Request for Expressions of Interest (REOI)

(CONSULTING SERVICES – FIRMS SELECTION)

**Country: Islamic** Republic of Afghanistan

Name of Project: (Marketing promotional material for Afghanistan exporting products)

**Assignment Title**: **Marketing Promotional Material**

**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/99/CS-003/QCBS**

**Background:**

The Afghanistan Export Promotion Division has recently developed a ‘Buy from Afghanistan’ marketing plan to stimulate international trade with Afghanistan during and post COVID-19 in 2020 and 2021. This sector-focused marketing plan will be integrated with sales plans from Afghanistan sector associations and trading companies.

The initial offline marketing touch points needed to support the plan are listed below as part of TOR 77777

**Confidentiality Caveat:**

In the interest of preserving confidentiality, several deliverable details are not included in this document, but will be discussed with individual consultant company companies who are interested in bidding for the work.

**Deliverables:**

To effectively support the launch of the recently approved ‘Buy from Afghanistan’ campaign, the following initial deliverables will be required. EPD will manage the process of their deployment.

These deliverables will be used by Country Attachés, within Trade Shows, and by company/sector sales people. They will also be used in support of buyer requests as a result of the online marketing advertising campaign.

*1. Export Sales & Marketing Materials – Photographs*

* Capture original pictures for promotional materials from various places and products (quantity and subjects to be defined by EPD in a detailed photographic brief)
  + After using the approved pictures in the promotional material. All raw material should be handed over/submitted to EPD and be free of royalties.

*2. Export Sales & Marketing Materials - Videos*

* Develop a video clip for each of 6 sectors (as defined in the NES strategy)
  + These clips should contain the value chain of each sector, from the starting point of the production to the end, plus the selling point in the international market
    - For example; in agri-products this would be from cultivation, growth, harvesting, process, packaging and labeling, and transporting (air and land) ,and finally sale of them in the international marketplace.
  + The content of each clip should be original
  + Each clip should be in Full HD and be in between 2:30 ->3:00 minutes

*3. Export Sales & Marketing Materials – Printed Items*

* The design application of the ‘Buy From Afghanistan’ brand and creative ideas to printed materials. For each of 6 sectors, or across sectors, as is deemed logical.
  + Brochures, data sheets, PR memos and other printed items - to be defined by EPD.
  + ‘Buy From Afghanistan’ label for products (design only)

*3. Export Sales & Marketing Materials – Promotional Items*

* The design application of the ‘Buy From Afghanistan’ brand and creative ideas to promotional items such pens, calendars, T-shirts, mugs etc. to be used across all sectors in Trade Shows and other customer interfaces

4. Export Sales & Marketing Materials – Production

* The video clips (2) of the 6 sectors should be written onto flash drives separately
  + 2,000 flash drives for a video clip of all 6 sectors (8GB)
* The printed materials (3) should be printed after final copy and design content is approved by EPD top management.
  + 5,000 units each promotional material
* Promotional materials production (4) will be defined at a later date by EPD

5. Export Sales & Marketing Materials – Branding and Design Guidelines

* A brand marketing campaign ‘guidebook’ needs to be designed and created
  + Electronic and paper versions
  + It will contain at minimum the brand Tone-of-Voice, which includes essentials such as type, color, logos and templates for basic support items needed for the ‘Buy Afghanistan’ campaign.
  + Pashtu, Dari, and English

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 (9600000) Nine Million and Six Hundred 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 (5600000) Five Million and Six Hundred 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 Monday July 06th 2020 at 10:00 AM**(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 |