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DB Reference N°: IDB-P768705-06/21

Country: Jamaica

Institution: Inter-American Development Bank

Sector: Marketing, Communications, Media and Design, General - Private Sector Management

Deadline: 2021-08-03T00:00:00.00-04:00

Status: Published

Loan N°./Financing: JA-O0010 /JA-L1085

Project: Boosting Innovation, Growth and Entrepreneurship Ecosystems (BIGEE) Programme

Title: Sensitization and Marketing Awareness Raising for products and services offered under BIGEE Programme

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Borrower/Bid No:

Specific Procurement Notice

Request for Bids

Sensitization and Marketing Awareness Raising for products and services offered under Boosting Innovation, Growth and Entrepreneurship Ecosystems Programme

Employer: *Development Bank of Jamaica Limited*
Project: *Boosting Innovation, Growth and Entrepreneurship Ecosystems (BIGEE) Programme*
Contract title: *Sensitization and Marketing Awareness Raising for products and services offered under BIGEE Programme*
Country: *Jamaica*
Loan No.: *JA-O0010 /JA-L1085*
Associated WBS Code #:*4.5.2*
RFB No: DBJ-021/07
Issued on: ***June 22, 2021***

The Government of Jamaica (GOJ) has received financing from the Inter-American Development Bank (IDB) (the "Bank") in the form of a "loan" (hereinafter called "loan" toward the cost of Boosting Innovation, Growth and Entrepreneurship Ecosystems *(BIGEE)* Programme. The Development Bank of Jamaica Limited (DBJ), the implementing agency of the Employer, intends to apply a portion of the proceeds of this loan to eligible payments under the following Components.

Component I. Innovation and growth for established MSMEs with **subcomponent 1**

being Applied. R&D and innovation in MSMEs, **Subcomponent 2.** (innovation outputs). Patent development and commercialization and **Subcomponent 3.** (adoption of existing innovations). Capacity Building for Technical Extension for MSMEs.

Component II. Facilitating Innovation and growth for scalable startups with **Subcomponent 1** being Stimulating Deal Flow, **Subcomponent 2.** Supporting the accelerating infrastructure for scalable startups and **Subcomponent 3.** Facilitating Access to Equity for scalable startups.

Component III: Facilitating Innovation and growth for new startups **with Subcomponent 1** being Technological Transfer, **Subcomponent 2**. Incubator Support, **Subcomponent 3.** Entrepreneurial Skills and **Subcomponent 4.** Dynamic Entrepreneurship and building Mindset and Culture.

The objective of this assignment is to develop and execute an integrated communication and marketing programme over two years, using traditional and new media along with other strategies to inform Micro, Small and Medium sized enterprises, and the public at large, about the Bank's Boosting Innovation Growth and Entrepreneurship Ecosystems (BIGEE) and the products and services offered under the mention components.

The DBJ now invites sealed bids from eligible Bidders to provide Sensitization and Marketing Awareness Raising for products under BIGEE Programme.

The objective of the assignment is to develop and execute an integrated communication and marketing programme over two (2) years, using traditional and new media along with other strategies to inform Micro, Small and Medium-sized Enterprises (MSMEs) and the public at large, about the Bank's BIGEE Programme and the products and services offered therein.

Eligibility: A Bid Securing Declaration is required

Bidding will be conducted through **International Competitive Bidding** using a Request for Bids (RFB) as specified in the *Inter-American Development Bank's Guidelines: Policies for the Procurement of Goods and Works (GN-2349-9), March 2011, III. Other Methods of Procurement on page 22, Item 3.2.* which is open to all eligible Bidders as defined in the Policies for the Procurement of Goods and Works.

The bidding document, in English, may be downloaded from the DBJ's website at www.dbankjm.com. Any further information may be obtained by sending an email to: ***thinkbigee@dbankjm.com*** or Fax (876) 929-6055 or mail to the address below:

Attn: Andre' Austin

Procurement Specialist

Boosting Innovation, Growth and Entrepreneurship
Ecosystems (BIGEE) Programme
Development Bank of Jamaica

11a-15 Oxford Road, Kingston 5

Bids must be submitted via mail or courier or presented in person by a Bidder's representative to the address above on or before ***Tuesday, August 3, 2021*** **at 3:00 p.m.** Electronic Bidding will not be permitted. Bids received after the submission deadline will not be accepted. Bids will be publicly opened on **Tuesday, August 3, 2021** at **3:15 p.m. via Microsoft Teams**.

The DBJ is not obligated to accept the lowest or any bid and reserves the right to terminate the bid process at any point before the award of contract without incurring any liability to any of the participants.