Request for Expressions of Interest (REOI)

(CONSULTING SERVICES – FIRMS SELECTION)

**Country: Islamic** Republic of Afghanistan

Name of Project: (Branding and promotional material for Afghanistan’s exports)

**Assignment Title**: **Branding Afghanistan Products**

**Duration of Assignment**: 5 months (the time will be amended according to law of Afghanistan)

**Implementing Agency**: Ministry of industry and commerce (MOIC)

**Duty Station:** Kabul

**Contract Type:** Lump sum

**NPA Ref. No. Moic/QCBS/CS/99/003**

The Islamic Republic of Afghanistan represented by the **Ministry of Industry and commerce**received a fund from the **Ministry of Finance** in *1399 FY and intends to apply part of the proceeds of this fund* to implement the Pre-Feasibility study of services in the provinces and determination of work progress for the decision making of implementation of the projects.

**Introduction:**

The project was developed by Ministry of Industry and Commerce of the Government of Afghanistan (GoA). The assistance provided under the project aims at supporting the international trade and to enhance domestic and foreign investments in the country. Accomplishment of the project objectives will support the achievement of the priorities outlined in the Afghanistan National Development Strategy and reduction of poverty through employment generation, and revitalization of the private sector.

Overall Program is assisting the Government of Afghanistan in:

* Reactivating economic activity
* Branding Afghanistan competitive products
* Internationalization of products
* Indicating a positive picture of Afghanistan
* Alternative markets for Afghanistan products
* Supporting the transition from a state-owned and managed economy to a modern, private sector-led economy
* Creating an enabling business environment for international and local investors;
* Supporting the competitiveness of Afghanistan exports in international markets.

# The objectives

Production of original / high quality graphic design materials to disseminate and promote Afghan products. The designing company will develop branding guideline, promotional materials, video content, other marketing products and print of promotional materials.

# Scope of Services

The consulting company will develop branding guideline for export promotion and will travel to various places to get original photographs and video shots of the places, products, processes, gathering data and pictures regarding the values, norms and culture of Afghanistan from various places for the development of promotional material.

Detail of the work is as below:

# Deliverables of the Assignment:

The consulting company should closely work with Export Promotion Department (EPD) of MoIC and should provide reports in accordance to the schedule, from the progress of the work.

Deliverables are expected as follow:

1. *Developing national brand logo and creative ideas campaign*

* Designing a valuable Logo as cover all Afghanistan Production sectors.
* Developing and propose several slogans for Export in order to be added in the logo

1. *Developing branding guideline for Afghanistan export and promotional materials*

* Developing brand color, designs and patterns (branding).
* Applying the branding on promotional materials such as factsheet, brochure, booklet, flyers, pen, calendar, T-shirt, mug etc. for each sector of NES separately.
* Using the developed new developed brand logo in the promotional material.

1. *Capture photos*

* Capture original pictures for promotional materials from various places and products
* After using the related pictures in the promotional material, it’s all raw material should be handed over/ submitted to EPD.

1. *Developing Video (positive image of Afghanistan)*

* Developing a video clip to show positive image of whole Afghanistan, such as geographic position, landscapes, cultivations, mining, industries, cultures, values and other positive images.
* The content of clip should be original
* This clip should be in Full HD
* This clip should be in utmost 30 seconds.

1. *Developing Video (for 6 sector of NES value chain)*

* Developing video clip for 6 sector of NES and each sector with one separate video clip.
* This clips should contain the value chain of each sector, from the starting point of the production to the ending, and selling point in the international market as final commodity. For instance; in agri-products from the cultivation, growth, harvesting, process, packaging and labeling, transporting to local and international market and its mode of transport (air and land) and finally sale of it in the international market.
* The content of clip should be original
* This clip should be in Full HD
* This clip should be in between 2:30 – 3:00 minutes.

1. *Developing the website and all mobile application*

* [www.Ibuyafghan.com](http://www.Ibuyafghan.com)
* mobile application for both IOS and Android

1. *Printing of promotional material*

* After developing the draft of the logo, branding designs and promotional material and acquiring the final approval from top management, the video clip of Positive image of Afghanistan and 6 sectors videos should write in flash drives separately {positive image of Afghanistan in one flash drive and 6 sector clips in other flash drive)
* The promotional material should be printed after final designs approved by the top management.
* Amount:
* 2,000 flash drives for video clip of positive image of Afghanistan (8 GB)
* 2,000 flash drives for video clip of 6 sectors (8GB)
* 5,000 units each promotional material (those materials which are approved to print)
* Promotional material should be developed for each sector separately.

