



UNIDADE DE GESTÃO DE PROJETOS ESPECIAIS

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Contract Award Notice

PAÍS: CABO VERDE

PROJETO: RESILIENT TOURISM AND BLUE ECONOMY DEVELOPMENT IN CABO VERDE

CRÉDITO Nº: IDA 71260

PROJECT ID N: P176981

Client: Unidade de Gestão de Projetos Especiais (UGPE) Ministério das Finanças e do Fomento Empresarial

Address: Av. Amílcar Cabral – Ex. Edifício do BCV, 4º andar, Plateau, Cidade da Praia, República de Cabo Verde.

Name and Reference number of contract: Nº 25/RTBED/UGPE/2023 – TA to ITCV on Destination Online Communication/Marketing

Method of Procurement/Selection: Consultant Qualification Selection (CQS)

Awarded Firm: MADE2WEB-DIGITAL SALES & MARKETING

Address of the consultant: Largo Maria Leonor, Torre S. Paulo, Nº8, Loja B
1495-144, Algés – Lisboa – Portugal

Contract signature date: December 01, 2023

Price: EURO 234 997 (Two hundred and thirty four thousand, nine hundred and ninety seven euro).

Duration: 15 (fifteen) months from contract signature date.

Summary scope of contract: The objective of this Consulting Service (“the Service”) 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 (visit-caboverde.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