

IDB636-780/10

Guyana

AGRICULTURAL SUPPORT SERVICES PROGRAMME

A (agriculture)

CONSULTANCY SERVICES FOR THE PROMOTION OF A GUYANA BRAND

Loan No. 1558/SF-GY

Request for expressions of interest

Deadline: 11 August 2010

The Ministry of Agriculture has received financing from the Inter-American Development Bank (IDB) towards the cost of executing the Agricultural Support Services Program, and intends to apply part of the proceeds for consultancy services for the promotion of a Guyana brand.

The objective of the Agricultural Support Services Program (ASSP) is to contribute to economically efficient increase of rural incomes on the coastal plain of Guyana. Specifically, the Programme aims to rehabilitate Drainage and Irrigation structure, organize farmers to manage the Operations and Maintenance of rehabilitated structures and support rice research and agricultural diversification. The Agriculture Diversification Component aims to support public intervention to foster private sector environment for investment relating to research, technical assistance, market information, and plant and animal health certification for new production and exports.

The ASSP provides the foundation for the Government's agriculture diversification drive and complements the Agricultural Export Diversification Program (ADP). The ADP aims to contribute to the increase of Guyana's export growth rate and reduce its volatility. Its purpose is to establish services and institutions for a sustainable increase in the income derived from the export of non-traditional agricultural exports in the aquaculture, fruits and vegetables, and livestock sub-sectors; enhancing the protection of domestic consumers from illness, and domestic production from disease and contamination. The agribusiness activities under the program are related to the development of three export clusters: (a) Aquaculture Export Chain, (b) Fruit & Vegetables Export Chain (these products may be fresh or processed); and (c) Livestock Export Chain (this chain comprises the fattening, rearing and slaughter of bovine livestock, and the export of beef and the sub-products of the animal). The chains comprise of the backward and forward product-input linkages along the supply chain for the specified products.

The general objective of the consultancy is to design and develop a management specific system for a Guyana Brand for non-traditional agricultural and fisheries products (fresh and processed).

The services will consist of: (i) an assessment of methods and practices of producers of non-traditional agricultural and fisheries products at various locations in Guyana, to provide an understanding of their methods and practices before the development of the system for the Guyana Brand; (ii) designing a management system that is accepted internationally, regionally and locally detailing the processes involved in acquiring the Guyana Brand; (iii) proposing a strategy for the Guyana Brand to market agricultural and fisheries products (fresh and processed), locally, regionally and internationally, as well as designing a Logo, producing a

jingle or set of jingles and promotional materials (commercials, infomercials, brochures), preparing documentation for registration and registering the Guyana Brand in Guyana, the Caribbean and Internationally.

The consultant will be expected to work primarily with Ministry of Agriculture, the Guyana Marketing Corporation and the Private Sector agricultural producers and exporters.

The consultancy team will be based in Georgetown, Guyana with back-office and networking support from the consulting firm. The expected starting date for the consulting services is October 2010, for an estimated period of four months.

Interested consultants 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.). Consultants may associate to enhance their qualifications.

Consultants should emphasize their experience regarding: (i) product development and marketing; (ii) development of marketing brands; (iii) preparation of logos, jingles and promotional materials for brands; (iv) promotion of agricultural and fisheries products; (v) registration of brands internationally; and vi) working experience in Latin America, the Caribbean or countries similar to Guyana.

A shortlist of consultants will be selected in accordance with the procedures set out in the IDB's <I>Policies for the Selection and Contracting of Consultants financed by the Inter-American Development Bank</I>. GN-2350, dated July 2006. The shortlist of consultants will be invited to submit technical and financial proposals for the promotion of the Guyana brand.

The government of Guyana now invites eligible consultancy firms and/or associations with experience in the services listed above to indicate their interest in this consultancy. The Expression of Interest should reflect the capabilities of the consultant to deliver the services described and should be submitted in English.

Three printed and one electronic copy (PDF format on CD) of the Expression of Interest should be sent to the following address by 11 August 2010 at 9:00 hours. Enquiries may be directed to the Director, ASDU of the same address.

Ministry of Agriculture  
The Permanent Secretary  
Regent & Vlissengen Roads  
Georgetown, Guyana  
Tel: (592) 227- 3752  
Fax: (592) 225-9362  
E-mail: asdumoa@yahoo.com