1. **Qualification Requirements/Short listing Criteria**

The Ministry of Industry and Commerce, now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the services described in Terms of Reference as mentioned under Paragraph above. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The short-listing criteria are:

1. The Consultant should be registered legal entity and should be in existence for at least recent 5 years. The consultant should provide a copy of the certification of incorporation/ business license with its EOI.

ii. The Consultant shall demonstrate having sound financial situation and capacity. Average Annual turnover for the last 5 years should not be less than equivalent to **AFG (6723000) six million and seven hundred twenty three thousand Afghani.**

1. The consultant shall provide proven experiences of having executed at least 1 contract of similar nature and complexity during last [5] years with the value of **AFG ( 3620000 ) three million six hundred and twenty thousand Afghani.** The consultants are required to provide copy(ies) of the contract along with clients’ certificate towards completion of such assignments with their EOI.

1. Consultant having some regional experience is desirable

In addition the consultant shall furnish a declaration with their EOI confirming the following:

1. The consultant is not black-listed by any agency of Government of Afghanistan.
2. Declaration by the Consultant that the consultant does not have any conflict of interest in terms of taking any assistance / support from individual / firm / consultants who have been part of the Project or the procurement process.
3. Declaration by the Consultant that the information furnished in EoI is correct and for any misrepresentation detected at any stage of selection process or during execution of the resultant contract if successful, the Consultant to be taken up under the Laws of Afghanistan.
4. **Legal References**

The attention of interested Consultants is drawn to ‘Chapter 4 - Process of Request for Proposal’ of “Rule of Procurement Procedure” issued by Government of Islamic Republic of Afghanistan. The consultants are also required to maintain high standard ethics throughout the procurement process. The Consultants’ attention is also drawn to Article 16 of Afghanistan Public Procurement Law for compliance. The consultants can download the Public Procurement Law and Procedure from: [www.npa.gov.af](http://www.npa.gov.af)

1. **Method of Selection**

A Consultant will be selected in accordance with the Quality Cost Based Selection (QCBS) methodset out in Rule 59 of Procurement Procedures.

1. **Submission of EOI**

Expressions of interest as per Annexure ‘A’ attached must be delivered in a written form to the address below (in person, by mail, or by e-mail) **by 09th June 2020**(Kabul Local Time).

Further information in respect to this REOI can be obtained at the address below by email or in person during office hours [09:00 AM-03:00PM].

**Attention:** *Wahidullah Wesal-consultancy services manager.*

**Name of the Procuring Entity:** Ministry of industry and commerce of Afghanistan (MOIC )

**Address:** 3rd Floor, New Building, Procurement department, Darulaman road, Kabul-Afghanistan

Email: [Wahid.wesal2017@gmail.com](mailto:Wahid.wesal2017@gmail.com) copied to ilyas\_tabish@hotmail.com

Web site:<http://www.moci.gov.af>

# Annexure 1: Format for Expression of Interest

The expression of interest in English language must be submitted as per the following format:

*{Note: In case documents submitted are in any language other than English, the consultant should submit a self-certified copy of the translated document in English (along with originals).}*

**SECTION 1**: Organization Details (In case the EoI is being submitted as a Joint Venture/Sub-Consultant, the information has to be submitted for the Lead Partner as well as other members of the Joint Venture separately/Sub-Consultant.)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Part 1: Organisation Detail** | | | | |
|  | Name of the Organization | |  | |
|  | Details of the Organization | | * Address of the Registered Office: * Telephone: * Facsimile: * Website: | |
|  | Information about Organization | | * Year of Establishment: * Status of the Organization: (Public Ltd./Private Ltd./LLP etc.) | |
|  | Name and designation of the person authorized | | * Name * Designation * E-mail * Contact Number | |
|  | Number of Personnel | | * Total employee strengths on the payroll of the company as on (specify the date) * Number of qualified technical personnel on its payroll or panel working in the area of (specify the area) | |
| **Part 2** | | EOI Respondent firm needs to mention its core business areas and any other relevant details / experience in a descriptive format. EOI Respondent firm needs to mention its Technical and managerial capability for executing the scope of services. | |
| **Please provide a response with details in not more than 3 pages** | | | |

