

REQUEST FOR EXPRESSIONS OF INTEREST

CONSULTING SERVICES

Selection # as assigned by e-Tool: JA-T1216-P001

Selection Method: Simple Competitive

Country: Jamaica

Sector: Competitiveness, Technology, and Innovation

Funding – TC #: [Pending]

Project #: JA-T1216

TC name: Support for National MSME Innovation, Competitiveness and Productive Growth

Description of Services: The objective of this consultancy is to design and implement a marketing and communications campaign for the proposed national MSME Business Roadshow in Jamaica.

The Inter-American Development Bank (IDB) is executing the above mentioned operation. For this operation, the IDB intends to contract consulting services described in this Request for Expressions of Interest. Expressions of interest must be delivered using the IDB Portal for Bank Executed Operations (<http://beo-procurement.iadb.org/home>) by: May 24th, 2023, 5:00 P.M. (Washington D.C. Time).

To access the IDB Portal, the firms must generate a registration account, including **all** the data requested by the Portal. In the event that any of the information requested is not included, the firm will not be able to participate in this or any other Bank-executed selection process for operational work. If the firm has been previously registered, please validate that you have **all** the firm's information updated and complete before submitting an expression of interest.

The consulting services ("the Services") include the design and implement a marketing and communications campaign for the proposed national MSME innovation roadshow in Jamaica. The objective of the Business Roadshow is to implement a national outreach program that will raise awareness amongst MSMEs of the technical and financial support available to them and to provide guidance in accessing these programs. The Business Roadshow will take its partners along a route to visit strategic areas of the country. The roadshow will provide capacity-building support, access to public services, increased awareness of financing opportunities (both grant opportunities and loans), and connectivity to markets and customers. The consulting firm will be responsible for the following:

- The consulting firm must create content and disseminate content via media (social, print, etc.).
- Conceptualize, develop, format, and design all promotional materials and activities using traditional and new media to advertise and raise awareness amongst target audience. It shall include but not limited to the scripting and production of promotional videos, audio advertisement, infographics/guidelines, and social media content. Live feed of the event is required.
- Potential issues and concerns must be communicated immediately so that they may be addressed expeditiously.
- Coordinate and work closely with the events and logistics management team during implementation.

Eligible consulting firms will be selected in accordance with the procedures set out in the Inter-American Development Bank: [Policy for the Selection and Contracting of Consulting firms for Bank-executed Operational Work](#) - GN-2765-4. All eligible consulting firms, as defined in the Policy may express an interest. If the Consulting Firm is presented in a Consortium, it will designate one of them as a representative, and

the latter will be responsible for the communications, the registration in the portal and for submitting the corresponding documents.

The IDB now invites eligible consulting firms to indicate their interest in providing the services described above in the draft summary of the intended Terms of Reference for the assignment. Interested consulting firms must provide information establishing that they are qualified to perform the Services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). Eligible consulting firms may associate in a form of a Joint Venture or a sub-consultancy agreement to enhance their qualifications. Such association or Joint Venture shall appoint one of the firms as the representative.

Interested eligible consulting firms may obtain further information during office hours, 09:00 AM to 05:00 PM, (Washington D.C. Time) by sending an email to: kaylaq@iadb.org

Inter-American Development Bank

Division: *Competitiveness, Technology, and Innovation*

Attn: *Kayla Grant, Program Team Leader*

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