

IDB965-786/10

JAMAICA

COLLABORATE TO COMPETE: USING INTELLECTUAL PROPERTY TO IMPROVE THE COMPETITIVENESS OF JAMAICAN MSMEs

Sector: Private Sector Development

GENERAL PROCUREMENT NOTICE

Project No. ATN/ME-11783-JA

TC No. JA-M1014

The Competitiveness Company has received financing in the amount equivalent to US\$ 149,050 from the Multilateral Investment Fund (MIF), and it intends to apply part of the proceeds to payments for goods, works, related services and consulting services to be procured under the project “Collaborate to Compete: Using Intellectual Property to Improve the Competitiveness of Jamaican MSMEs”.

The long-term objective of the project is to improve the competitiveness and profitability of Jamaican MSMEs which produce iconic Jamaican products through the promotion and management of the Intellectual Property that is imbedded in their products and production processes. The specific purpose is to enhance collaboration on Intellectual Property issues among MSMEs that produce iconic Jamaican products and to achieve improved market positioning for their products. This will be facilitated through the execution of two components to the project:

Component I: Implementation of Intellectual Property Initiatives, comprising the Registration & Licensing of Collective and Certification Marks; the development of authorization programmes for Collective Marks; the development and pilot-testing of Accreditation programmes for food-related Certification Marks; the development of a menu and accompanying pricing mechanism for the provision of Intellectual Property Services to MSMEs; the development of graphical designs for accredited products; and the enhancement and promotion of the Executing Agency’s e-commerce website.

Component II: Implementation of Market Penetration Initiatives, comprising the hosting of a training workshop for MSMEs that intend to subscribe to the Marks; and the execution of a targeted marketing programme to promote the Competitiveness Company’s Collective and Certification Marks locally and internationally.

The main items to be procured are:

*Promotional Materials for eight existing Marks

As main services, a Project Manager is to be procured as well as local consultants to:

*Register and license nine existing marks in the USA and five existing Marks in the UK

*Design rules of operation for nine existing Marks in the USA and five existing Marks in the UK

*Develop two new Marks

*Register and license two new Marks in Jamaica, the USA and the UK

- *Design rules of operation for two new Marks in Jamaica, the USA and the UK
- *Design accreditation process for Certification Marks
- *Design Authorization process
- *Design Ackee Industry Management Program
- *Pilot accreditation, authorization and Ackee Industry Management Programme among MSMEs
- *Develop graphical designs for placement on products
- *Determine pricing of IP Services related to the use of the Marks
- *Enhance functioning of e-commerce system
- *Market Marks and other IP services on website
- *Design and deliver training programme to 50 MSMEs
- *Design & implement marketing strategy and launch for nine existing and two new Marks
- *Market products of ten pilot firms on website

Procurement processes of contracts for goods and works financed by the IDB will be conducted in accordance with the <I>Policies for Procurement of Goods and Works financed by the Inter-American Development Bank</I> (current edition), and is open to all eligible bidders as defined in the policies. Consulting services will be selected and contracted in accordance with the IDB's <I>Policies for the Selection and Contracting of Consultants financed by the Inter-American Development Bank</I> (current edition).

Specific procurement notices for contracts to be bid under the IDB's international competitive bidding (ICB) procedures will be published as they become available. For consulting services expected to cost an amount equivalent to US\$ 200,000 or more, a request for expressions of interest will be advertised on <I>UN Development Business</I> Online and the IDB Website.

Interested eligible bidders and consultants who wish to be included on the mailing list to receive invitations to prequalify/bid under ICB procedures, and interested consultants who wish to receive a copy of advertisements requesting expressions of interest for consultants' contracts, or those requiring additional information, should contact:

The Competitiveness Company
 Attn: Dr. Beverley Morgan, Head
 1 Winchester Road
 Kingston 10, Jamaica
 Tel: (876) 929-1203, 929-4440
 Fax: (876) 960-9869
 E-mail: bmorgan@infochan.com