

REQUEST FOR EXPRESSIONS OF INTEREST

Suriname Business Climate and Innovation Program (SUBCIP) SU-L1049

Development and Implementation of a Communications Strategy for the Competitiveness Unit Suriname (CUS)

Institution: Inter- American Development Bank

Country: Suriname

Project: BUSINESS CLIMATE AND INNOVATION PROGRAM (SUBCIP)

Advisement No: 010

Sector: Government

Abstract: The purpose of this consultancy is to develop and implement a broad based communication strategy on competitiveness, productivity and innovation for Suriname. The overall objective of this consultancy is to design and implement an educational, communication and awareness campaign geared towards increasing public awareness and sensitizing key stakeholders on the processes and benefits associated with ongoing government efforts in the SUBCIP and other relevant initiatives aiming to improve the business climate and strengthening the international competitiveness of Suriname, and supporting private sector growth and development, e.g. the Fabrication Laboratory (FABLAB), Improving Economic Diversification and SME's Productivity, and the Innovations in Value Chains Program (IFS Pilot Program).

Loan number: 3402/OC-SU

Consultancy Reference no: SUBCIP 006,007 & 034

Deadline: September, 18th 2017

The Ministry of Trade, Industry and Tourism has received financing from the Inter-American Development Bank (IDB), toward the cost of the Business Climate and Innovation Program (SUBCIP) and intends to apply part of the proceeds for consulting services.

The consulting services ("the Services") include the following:

1. Design and implement a communication strategy geared towards 'accountability' and transparency of CUS activities. This communication strategy should position CUS as Suriname's champion for the identification of private sector development constraints and public-private dialogue mechanism to make recommendations on public policies related to economic diversification and private sector development on a whole.
2. Stimulate awareness among private sector development stakeholders on key benchmarking indicators related to Suriname's private sector, the prevailing business climate and the overall competitiveness profile of the economy. This should also include mechanisms to inform stakeholders on the Government's efforts to introduce private sector development policy reforms, institutional strengthening, facilitation of strategic investments, provision of business development services and other initiatives to boost the private sector, advance economic diversification and innovation and stimulate private sector investment in the

economy. This communication strategy should also share pertinent project related outputs, achievements and activities being undertaken by CUS, including its project support to firms

3. Data collection and analysis, assessment of best communication tools and mechanisms and recommendations for the management of CUS's public profile.

The duration of the assignment is expected to last no more than twenty-four (24) months.

The Business Climate and Innovation Program through the Ministry of Trade, Industry and Tourism now invites eligible consulting firms ("Consultants") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The Expression of Interest (EOI) should include (i) a letter of expression of interest from the firm to participate in the assignment, (ii) profile of the firm and (iii) list of similar assignments with relevant samples of work done by the firm within the last 5 years. **Please note that this document with specific information shall consist of no more than 20 pages.**

Short lists shall comprise six firms with a wide geographic spread, with no more than two firms from any one country.

Consultants will be selected in accordance with the procedures set out in the Inter-American Development Bank: *Policies for the Selection and Contracting of Consultants financed by the Inter-American Development Bank* GN-2350-9 and is open to all eligible bidders as defined in the policies.

Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications. For the purpose of establishing the short list, the nationality of a firm is that of the country in which it is legally incorporated or constituted and in the case of Joint Venture, the nationality of the firm appointed to represent it.

A Consultant will be selected in accordance with the Selection based on the Consultants' Qualifications (CQS) method set out in the Consultant Policies.

Further information can be obtained at the address below during office hours **8.30 AM- 15.00 PM.**

Expressions of interest must be delivered in a written form to the address below (in person or by e-mail) by September 18th, 2017 at 14.00 PM local time.

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