

## **Market orientation**

### **Car rental Ghana - ref. 202508092**

#### **Organisation: The Netherlands Enterprise Agency**

##### **Netherlands Enterprise Agency**

The International Department of the Netherlands Enterprise Agency (in Dutch: Rijksdienst voor Ondernemend Nederland, RVO) supports projects and collaborations that help create:

- A more stable business environment and solid entrepreneurship;
- More sustainable value chains;
- Better employment opportunities, especially for young people;
- Business process innovation (digitalization);
- Sustainable trade and investment by Dutch companies in international markets; and
- Opportunities for companies to export to Europe and other regions.

More information about RVO can be found on: [www.rvo.nl](http://www.rvo.nl) and <http://english.rvo.nl/> and [Developing a strong and sustainable private sector \(rvo.nl\)](http://www.rvo.nl/en/developing-a-strong-and-sustainable-private-sector).

##### **Purpose of the notification**

The purpose of the market orientation is to identify interest of organisations available and able to carry out this assignment. So this market orientation is not a request for proposal and it is not allowed to send a proposal or motivation letter.

##### **Extent and duration**

The assignment is expected to run from the moment the tendering and contracting procedure has been completed, with the defined activities to be carried out until 30 April 2030.

##### **Budget indication**

Max. € 101.380,- excluding Netherlands VAT and (if applicable) including local foreign VAT and all other costs and/or fees.

##### **Purpose of the assignment**

RVO is the lead implementing partner of the EU-funded "Green, Digital and Inclusive Private Sector Development Action". This action will contribute to fostering a greener, more digitalised and inclusive private sector in Ghana. The focus lies particularly on sectors such as the creative and heritage industries, healthcare, and pharmaceuticals.

For the implementation of this action, a local project team will be formed. The local project team will occasionally travel to the field, which are likely the surroundings of Accra, Kumasi, Tamale and Takoradi.

In this regard, RVO seeks a local car rental company (service provider). The service provider will – upon request – provide a car inclusive of a driver for a certain period during the implementation of the Green and Digital Inclusive Private Sector Development Action.

##### **Goals and deliverables**

The objective of this assignment is for RVO to establish a framework agreement for on-demand car hire. The service provider will supply the vehicle, including a driver.

The following results need to be achieved during the assignment:

- A framework agreement is signed between RVO and a (local) car rental company;
- Rental cars inclusive of drivers are provided on a request base.

The activities aimed at achieving these two results are:

##### **1. Provision of vehicle**

- The service provider shall maintain the availability of different vehicle types, tailored to regional needs and road conditions;

- The service provider should be able to provide SUVs, 4x4 vehicles and mini vans;
- The car rental company should be able to provide all the vehicle types in the project locations which are Accra, Kumasi, Takoradi and Tamale (and surroundings);
- All vehicles must be in excellent mechanical condition, regularly serviced, and compliant with Ghanaian road safety regulations.
- The company must ensure that the required type of vehicle is readily available in each of the four project locations or can be deployed there within the agreed notice period;

## **2. Driver Services**

- Each vehicle shall be provided with a professional, licensed driver;
- The driver should have at least 3 years of driving experience;
- The driver is trained in defensive driving and basic first aid;

## **3. Safety and Quality Standards**

- All vehicles are fully insured and roadworthy;
- Seatbelts are functional for all passengers;
- Emergency supplies are available in the vehicle (first aid kit, fire extinguisher, spare tire, jack);
- Air conditioning, brakes, and headlights are functional;
- Vehicles are clean, well-maintained, and presentable

## **4. Request and Deployment Procedure**

- Vehicle requests will be made via purchase orders (POs) issued by RVO. The PO will specify the location, type of vehicle, expected duration, and any special requirements;
- The car rental company must be able to deploy the vehicle within a maximum notice period of one (1) week after receipt of a purchase order.
- In urgent cases, the company should endeavor to respond within a shorter time frame, subject to availability.

## **5. Invoicing and Payments**

- The company shall issue a single consolidated invoice on a monthly basis, summarizing all vehicle rentals and services provided during the month;
- Each invoice must reference the corresponding purchase orders, rental dates, vehicle type, and driver service if applicable;
- All billing must be transparent, itemized, and aligned with the agreed price schedule in the framework contract;
- RVO will process payments in accordance with its internal financial procedures and timelines.

## **6. Communication and Contact Point**

- The car rental company shall designate a dedicated account manager or focal point responsible for:
  - o Receiving and confirming vehicle requests;
  - o Coordinating dispatch and driver assignments;
  - o Handling feedback, complaints, or service issues;
  - o Ensuring adherence to contractual terms;
  - o The service provider must be reachable during normal working hours and maintain responsive communication to facilitate smooth operations.

## **Requirements**

The requirements of this assignment are as follows:

- The service provider must supply vehicles with drivers within a notice period of one (1) week under a framework agreement.
- Vehicles should include SUVs, 4x4s, and minivans and be available in Accra, Kumasi, Tamale, Takoradi, and surrounding areas.
- Vehicles must be roadworthy, insured, and compliant with Ghanaian regulations, with basic safety and emergency equipment (seatbelts, first aid kit, fire extinguisher, spare tire, jack).
- Each vehicle must be supplied with a licensed driver, trained in defensive driving and basic first aid.
- Vehicles are requested via purchase orders, and the service provider should be able to deploy vehicles within a reasonable notice period, typically one week.
- The provider should designate a contact person or account manager to coordinate requests and communication and have measures to ensure continuity of service in case of vehicle unavailability.

In case you possess demonstrable experience in similar projects you are invited to express your interest to the contact person mentioned below.

## **Application**

Interested companies are invited to send an expression of interest to the Netherlands Enterprise Agency by sending an e-mail to Romy van der Ham, [Romy.vanderham@rvo.nl](mailto:Romy.vanderham@rvo.nl), of the Procurement Office. Please state the name of the contact person of your company and his or her e-mail address.

You do not have to send any documents; please only send a short message that you are interested.

As a result of the market orientation, the Netherlands Enterprise Agency can decide to start a follow-up process. Interested parties can be invited in this process to submit a request for proposal. If more than 5 applicants respond to the market orientation, a supplier selection can take place on the basis of a selection prior to the request for proposal.

In case of a follow-up process, no distinction will be made between parties that have or have not participated in the market orientation.

## **Deadline**

The deadline for responding to this market orientation is set at **3 October 2025**.