

Terms of Reference

for

Consulting Services of Market Linkage Program for the targeted sectors under EC4J Project (Package no. S8-2)

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 eighth Five-Year Plan (2020-2025) and the Bangladesh Export Policy for 2021-24 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\$ 80 billion by 2024.

The Project Export Competitiveness for Jobs (EC4J) has been designed with the objective of strengthening export competitiveness and increasing investment and employment in four priority sectors namely Leather & Leather Goods, Footwear (leather & non-leather), Light Engineering (Electronics, Electrical Goods, Bicycle, Automobile, Accumulators, Battery, etc.) and Plastics. The EC4J Project is expected to directly contribute to the Government of Bangladesh's policy objective of diversifying exports beyond ready-made garments (RMG). Improving the competitiveness of these sectors and encouraging economic diversification will not only reduce excessive dependence on RMG but will also diversify Bangladesh's export basket and increase the country's export revenue, and ensure a sustainable trajectory withstanding economic shocks.

2. Rationale of the assignment

While Bangladesh has established itself as a major sourcing destination for apparel products, a systematic, strategic approach to establishing export market linkages for other potential sectors was not adequate. This resulted in lack of market information about Bangladesh's remarkable progress in recent years in terms its export readiness/potential in quite a few other sectors.

A positive branding of Bangladesh as a manufacturing hub and a reliable sourcing destination will inform international buyers about the impressive economic development Bangladesh has witnessed over the years, and will encourage them to explore the business opportunities Bangladesh offers. The Project will promote the selected sectors through a range of market linkage activities under a specific framework which will include focused engagements, awareness buildup, interest generation, establishing credibility of the sectors, etc.

The project is looking for a suitable partner in providing consulting services to execute the Market Linkage Program for four targeted sectors under EC4J Project including MPPE products through a comprehensive campaign.

3. Objectives of the assignment

The primary objective of the assignment is to strengthen export market linkages for potential sectors by showcasing Bangladesh as a credible sourcing destination highlighting its ESQ (Environment, Social and Quality) compliance performances and export readiness in the minds of the buyers. This will primarily include sectors such as MPPE (medical and personal protective equipment) products, Leather Goods, Footwear, Plastics, Bicycle, Electronics & Electrical Goods, Battery, Motorcycles and Automotive parts.

The secondary objectives are:

- To generate interest and dialogue among the global buyer community via a comprehensive PR and communication campaign based on a well-articulated realistic as well as aspirational positioning of Bangladesh and its exportable products
- To organize *Meet Bangladesh Sourcing Show* (MBS) in selected export destination countries (EU, North America, Japan, Australia, UK, Middle East, etc.)
- To design and execute initiatives/activities for expediting the growth of export orders
- To create linkage with key sector specific influencers for their positive review of products made in Bangladesh, and effectively use those reviews as a marketing tool in digital platforms specially in target markets such as North America, EU, Australia, Japan, Gulf Region, etc.

4. Scope of Work

The scope of work presented below provides with the depth and breadth of the range of activities this assignment is expected to carry out. However, the Consultant is expected to propose a comprehensive branding/campaign strategy stitching together each proposed initiative or activity complementing to the other for creating synergies, and meeting the overarching objective of this assignment. The Consultant is encouraged to creatively work on a judicious mix as well as sequencing of interventions to maximize outcome.

Thematic activities	Expected Services	Key elements	Quantity
Branding and Market Development for MPPE Products (These activities will include: i) developing the campaign materials for MPPE products, and ii) updating the same for Leather goods, footwear, plastics and light engineering sectors that are already	1. Facilitate MPPE producers through workshop or other effective means to explore export opportunities and their preparedness to realize those market opportunities;	ERF Window-4 grant beneficiaries;	1 workshop (approx. 40 participants)
	2. Develop sector profile & investment brochures;	Print & electronic versions;	Print version (300 copies) Digital version (compatible with smartphone screen)
	3. Develop narrative Audio Visual (AV) emphasizing on the exportability of Bangladeshi products highlighting the ESQ improvement/compliance;	Desk research, engagement with industry leaders factory shoot, etc.;	Duration/ length around 4 minutes Multiple shorter versions (30, 60 seconds) for Global TV channel campaign.
	4. Arrange participation of MPPE manufacturers in one (1) Sourcing Show abroad;	Around four (4) MPPE manufacturers;	Booth space with reasonable size for each of the exhibitors, preferably under a common pavilion; organizes all the necessary facilities for the PIU delegates and business leaders. Preferably in EU or UK.

