



UNIDADE DE GESTÃO DE PROJECTOS ESPECIAIS

Av. China, Edif. Tribunal Constitucional, 3º andar
CP: 145, Chã-d'Areia, Cidade da Praia, Cabo Verde
Telefones: (+238) 261 75 84 / 261 61 98
www.governo.cv

**REPUBLIC OF CABO VERDE
MINISTÉRIO DAS FINANÇAS
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

PROJECT ID No.: P176981

Credit N°: IDA - 71260

Date: February 6, 2023

Notice Number: EOI - 018-RTBED-UGPE-2023

Assignment Title: TA to ITCV on Destination Online Communication/Marketing

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 Services (“the Services”) –is to assist ITCV in the process of boosting its digital and online communication of the tourist destination - Cape Verde. In increasing awareness and understanding of the destination, as well as promoting the image of Cabo Verde's tourism, by putting an emphasis on an online advertising model, particularly in improving interaction with tourists, both through the social network and from the website Turismo de Cabo Verde: Esperamos por si! | Página Oficial (visitcaboverde.com), SEM (Search Engine Marketing), SEA (Search Engine Advertisement) and SEO (Search Engine Optimization), as well as for the community management of the new profiles in social networks. The assignment is expected to take about ten (10) months.
3. The detailed Terms of Reference (TOR) for the assignment shall be requested at the address e-mail given below, from 8 a.m. until 16 p.m. (local time), during the working day or download through the website <https://ugpe.gov.cv/concursos> e <https://www.mf.gov.cv/>
4. The UGPE 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. (**Relevant material must not exceed 30 pages overall**)



UNIDADE DE GESTÃO DE PROJECTOS ESPECIAIS

Av. China, Edif. Tribunal Constitucional, 3º andar
CP: 145, Chã-d'Areia, Cidade da Praia, Cabo Verde
Telefones: (+238) 261 75 84 / 261 61 98
www.governo.cv

5. The shortlisting criteria are:

- *Core business and years in the related business;*
- *Relevant experience for this assignment;*
- *Specific experience in countries with similar conditions or context of Cabo Verde;*
- *Technical and managerial capacity of the firms*

6. Key Experts will not be evaluated at the 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. Consultants 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 consultant will be selected in accordance with the Consultant Qualification Selection (CQS) method set out in the World Bank's "Procurement Regulations for IPF Borrowers", dated July 2016 and revised in November 2017, August 2018 and November 2020.

10. Interested Consultants may obtain further information at the emails address below from 8 a.m. until 16 p.m. (local time), during working days.

Email: Madelene.David@mf.gov.cv; Aguinaldo.marcal@mf.gov.cv

Cc: Nuno.Gomes@mf.gov.cv

11. Expressions of interest in the English must be delivered in a written form to the address below, or by e-mail the email address above (paragraph 10) indicated by February 24, 2023.

Unidade de Gestão de Projetos Especiais

Ministério das Finanças

Attn: Nuno Gomes – UGPE Coordinator

Av. China, Edifício Tribunal Constitucional, 3º Andar

Chã d'Areia - Cidade da Praia, Ilha de Santiago

C.P.nº 145, Republica de Cabo Verde

Tel: + 238 - 261 7584/261-6198

Email: Nuno.Gomes@mf.gov.cv

CC: Madelene.David@mf.gov.cv; Aguinaldo.Marcal@mf.gov.cv