

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

REQUEST FOR EXPRESSIONS OF INTEREST
Consulting Services – Firms Selection

Memo no. 26.00.0000.010.07.059.20/639

Date: 29 June 2020

BANGLADESH

Export Competitiveness for Jobs Project

Credit No: IDA 6042

Assignment Title: Consulting Services of Market Development & Branding for the four targeted sectors under EC4J Project

Reference No.: S49

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

- Sector Internal Actors Engagement
 - Organizing Day Long Workshop for Each of the Selected Sector
 - Sector profile & investment Brochure for Each of the Selected Sector
 - Sector/subsector Branding (Vision/Mission/Value) Posters for Each of the Selected Sector/subsector
- Facilitation Program
 - Organizing International Marketing Skills Training Program for Sector Actors
- Branding Bangladesh & Selected Sectors
 - Meet Bangladesh campaign
 - Comprehensive Global PR
 - Digital Campaign
 - Audio Visual (AV) on Meet Bangladesh beyond RMG
- Linkage with Buyers and Local Manufacturers
 - End to End Buyers Visit Experience Improvement

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 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 of branding and marketing campaign 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. Partnerships between international and local firms combining resource and experience is highly encouraged.
- It must have extensive professional experience and hands-on expertise in planning and executing such branding and marketing campaign for the exporting industries 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 21 July 2020 within 3 PM.



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