Thematic activities	Expected Services	Key elements	Quantity
developed under a separate assignment.)	5. Gather potential buyer information and arrange B-2-B meetings with buyers;	Global buyer, sourcing agents, supply chain actors, etc.;	Ten (10) B-2-B meetings during the sourcing show at the venue.
	6. Identify effective mediums in terms of their reach, readership/viewership and effectiveness. Conduct PR campaign in the destination country before and during the sourcing show;	Promotional articles and adverts in the event webpage and exhibition hall;	2 promotional press coverage in the destination country; 2 adverts on the event webpage/exhibition hall/outdoor city space;
Update Campaign Materials	1. Update the campaign materials that have already been developed for Leather goods, Footwear, Plastics and Light Engineering sectors;	Sector Profile/Brochures, Meet Bangladesh website, Help desk, etc.;	Digital versions (compatible with smartphone screen) and managing the webpage
Meet Bangladesh Show (MBS) for sector showcasing	1. Organize three (03) MBS for each targeted sector in the key export markets by participating at the well-established trade event for the relevant sectors;	Around five (5) exporters from each of the targeted sectors; <ul style="list-style-type: none"> •Plan and select MBS locations; •Schedule MBS dates. •Collect participant’s information and feedback; •Engagement with sector; • Organize workshop to guide the prospective exporters to select the right assortment of products and other associated preparation; 	Booth space with reasonable size for each of the exhibitors, preferably under a common pavilion; and all the necessary facilities for the PIU delegates and business leaders for each show. Preferably: Footwear show in North America or Australia; Plastics show in Middle East & Light Engineering show in Japan.
	2. Arrange B-2-B meetings and business sessions with buyers;	Global buyer, sourcing agents, supply chain actors, prospective investors;	Twenty (20) B-2-B meetings during each of the MBS at the venue;
	3. Conduct comprehensive PR in the destination country before and during the sourcing show;	Branding for the exhibitors and PR materials;	Communication kits for the exhibitors 2 Promotional press coverage in the destination country, 2 adverts in the event webpage/exhibition hall/outdoor city space for each MBS;

Thematic activities	Expected Services	Key elements	Quantity
In-Country Meet Bangladesh Expo (MBX) for foreign buyers and business delegates (The Consultant is encouraged to mobilize local and global sponsorship to enhance the profile, scope and impact of the MBX)	By leveraging on the four globetrotting MBS arrange MBX in Bangladesh for 2 days which will cover the followings: 1. Organize a grand opening ceremony	Policy makers, business leaders, sector associations;	Venue, PR, food and all the necessary logistics for the MBX opening Ceremony (approx. 300 participants including 100 high officials and dignitaries)
	2. Sector showcasing in five (4 sectors + PPE) segments for around 100 local exhibitors	Manufacturers, Exporters, sector associations;	Full furnished booth for each of the exhibitor from respective sectors;
	3. Leveraging on the globetrotting MBS 15 buyers will be sponsored to visit MBS.	Buyers from different brands endorsed by the respective sectors/ participating exhibitors;	Air Ticket, 5 star hotel accommodation (4 nights max) souvenir and food and transportation for international guests during their stay, arrival and departure;
	4. Breakout sessions	Manufacturers, Exporters, Policy makers. etc.;	Arrange all logistics, resourceful panel for the thematic breakout sessions (3) at the MBX event hall to highlight the sector branding
	5. Guided factory and SEZ visits	International guests;	Arrange guided tour for the interested foreign guests in four groups
	6. Networking dinners (2), etc.	International guests, organizer;	Organize one welcoming dinner for the foreign guest (approx. 40 guests)
		International guests, policy makers, business leaders etc.;	Organize one gala networking event/ closing dinner with cultural show (approx. 200 guests)
7. Event branding and PR campaign before, during and after the event	MBS & MBX indoor and outdoor branding including opening ceremony, networking dinner etc. PR on Print, and electronic media;	Adverts and coverage on at least 15 print and electronic media; Event hall and adjacent area branding during the event ; Outdoor branding in the prominent areas of the city before and during the event.	

Thematic activities	Expected Services	Key elements	Quantity
Digital PR Contents and Campaign	Content development for Digital PR will cover the following items but not limited to: 1. Info graphics and static posts 2. Motion graphics and Video snippets 3. Promotional articles	Publish and boosting on Social Media Pages Manage and run 'Meet Bangladesh' webpage for the digital campaign;	Digital campaign on LinkedIn, Instagram, Facebook & YouTube channel for MBS & MBX events which covers in total: <ul style="list-style-type: none"> ▪ 100 GIF/Motion Post ▪ 10 Video snippets ▪ 20 Articles highlighting success stories of ESQ improvements.
International PR on Global TV Channels	Broadcasting Meet Bangladesh 'AV' on international TV channels	International TV channels/ cable network;	At least 30 minutes run time (30 sec cut version x 60) TVC streaming. TVC: Preferably CNN/ BBC.
Branding at International Airport	Branding Bangladesh at the busiest international airport/travelling hubs.	AV & Digital Banners.	At least one month campaign at Immigration Terminal (4-6) screens coinciding with MBX event. Preferably Dubai/ Doha.

5. Deliverables

The deliverables include but not limited to:

- a) Inception report including execution plan for each of the line items with coherent and logically sequenced program flow;
- b) MPPE sector internalization workshop;
- c) AV with multiple shorter cuts and PPE investment brochures with digital version;
- d) Completion report on Sourcing Show in abroad for MPPE products;
- e) Completion report on three (3) MBS in the key export markets;
- f) Completion report on MBX;
- g) Digital campaign, PR, TV Channel and branding at Airport report with reach and engagement;
- h) Final report of the completion of the assignment with the overall outcome, interest and business leads that should include attributable results on number of business engagements, number and volume of deals signed, number and volume of leads generated, etc. with the supporting documents;

6. Travel and Logistics Management: The consultant will provide all necessary visa arrangement, air tickets, accommodation and local hospitality, logistics to organize events and campaign programs.

