



UNIDADE DE GESTÃO DE PROJETOS ESPECIAIS

Resilient Tourism and Blue Economy Development in Cabo Verde Project

Avenida Amílcar Cabral, Ex. Edifício do BCV, 4º Andar
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www.governo.cv

REPUBLIC OF CABO VERDE

MINISTÉRIO DAS FINANÇAS

UNIDADE DE GESTÃO DE PROJETOS ESPECIAIS

REQUEST FOR EXPRESSIONS OF INTEREST

(CONSULTING SERVICES – FIRM SELECTION)

COUNTRY: CABO VERDE

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

Credit No.: IDA-71260

PROJECT ID No.: P176981

Date: October 12, 2023

Notice Number: EOI – 41-RTBED-UGPE-2023

Assignment Title: Contracting an international market representation firm to support ITCV's marketing effort in selected/prioritized European source market(s).

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 to technical assistance are as follows:
 - ✓ Promotion and management of brand and destination awareness, boosting demand for Cabo Verde in the French and Benelux (Belgium, the Netherlands and Luxembourg) markets;
 - ✓ Continuous and growing involvement in building relationships with the travel and related services segment as well as the relationship with the media, in the market;
 - ✓ Build mechanisms to prioritise diversification that goes beyond the dominant Sun & Sea, all-inclusive model, but to attract other more sustainable niches such as nature and adventure tourism (especially hiking), cultural tourism, etc;
 - ✓ Help build the marketing capacity of ITCV staff throughout the process.

The assignment is expected to take about one year from the date of signing the contract.



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3. The detailed Terms of Reference (ToR) for the assignment can be requested by the email address below, from 8:00 AM until 4:00 PM (local time), during working days, or can be found published at the following websites: <http://www.mf.gov.cv> / [Concursos - UGPE \(gov.cv\)](http://www.governo.cv/concursos)
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 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 years in the related business;*
 - *Relevant Consultant’s experience for this assignment;*
 - *Specific experience in Cabo Verde or in countries with similar conditions or context of Cabo Verde;*
 - *Technical and managerial organization of the firm.*
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 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 under the **Quality and Cost Based Selection (QCBS)** method set out in the World Bank’s “Procurement Regulations for IPF Borrowers”, dated November 2020.
10. Interested Consultants may obtain further information in written format, only through the emails address below, from 8 a.m. until 4 p.m. (local time), during working days.

Email: madelene.david@mf.gov.cv; ailine.fernandes@mf.gov.cv; edna.fernandes@mf.gov.cv

C/c: nuno.gomes@mf.gov.cv; aguinaldo.marcal@mf.gov.cv;



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11. Expressions of interest must be delivered in the English, to the address below, or by e-mail indicating the title of the assignment and the name of the project, **by November 06, 2023.**

Unidade de Gestão de Projetos Especiais | Ministério das Finanças

Attn: Nuno Gomes – UGPE Coordinator

Avenida Amilcar Cabral, Ex. Edifício do BCV, 4º Andar,

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