

CENTRAL TENDERS BOARD

EXPRESSIONS OF INTEREST NOTICE

Consulting Services for Sector Branding and Advertising for the Information Technology Enabled Services Sector in Trinidad and Tobago, Ministry of Planning and Development, Government of the Republic of Trinidad and Tobago (GORTT) Inter-American Development Bank (IDB) Loan No. 3112/OC-TT

TRINIDAD AND TOBAGO
GLOBAL SERVICES PROMOTION PROGRAMME
MINISTRY OF PLANNING AND DEVELOPMENT
SPECIFIC PROCUREMENT NOTICE
IDB LOAN NO. 3112/OC-TT

The Government of the Republic of Trinidad and Tobago has received financing from the Inter-American Development Bank (IDB) for the project, Global Services Promotion Programme, and intends to apply part of the proceeds towards the Sector Branding and Advertising for the Information Technology Enabled Services (ITeS) Sector in Trinidad and Tobago.

Presently, there are quite a number of firms in the IT-enabled sector in Trinidad and Tobago operating at varying levels of capacity, competency and efficiency. The Programme is seeking to develop and promote this sector under a single over-arching brand that will represent Trinidad and Tobago's capacity in the provision of IT, ICT and ITeS effectively in the local, regional or global landscape. The objective of this consultancy is to design and develop a brand strategy to undertake international advertising, media and public relations strategies, a robust social media outreach plan, promotional campaigns (local and international).

In this regard, the Central Tenders Board (CTB) on behalf of the Executing Agency, the Ministry of Planning and Development, invites eligible Consulting Firms to indicate their interest in providing Consulting Services including but not limited to the following:

- Create a long-lasting and globally recognized country image for Trinidad and Tobago in the ITeS Sector.
- Design and develop a brand strategy for the overall IT enabled Services Sector of Trinidad and Tobago.
- Implement the Brand, through the scheduled roll out of materials, engagement opportunities and stakeholder engagement.
- Increase the local, regional and international exposure, impact and overall awareness of the Programme.

- Provide tangible support in preparing materials that will market and promote the country to secure foreign direct investment in the ICT sector.

As part of the strategy the selected firm must conceptualize and deliver a Brand that connects the various elements of the IT enabled Services Sector. This Brand must attract global, regional and local attention and therefore increase the country's potential to attract participation and investment (local and international).

Interested firm(s) must provide information, **not exceeding seventy five (75) pages** to substantiate their qualifications and experience in providing these Consulting Services. Submissions must include:

- a signed transmittal letter clearly indicating the nationality of the firm;
- a profile of the firm providing general background information on the firm inclusive of years in operation, structure of the organization;
- a description of experience in similar projects, assignments and conditions; and
- availability of appropriate skills amongst staff in the form of a skills matrix illustrating the profile of key experts.

Any clarification/queries should be directed to the Officer at *Address two (2)* below from **Monday to Friday between 8:00 am to 4:00 p.m. (local time)**.

The duration of the assignment is **six (6) months**.

This Expressions of Interest is open to all eligible bidders as defined in the policies which can be accessed at website: <http://www.iadb.org/procurement>. *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).*

An original and five (5) copies of the data should be placed in sealed envelopes and clearly marked:

“Expressions of Interest for Consulting Services for Sector Branding and Advertising for the Information Technology Enabled Services Sector in Trinidad and Tobago, Ministry of Planning and Development, Government of the Republic of Trinidad and Tobago (GORTT), IDB Loan No. 3112/OC-TT”

Envelopes must be addressed to the Chairman, Central Tenders Board, at *Address One (1)* below and be deposited in the **BROWN** Tenders Box located in the lobby of the Board's Office not later than **1:00 p.m. (local time) on Thursday June 14, 2018**.

Submissions will be opened publicly at 1:05 p.m. (local time). An authorised representative of the firm may attend the opening at *Address One (1)* below.

Address (1)

Central Tenders Board
116, Frederick Street
Port of Spain
Republic of Trinidad and Tobago
Telephone No. 1 (868) 625 4330
Email: mofctb@gov.tt

Address (2)

Mr. Tracy Hackshaw
Programme Manager
Global Services Promotion Programme,
Ministry of Planning and Development
Level 1, Flagship Complex, 9-15 e Teck Blvd,
Tamana In Tech Park, Wallerfield
Republic of Trinidad and Tobago
Email: tenders@planning.gov.tt

Consultants should note that the dimensions of the **slot** in the Tenders Box are **37.5 cm x 5.5 cm** and as such, documents should be packaged accordingly.

The Central Tenders Board does not bind itself to accept any submission.

The Central Tenders Board reserves the right to cancel this Request for Expressions of Interest Notice in its entirety or even partially, without defraying any cost incurred by any firm in the preparation and submission of such Expression of Interest.

Late submissions will not be considered under any circumstances.

Interested Firms are advised that the Expressions of Interest Notice will be advertised on the United Nations Development Business (UNDB) website, the IDB's website and the Ministry of Finance website <http://www.finance.gov.tt>.

Koriesha Emamali
Chairman
Central Tenders Board
Government of the Republic of
Trinidad and Tobago

CTB: 16/4/146
May 09, 2018