

**Government of the People's Republic of Bangladesh**  
**Export Competitiveness for Jobs (EC4J) Project**  
**Ministry of Commerce**

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**REQUEST FOR EXPRESSIONS OF INTEREST**  
**Consulting Services – Firms Selection**

**Memo no. 26.00.0000.010.07.060.20/640**

**Date: 29 June 2020**

**BANGLADESH**

**Export Competitiveness for Jobs Project**

Credit No: IDA 6042

**Assignment Title: Consulting Services to showcase Bangladesh at the international sourcing show/trade events for the four targeted sectors under EC4J Project.**

**Reference No.: S52**

The Ministry of Commerce (MoC) of the Government of Bangladesh (GoB) has received financing from the World Bank toward the cost of the Export Competitiveness for Jobs (EC4J) Project, and intends to apply part of the proceeds for consulting services.

The primary objective of the assignment is to showcase Bangladesh through a carefully selective participation in the relevant global fairs/ sourcing shows for each of the selected sector such as Leather goods, Footwear, Plastics, Bicycle, Electronics & Electrical Devices and Motorcycles and Battery etc. and also executing the activities for creative showcasing of at the event. In addition to that, creating scope for the foreign investors to know firsthand the investment opportunities as well as business benefits of sourcing from Bangladesh.

The consulting services ("the Services") include but not limited to:

- Fair/ Sourcing show selections and Factory participation engagement
  - Select the most relevant sourcing show for the relevant product segments
  - Prepare the fair participation calendar and share with the relevant stakeholders
  - Engage with the sector, EPB and interested individual exporter to confirm at least 5-10 participants and their product showcasing
  - Guide the prospective exporters to select the right assortment of products and other associated preparation
- Fair Participation and Product Showcasing
  - Sector Specific Globally Renowned and Important fair attendance:
    - Pavilion Design
    - Stall / Pavilion Booking
    - Supplier Short listing
    - Portfolio Creation for Display
    - PR and press materials preparation for the respective show
    - Arrange necessary logistics
    - Display Products Sourcing from local manufacturers
- Buyer meets
  - Collect the list of the prospective buyers and potential investors in the destination markets
  - Communicate and invite them to visit the pavilion/ stands
  - Confirm schedule B-2-B meeting with the buyers
  - Take queries and find the relevant Bangladeshi counterpart and schedule the meeting
  - Arrange the meeting at the fair ground

The detailed Terms of Reference (TOR) for the assignment and prescribed format (Format-A) to submit EOI can be downloaded from [www.ec4j.gov.bd](http://www.ec4j.gov.bd) website or can be obtained upon request from the address below either by e-mail or in person during the office hours.

The Export Competitiveness for Jobs Project under Ministry of Commerce, Government of Bangladesh now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The short-listing criteria are:

- Legal capacity to enter into the contract
- The consultant should have proven track record of arranging sourcing show/trade events in the last 5 years.
- Demonstrated appropriate technical expertise, local knowledge and language capabilities in performing the above assignment is desired.
- A Sound knowledge on Bangladesh trade and commerce, their stakeholders and their technical knowhow would be considered as an added valuable asset.
- It must have extensive professional experience and hands-on expertise in planning and executing such events for the exporting industries in abroad.

The attention of interested Consultants is drawn to Section III, paragraphs,3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” July 2016 (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours. Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by 22 July 2020 within 3 PM.



Md. Obaidul Azam  
Project Director (Additional Secretary)  
Export Competitiveness for Jobs (EC4J) Project  
SEL Rose N Dale Building (6th Floor)  
116, Kazi Nazrul Islam Avenue, Dhaka-1000, Bangladesh  
Tel: +880-2-41030085  
E-mail: [tender@ec4j.gov.bd](mailto:tender@ec4j.gov.bd)