Posted on: 2020-03-26T00:00:00.00-04:00

DB Reference N°: IDB-P515324-03/20

Country: Suriname

Institution: Inter-American Development Bank

Sector: Tourism, Marketing, Communications, Media and Design

Deadline: 2020-04-10T00:00:00.00-04:00

Status: Published

Loan N°./Financing: ATN/CO-17772-RG

Project: Experiential Learning of Cluster Development Best Practices in Small and Vulnerable Countries

Title: BEO: Design and create a competitive and compelling brand and marketing strategy for the North Commewijne tourism region of Suriname -the brand will be used to market the region domestically, regionally and internationally

---

Borrower/Bid No:

Operational Consulting Services – Bank Executed Operation (BEO)

Name: Experiential Learning of Cluster Development Best Practices in Small and Vulnerable Countries

Description: The objective of this consultancy is to design and create a competitive and compelling brand and marketing strategy for the North Commewijne tourism region of Suriname. The brand will be used to market the region domestically, regionally and internationally. Given the historical and cultural linkages to The Netherlands, the assignment will prepare a destination marketing strategy and campaign in the Dutch market.

Deadline: 10 April 2020

For further details, go to: http://beo-procurement.iadb.org/home

and find Selection No. RG-T3519-P001

Direct link: http://idbdocs.iadb.org/wsdocs/getdocument.aspx?docnum=EZSHARE-92814314-3