

Terms of Reference for

Consulting Services of Market Development & Branding for the four targeted sectors under EC4J Project (Package no. S49)

1. Background

Bangladesh's need for diversification of its economy at large and the export basket in particular, is well recognized by the policy makers, the private sector as well as development partners. The seventh Five-Year Plan (2016-2021) and the Bangladesh Export Policy for 2015-18 identify potential growth sectors that are increasingly competitive in international markets or showing signs of comparative advantage that could play an important role in economic and export diversification. The Ministry of Commerce has set an ambitious export target of reaching US\$ 60 billion by 2021.

The Project Export Competitiveness for Jobs has been designed on request from the Economic Relations Division (ERD), Ministry of Finance, Government of Bangladesh, with the objective of strengthening export competitiveness and increasing investment and employment in some priority sectors such as Leather & Leather Goods, Footwear (leather & non-leather), Light Engineering (Electronics, Electrical Goods, Bicycle, Automobile, Accumulators, Battery, etc.) and Plastics. To achieve this objective, Ministry of commerce is directly implementing a project titled "Export Competitiveness for Jobs" financed by the World Bank Group. The Project is expected to directly contribute to the Government of Bangladesh's policy objective of diversifying exports beyond ready-made garments (RMG).

While the apparel industry generates a large portion of export revenue, it is not sustainable for the economy to have a high concentration of export in one sector for the inflow of revenue, due to a number of reasons such as international competition, unstable internal economy, external economic shocks.

There are a number of other sectors in Bangladesh that have not exploited their full potential in the export industry. These promising sectors include the leather industry, footwear industry, plastics goods and light engineering industry. Improving the competitiveness of these sectors and encouraging economic diversification will not only increase the country's export revenue due to better access to the international market, but will ensure that the export industry of the nation is on a sustainable trajectory and is more resistant to external economic shocks.

2. Rationale of the assignment

While accessing export markets, one of the critical constraints Bangladesh faces is market development and branding both as a country, and the products it can competitively offer to the international markets. There are no systematic and strategic efforts to gather information on specific markets, brands and buyers neither by the private entrepreneurs nor by the public-sector agencies. While there are scanty initiatives such as organizing or participating in trade shows, there

is hardly any targeted and strategic drive to harness market opportunities utilizing state-of-the-art marketing and communication tools and mediums coupled with adequate market intelligence.

A positive branding of Bangladesh as a manufacturing hub and a reliable sourcing destination will work towards ensuring that these sectors can target their respective markets. The project will promote the selected sectors through country branding and sector branding. EC4J will be working on a specific framework which will include identity creation, awareness buildup, interest generation, establishing credibility of the sectors, specific discussions and engagements.

In this regard, a detailed Market Development and Branding strategy plan has already been devised. Now the project is looking for a suitable partner in providing consulting services to execute the plan as made in the strategy for Export Market Development & Branding Campaign for the four targeted sectors under EC4J Project through a comprehensive global campaign.

3. Objectives of the assignment

The primary objective of the assignment is to brand Bangladesh as a credible sourcing destination highlighting ESQ (Environment, Social and Quality) compliance performances and the export readiness in the minds of the buyers from selected countries for the selected sectors such as Leather goods, Footwear, Plastics, Bicycle, Electronics & Electrical Devices and Motorcycles and Automotive parts etc.

The secondary objectives are -

- To generate interest and dialogue among the global buyer community via a comprehensive PR and A/TTL communication.
- To organize awareness campaign in selected export destination countries (Germany, USA, Japan, China, Canada, Australia, UK, France, Netherlands, Middle East etc.)
- To design and pilot service platform to improve buyers experience of visit to Bangladesh.
- To design and execute activities or platforms for expediting the growth of export order for the selected sectors.
- To arrange for engagement meets with top buyers and sourcing agents of each of the selected industry.
- To create linkage with key sector specific influencers or social bloggers or youtubers to review Bangladeshi manufactured products and marketing their review in digital platforms specially in target markets like USA, Australia, Japan, Europe, Gulf Region etc.