**SECTION 2**: Documents to be submitted

|  | **Information to be provided** | **Documentary Evidence to be Provided** | **Page number as part of Annexure** |
| --- | --- | --- | --- |
| 1 | Firm must be registered legal entity. Information on their status as a legal entity and submit relevant supporting documents. (In case of JV, it should be met by the lead Partner but need to be submitted for other JV Members/Sub-consultant also) | Copy Certificate of Incorporation issued by relevant authority in country of establishment |  |
| 2 | The consultant shall demonstrate having sound financial situation by submitting audited financial reports or any other credible financial documents for last [3] years. N/A | Statutory Auditor’s certificate  OR  Financials statements duly certified by the Chartered Accountant  OR  Self-certification by the authorized signatory of the EoI mentioning the Annual Turnover supported by financial statements or Annual Auditor Reports.  Please note:  The audited financial reports or other credible financial documents must be of the EoI Respondent firm/Lead Partner and not its parent/child company |  |
| 3 | The Consultant shall provide proven experiences of having executed one contract during last *[5]* years of similar assignment (comprising of completed or on-going projects) which should showcase the expertise/ strength of the consultant for undertaking such assignments.  The information in regard to the experience also need to be submitted for other JV Members/Sub-consultant as separate statements)N/A | *Details of the experience should be submitted as per format in* **Section 3** *along with the following documents:*  For completed projects :  1. Copy of Contract(s)  2. Copy of M16  3.Copy of the Completion Certificate(s) from the client.  For On-Going projects :   * + - 1. Copy of Contract(s)       2. Copy of the letter from authorised client representative / Self-Certified declaration by authorized Signatory of the EoI Respondent Entity stating that scope of services completed till date along with payment realised for the project.   Please note:  *The credentials cited under this must have been executed by the EoI Respondent or the JV partner and not its parent/child company* |  |
| 4 | The details of the Consultant’s regional experience if any. | List the Contracts executed with details such as contract number, the client detail, period of the contract, value of the contract, brief about the assignment etc. |  |
| 5 | Other relevant documents | Furnish one declaration confirming the following:  i. Declaration that the firm is not black-listed by any Government agencies in Afghanistan   * + 1. Declaration that the consultant does not have any conflict of interest in terms of taking any assistance / support from individual / firm / consultants who have been part of the Project or the procurement process.     2. Declaration by the Consultant that the information furnished in EoI is correct and for any misrepresentation detected at any stage of selection process or during execution of the resultant contract if successful, the Consultant to be taken up under the Law of the Land. |  |

**SECTION 3**: Format for furnishing details of Credentials / Past Experiences for projects as at Sl. No. 3 of Section 2. The information need to be furnished as per the Format below for each credential.

The project citation should be a maximum of 2 pages per credential/project along with documents as mentioned under Sl. No. 3 of Section 2 (above). The citation need to be furnished for each credential.

|  |  |  |
| --- | --- | --- |
| Assignment name: | Country:  Location within the country | |
| Name of Client: | Address: | |
| Name of the Legal Entity in whose name the contract is: | Duration of assignment (months): | |
| No. of man month of the assignment: | Start date (Month/year):  Completion date (Month/year): | |
| Approx. value of the overall contract (in AFG): | Approx. value of the services provided by your firm under the contract (in AFG): | |
| Name of associated organizations, if any: | Role of Consortium member: | |
| Narrative description of the Project: | | |
| Detailed Scope of services, coverage of the project:   * *Consultant should explain in what way the executed assignment(s) was/were similar in nature to the current assignment and also indicating key experts input for the assignment(s) including their qualifications and experience (CVs of such key staff are not required to be attached)* * *The Consultant should explain the exact role played by the Consultant in the assignment if the assignment was carried out in association with other firms as JV or in sub-consultancy for carrying out the assignment.* | | |
| Relevance of Project to the current scope (i.e. relevant project components in detail) | | |
| Details of the impact of the project for the client: | | |
| Copy of Contract(s)? | | YES / NO |
| Copy of certificate from the client with explicit information to meet the specific requirement of the criteria attached? | | YES / NO |
| Copy of self-certificate with explicit information to meet the specific requirement of the criteria attached? | | YES / NO |