



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

UGANDA ADDITIONAL FINANCING FOR THE COMPETITIVENESS AND ENTERPRISE DEVELOPMENT PROJECT (CEDP- AF) Credit No.: 65380

Assignment Title: Consultancy Services for Market Destination Representation for Uganda

The Government of Uganda has received additional financing from the World Bank toward the cost of the Competitiveness and Enterprise Development Project (CEDP- AF), and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include Market Destination Representation for Uganda’s Leisure and MICE segments as follows:

Assignment Lot No:	Reference No	Title
Lot 1	UG-PSFU-202958-CS-CQS	Consultancy services for Market Destination Representation for Uganda in the French, Belgium, Luxembourg & Dutch source markets
Lot 2	UG-PSFU-202959-CS-CQS	Consultancy services for Market Destination Representation for Uganda in the Africa source markets (Nigeria, Kenya, South Africa, Egypt, & Ethiopia).
Lot 3	UG-PSFU-202965-CS-CQS	Consultancy services for Market Destination Representation for Uganda in India
Lot 4	UG-PSFU-206076-CS-CQS	Consultancy services for Market Destination Representation for Uganda’s MICE Tourism in North America

The detailed Terms of Reference (TOR) for the assignment can be found at www.cedp.go.ug

Private Sector Foundation Uganda through the Competitiveness and Enterprise Development Project 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. The shortlisting criteria are as follows: (1) at least 10 years’ experience and expertise in leisure/MICE tourism destination marketing and travel promotion; (2) experience of having undertaken at least 3 assignments similar in scope and nature, one of which should have been undertaken for a Sub-Saharan country or country with similar economic conditions to Uganda; (3) Availability of appropriate skills/expertise among the consultant’s staff

including expertise in Management, Tourism destination marketing, Online and Social Media marketing, and Public Relations among others, to demonstrate technical and managerial capability of the firm. Individual experts’ bio-data is not required at this stage.

The attention of interested Consultants 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 revised November 2017 and August 2018 (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

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.

A Consultant will be selected in accordance with the Consultant’s Qualification’s based selection (CQS) method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours (0800 to 1700 hrs).

Expressions of Interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by January 15, 2021. Consultants may make arrangements to have their Expressions of interest delivered by courier services. However, no liability will be accepted for loss or late delivery.

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