



UNIDADE DE GESTÃO DE PROJETOS ESPECIAIS

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REPUBLIC OF CABO VERDE
MINISTÉRIO DAS FINANÇAS E DO FOMENTO EMPRESARIAL
UNIDADE DE GESTÃO DE PROJETOS ESPECIAIS

REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES – FIRMS SELECTION)

COUNTRY: CABO VERDE

PROJECT: Resilient Tourism and Blue Economy Development in Cabo Verde Project

Credit No.: IDA-71260

PROJECT ID No.: P176981

Date: August 29, 2022

Notice Number: REol – 09/RTBED/UGPE/2022

Assignment Title: TA for Rebranding of Cabo Verde as a Tourism Destination

1. The Government of the Republic of Cabo Verde has received from the International Development Association – IDA/ World Bank (hereafter named “World Bank”), a Credit (hereinafter called “Credit”) toward the costs of the **Resilient Tourism and Blue Economy Development in Cabo Verde Project** and intends to apply part of the proceeds for consulting services. The objective of the Project is to increase diversity and resiliency in the tourism offering and SME participation in tourism-related value chains in targeted destinations.
2. The objective of this Consulting Service (“the Service”) – is the creation of a new brand for Cabo Verde tourism. This should include the logo, name, slogan and visual identity. The assignment is to be conducted in a participatory manner, to ensure stakeholder’s input and buy-in. The new brand will be utilized by the Cabo Verde Tourism Institute (ITCV) in all official marketing and communications campaigns.
3. The detailed Terms of Reference (ToR) for the assignment can be requested by the email address below, from 8:00 AM until 16:00 PM (local time), during working days.
4. The Management Unit for Special Project (UGPE) now invites eligible consulting firms (“Consultants”) to express their interest in providing the service. Interested firms should provide



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information demonstrating that they have the required qualifications and relevant experience to perform the service. Relevant material submitted by the firm must not exceed 30 pages, overall.

5. The shortlisting criteria are:

- *Core business and number of years in related business;*
- *Relevant experience, demonstrated by a portfolio of similar assignments accomplished;*
- *Technical and managerial capability.*

6. Key Experts will not be evaluated at this shortlisting stage.

7. The attention of interested firms is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers", dated July 2016 and revised in November 2017 and August 2018 and November 2020 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest published on the World Bank website.

8. Firms may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

9. A firm will be selected in accordance with the method **Consultant Qualification Selection (CQS)** set out in the World Bank's "Procurement Regulations for IPF Borrowers", July 2016 edition and revised on November 2017, August 2018 and November 2020.

10. Interested firms may obtain further information in written format, only through the emails address below, from 8 a.m. until 16 p.m. (local time), during working days.

Email: ildo.a.varela@mf.gov.cv; nuno.gomes@mf.gov.cv, madelene.david@mf.gov.cv; aguinaldo.marcas@mf.gov.cv.

11. **The Expressions of Interest in English must be delivered in written within the deadline, with the mention "TA for Rebranding of Cabo Verde as a Tourism Destination", in person or to the e-mail addresses below) , until September 14, 2022, at 15:00 PM local time.**

Unidade de Gestão de Projetos Especiais
Ministério das Finanças e do Fomento Empresarial
Attn: Nuno Gomes – UGPE Coordinator
Av. China, Edifício Tribunal Constitucional, 3º Andar



Ministério das Finanças
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