7. Selection Criteria

- The Consultant must have the legal capacity to enter into the contract with proven track record of arranging market linkage / exhibitions/ events in local and international market for the last 10 years.
- Proven track record of successfully organizing international trade and branding expo in Bangladesh and abroad for the targeted export sectors of EC4J Project.

- The Consultant must have extensive professional expertise and hands-on experience as well as excellent creative resources in planning and executing such marketing campaign for the export markets.
- Demonstrable experience in organizing Bangladesh related trade expo in USA, UK, EU, Japan, Middle East, etc. and experience in conducting branding campaign on the global media including TV channels.
- Sound knowledge about export marketing via online and offline platforms and strong global PR partnership;
- A sound understanding of Bangladesh export markets, customers and their requirements; have experience of handling international buyers (travel arrangements, local hospitality, visibility during events, etc.) during their visit to exhibitions in Bangladesh;

8. Requirements of Key Experts

The Consultant will propose the required resource persons and organogram in their proposal for consulting services to implement Market Linkage Program for the targeted sectors within the specified time frame. The indicative key staff with required expertise and experience is suggested below:

Sl. No.	Position	No.	Key Academic Qualifications	Key Skills, Knowledge & Experience	Indicative Person-months
1.	Team Leader	1	Masters/MBA degree preferably in Marketing	<p><u>Indicative Key Roles:</u></p> <ul style="list-style-type: none"> - Provide overall leadership in managing a comprehensive market linkage campaign - Formulate and implement strategy by stitching together all activity complementing each other for creating synergies, and meeting the overarching objective - Identify and mobilize local and global partners to enhance the profile, scope and impact of the MBS & MBX events - Align processes, resources-planning and campaign's goals with overall strategy - Manage relationship with the key stakeholders <p><u>Experience:</u></p> <ul style="list-style-type: none"> - Campaign planning & execution for multivariate products or services - Worked in Communication Agency and Client Side - Minimum 10 years' experience in the similar role 	12

Sl. No.	Position	No.	Key Academic Qualifications	Key Skills, Knowledge & Experience	Indicative Person-months
2.	Project Manager	1	Minimum BBA or specialize degree in trade and international marketing	<p><u>Indicative Key Roles:</u></p> <ul style="list-style-type: none"> - Design and execute campaign plan for multivariate products in the targeted destination countries - Collect information on international buyers, sourcing agents and facilitate B-2-B business linkage - Identify opportunities for Bangladeshi manufactures to leverage on export readiness and ESQ compliance - Assist and guide marketing/promotion division of the export oriented industries and sector associations to generate business leads - Manage communication materials development, global PR and digital promotion - Manage the campaign portal 'Meet Bangladesh' and other related handles <p><u>Experience:</u></p> <ul style="list-style-type: none"> - Preferably worked in the international sales/ sourcing team of global brands or export oriented industries - Proven track record of managing international trade expo and linkage campaigns - Minimum 10 years' experience in the similar role 	12
3.	Activation & Logistic Manager	1	Bachelor's degree, preferably in Business discipline or supply chain management professional certifications	<p><u>Indicative Key Roles:</u></p> <ul style="list-style-type: none"> - Coordinate, manage and execute MBS & MBX campaign events - Plan and arrange all the logistical supports throughout the campaign period - Coordinate with the event partners, vendors and industry associates - Ensure superiors experience, travel logistics for the exhibition participants and international guests 	12

Sl. No.	Position	No.	Key Academic Qualifications	Key Skills, Knowledge & Experience	Indicative Person-months
				<p><u>Experience:</u></p> <ul style="list-style-type: none"> - Working with international logistics service provider - Minimum 7 years' experience in the similar role 	
4.	Client Service Executive	2	Preferably a graduate in Business or relevant disciplines	<p><u>Indicative Key Roles:</u></p> <ul style="list-style-type: none"> - Identify appropriate global sourcing shows and showcasing information for the relevant sector - Facilitate realizing export and market linkage opportunities for target export sectors - Liaison with stakeholders and provide them with required assistance in participating in the campaign events throughout the assignment period - Organize consultation meetings, workshop to understand/internalize the sector demands - Monitor the digital PR campaign response and improve engagements as required - Develop periodic reports. <p><u>Experience:</u></p> <ul style="list-style-type: none"> - Preferably worked in leading chambers of commerce or in renowned banks catering to high value customer segments or legal firms or export oriented industries - Minimum 7 years' experience in the similar role. 	12

9. Confidentiality:

- 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.
- The copyright of the intellectual properties like documents, materials, creatives, software, and participant's 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.

10. Reporting

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

11. Timeline

The duration of the assignment will be over the period of 12 months. Specific deadlines of particular deliverables will be subject to the approval of the project team.