4. Scope of Work

Stage of Strategic Framework	Expected Services/Activities	Quantity
Sector Internal Actors Engagement	Organizing Day Long Workshop for Each of the Selected Sector <ul style="list-style-type: none"> • Event planning • Management • Creative design, • Moderation & end-to-end execution • Venue, foods & other logistics 	Around 3 workshops Approx. 30 participants for each workshop
	Sector profile & investment Brochure for Each of the Selected Sector <ul style="list-style-type: none"> • Develop Content • Design and Print • Disseminate 	Around 4-6 sector/subsectors brochure Each Approx. 32 pages At least in the major 5 languages (English, Chinese, Japanese, German, Spanish etc.) minimum 500-600 copies
	Sector/ subsector Branding (Vision/Mission/Value) Posters for Each of the Selected Sector/subsector <ul style="list-style-type: none"> • Develop Content • Design & print • Distribution 	Around 6 Each approx. 200 copies
Facilitation Program	Organizing International Marketing Skills Training Program for Sector Actors <ul style="list-style-type: none"> • Engage top Level Global Trainer in the field • Prepare training Kit & Curriculum • Conduct the trainings • Arrange and provide venue, foods & other logistics for the participants 	Around 4 Approx. 20 participants in each training for an of average 2 days training Training Programs for the Selected Sectors/subsectors
Branding Bangladesh & Selected Sectors	Meet Bangladesh campaign <ul style="list-style-type: none"> • Design and make the website up and running www.meetbangladesh.gov.bd the • Maintain the webpage and update contents • Arrange Meet Bangladesh Seminar in close collaboration with PIU during the product showcasing exhibition in abroad 	Around 6 Events Germany, USA, Japan, Australia, China etc. Hosting and domain registration and maintenance of www.meetbangladesh.gov.bd Generate hits on the website via SEO
	Comprehensive Global PR <ul style="list-style-type: none"> • Engage top global media/ business publications for the coverage • Engage local top newspapers from the 	Around 10-12 articles At least 1-2 Articles in Each News Paper such as Financial Times, Economist, Forbes,

	stated target destinations for the positive coverage	Bloomberg, Business Insider etc.
	Digital Campaign <ul style="list-style-type: none"> • Design • Content development • Facilitate PIU consultant to manage social media account and digital campaign rollout 	Design and develop around 30 static posts and 25 snippets (1-2 min length) on branding and market intelligence platform
	Audio Visual (AV) on Meet Bangladesh beyond RMG <ul style="list-style-type: none"> • Creative, Storyboard • Copywriting, development, production etc. 	1 AV (max 5 minutes) Around 8-10 (Print AD) Advertisement: in Sector Specific Globally Renowned Publications
Linkage with Buyers and Local Manufacturers	End to End Buyers Visit Experience Improvement <ol style="list-style-type: none"> 1. Prepare a framework for buyers' Priority Service Desk with exact intervention plans; 2. Establish the framework of buyers' Priority Service Desk to improve their visit experience to Bangladesh; 3. Clearly identifying the stakeholders and engage with the stakeholders to disseminate the roles & responsibilities. 4. Develop the platform, arrange logistics to support the desk. 5. Pilot test the desk on the ground; 6. Take feedback from the relevant stakeholders and improve the service experiences; 7. Operate and maintain the Help Desk at least for one year; 8. Handover the Service Desk to EPB/MoC or designated entity. 	Pilot test the Buyer Priority Service Desk for 6 months Operate and maintain the Desk at least for one year

5. Deliverables

The expected deliverables include but not limited to:

- a) Inception report including branding and promotion execution plan for each of the sectors;
- b) 3 sector internalization workshops;
- c) 6 Sector profile & investment Brochures in five major languages;
- d) 4 International Marketing Skills Trainings;
- e) 6 Meet Bangladesh campaign events including the website;
- f) Around 10-12 articles published in international media;
- g) Around 30 static posts and 25 snippets designed and developed for digital campaign;
- h) 1 Audio Visual on meet Bangladesh
- i) Around 8-10 adverts published in international media;
- j) Up and running Buyers' Experience Improvement help Desk Service;
- k) Final report of the completion of the assignment with the overall impact and interest generated.

6. Logistics and equipment:

The consultant will provide all necessary logistics in executing the events and campaign programs.

7. Confidentiality:

- a) All draft and final output, including supporting documents, analytical reports and raw data should be provided in electronic version compatible with JPEG, WORD and EXCEL for Windows. Ownership of the data from the analysis rests with EC4J.
- b) The copyright of the intellectual properties like documents, materials, creatives, software, participants evaluation reports will rest exclusively with the EC4J Project. Key stakeholders can make appropriate use of the findings in line with the original purpose and with acknowledgement.

8. Selection Criteria

The Consultant should have the legal capacity to enter into the contract with proven track record of successful completion of branding and marketing campaign for any reputed organization in the last 5 years. It must have extensive professional experience and hands-on expertise in planning and executing such branding and marketing campaign for the exporting industries abroad. 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. Partnerships between international and local firms combining resource and experience is highly encouraged.

9. Reporting

The firm will report to Project Director, EC4J Project and liaising with the PIU representative(s).

10. Timeline

The duration of the assignment will be over the period of 30 months. Specific deadlines of particular deliverables will be subject to the approval of the project team.