

**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**  
**(International)**  
**Consulting Services – Firms Selection**

**Memo no. 26.00.0000.010.07.057.20/638**

**Date: 29 June 2020**

**BANGLADESH**

**Export Competitiveness for Jobs Project**

Credit No: IDA 6042

**Assignment Title: Consulting Services to Design and Establish Market Intelligence System (Research, Database, Maintenance) for the Four Targeted Sectors under EC4J Project.**

**Reference No.: S48**

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 objective of this assignment is to establish Market Intelligence Platform to provide the current and potential exporters with information, insight and trends regarding worldwide buyers, customers, material sourcing, prices, standards, regulations, etc. The platform will be focusing on a few segments of the industry and global markets which will include: specific information on imports, places, major buyers, analysis of annual trends and fairs where the exporters could connect with potential buyers.

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

- Technical Platform Development
  - Web & Software Architecture, Web & Software UX Design, Development & Management
- IT infrastructure
  - Arrange domain hosting, registration and subscriptions for the platform, along with providing all the necessary equipment and appliances to operate the platform including access point kiosks to be hosted by the sector associations.
- Partnership for Information Sourcing
  - Relevant International Information Partners from whom the platform can gather information on the relevant sectors.
- Partnership for Sector engagement
  - Partnership with the relevant sector associations as to integrate the platform as a value-added business intelligence/market insight service
- Research Content Development
  - Conducting regular desk research and analysis of global trends
  - Developing articles and reports on the trends
- Digital market place: made-in-Bangladesh
  - Integrated digital marketplace site & interface development titled Source from Bangladesh or Made in Bangladesh.
  - Local manufacturer registration from the selected sector.
  - Maintain and manage the marketplace.
- Digital Campaign
  - Systematic digital campaign on branding and market intelligence platform through social media (such as LinkedIn, Google, YouTubes, trendy games etc.) targeting the relevant industry professionals across the world.
  - Close coordination with PIU consultant to receive the digital campaign materials
  - Page and social media account management (FB, Instagram, LinkedIn, Twitter, YouTube Channel etc.)
  - Generate buyer hits on the website via SEO
  - Boosting for target destinations and relevant industry professionals

- Partnership and content sharing with top global digital platforms like Inc. Entrepreneurs, Nikkei, Gulf Business etc.
- Around 10 contents shared with the global digital platforms
- The basic model of the Market Intelligence Platform will have Buyer Segment Analysis, Business Profiling, Product Specific Details, Sourcing Behavior and Trends: for each of the selected sector, these information will be generated about buyers and those will be segmented as per mentioned cluster in the ToR.

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 successful completion assignment/s on Market Intelligence System (Research, Database, Maintenance) for any reputed organization 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.
- The consultant must have extensive professional expertise and hands-on experience in designing and managing such platform for exporting sectors.
- Partnerships between international and local firms combining resource and experience is highly encouraged.

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)-international 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 27 July 2020 within 3 PM.



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