



CALL FOR EXPRESSIONS OF INTEREST

For Integration into an Audiovisual Production Ecosystem in Republic of Benin

1. Context

The media landscape is undergoing a profound transformation, driven by the rise of digital platforms, the widespread of video content, and an increasing demand for original productions rooted in local realities. In this context, the creation of an audiovisual production company is a strategic, economic, and cultural response to these emerging needs.

To address this, the Government of Benin has established an audiovisual production company "SOPA S.A.", a private law entity, to enhance and promote culture, support the creative economy, and structure a national production industry.

SOPA S.A. is mandated to produce live and recorded programming, documentaries, and audiovisual works that showcase Benin, intended for national, regional, and international audiences, both public and private.

Its responsibilities include:

- Capturing and producing live sports and cultural events;
- Capturing, producing, and post-producing broadcast and ready-to-air (RTA) audiovisual content;
- Producing, distributing, and developing fiction, film, documentary, and animation content;
- Producing digital and interactive content;
- Developing co-production projects across the above sectors;
- Marketing, exploiting, managing rights, and exporting the catalog of programs and content;
- Providing audiovisual services within the above-mentioned areas;
- Creating and transmitting audio and video signals;
- Managing production facilities;
- Offering short-term, vocational training and skills development programs;

- Undertaking development initiatives to expand, enrich, or complement its programming, audiovisual works, and services.

The creation of SOPA S.A. is a response to the challenges of cultural representation, creative economy development, and building a strong audiovisual production industry that fosters social cohesion, economic opportunity, and international visibility.

As part of its development strategy, SOPA S.A. is launching a major project to transform an existing 7-hectare site into a modern, integrated audiovisual ecosystem dedicated to creation, training, innovation, and dissemination of audiovisual content on national, regional, and international scales.

The project draws inspiration from successful international models such as Madrid Content City (Spain), Cité du Cinéma (France), and Pinewood Studios (UK), while being adapted to the realities, talent, and ambitions of Benin and the subregion.

Its goal is to address the growing needs for infrastructure, expertise, and services in audiovisual production, while generating positive externalities: local job creation, value chain development, cultural promotion, economic attractiveness, and ecological transition.

2. Project Objectives

The main objective is to establish a leading audiovisual hub built around three strategic pillars:

a) Production and Creation

- Filming studios (indoor and outdoor sets, backlots, modular studios)
- Post-production facilities: editing, color grading, sound, visual effects (VFX)
- Costume, set, and prop workshops

b) Training and Skills Development

- Partnerships with specialized schools and universities (screenwriting, cinematography, sound, production, animation, etc.)
- Educational workshops or training programs
- Vocational training initiatives

c) Services and Campus Life

- Shared offices, pooled services

- Accommodation for production crews and learners
- Restauration, leisure, and soft mobility spaces
- Cultural programming open to the public

3. Purpose of the Expression of Interest (EOI)

This EOI aims to identify and assess organizations interested in contributing to the implementation of this project through various types of partnerships.

Expressions of interest may cover one or more of the following areas:

- Investment (co-financing or infrastructure/equipment development)
- Training and educational content
- Creation and co-production of audiovisual content.

4. Response guidelines

Interested entities are invited to submit an Expression of Interest (EOI) file including:

1. A cover letter specifying the proposed areas of involvement
2. A presentation of the organization: legal status, team, relevant experience
3. A statement of interest must outline :
 - the project vision and positioning (preliminary business plan)
 - the proposed contribution (financial, technical, operational)
 - the expectations regarding SOPA S.A.
 - the estimation of needs (space, budget, timeline, etc.)
4. Any additional or useful documents: financial statements, partnership letters, visuals, financing models, project impact (short, medium, and long term), etc.

Proposals may be submitted in French or English, and separately for each area of interest.

5. Evaluation Criteria

Expressions of interest will be assessed based on the following criteria:

- Alignment with project objectives (coherence, feasibility, complementarity)
- Technical, financial, and organizational capacity
- Experience in similar or relevant projects
- Contribution to sustainability, innovation, and inclusion
- Potential impact on local territory and industries

Shortlisted entities may be invited to present and discuss their proposals in further exchanges or interviews.

6. CALENDRIER PRÉVISIONNEL

Étape	Délai indicatif
Publication of the EOI	June 2025
Deadline for submission	July 15, 2025
Review and shortlisting	July 2025
Co-construction workshops / Site visits	July – August 2025
Contracting phase	September 2025
Launch of work or pilot operations	Q4 2025

7. Submission of Proposals

Expression of Interest (EOI) should be submitted no later than July 15, 2025, at 11:59 p.m. (Benin time : GMT+1) to the following address:

- Procurement Officer : sopa.contact@presidence.bj
- For additional information or inquiries, questions may be directed to: sopa.contact@presidence.bj



8. Confidentiality and Non-binding Nature

Participation in this EOI does not constitute a contractual commitment from SOPA S.A. Its sole purpose is to identify potential partners for the project. All received information will be treated confidentially and used exclusively within the scope of this process.

Nounagnon Aristide DJIDJOHO

Personne Responsable des Marchés Publics