____

Date, signature: _____

A2. TECHNICAL OFFER FORMAT

Bidder:	[To be completed by the tenderer]	Date:	Date selection
CDO reference:	RFQN-INFLV-MD-014 The selection of a specialized company for the development of a brandbook and the visual identity of the "Moldova in EU" platform, intended to promote the image of the Republic of Moldova as a modern nation, aspiring to European integration and aligned with the values of the European Union.		

The technical offer is to be prepared according to this form. If the offeror is required to use a specific approach under the Terms of Reference, the offeror must describe how it intends to comply with the requirements.

The technical offer shall include, but shall not be limited to, the following:

- **Brand concept and creative vision** : Example creative vision with optional preliminary mockups or mood boards that provide visual direction for elements such as logos, color palettes, typography, web page previews or other brand components, demonstrating the conceptual approach. They will include a concise description of the approach, including the proposed process for creating the brandbook, the main stages and the methodology.
- **Team composition and expertise** : Team outline, together with a maximum of 3 CVs of the key experts involved, highlighting relevant experience in branding, design and strategic communication.
- **Previous performance and experience** : Description of the company's previous projects with a similar area of activity, especially branding or national identity/national campaigns. Projects for governments or international organizations are preferred. Links to portfolio or references for similar projects completed in the last five years.
- **Regulatory documentation** : Copy of the document confirming the legal registration of the bidding company.

Note: The Bidder may provide comments and suggestions for improvement regarding the Terms of Reference or additional services to be provided beyond the requirements of the Terms of Reference, if any.

Date, signature (stamp)