

# **CENTRAL TENDERS BOARD EXPRESSIONS OF INTEREST NOTICE**

**Consulting Services for the Development and Implementation of a Brand Strategy for the Global Services Offshoring Promotion Programme, Ministry of Planning and Development, Government of the Republic of Trinidad and Tobago (GORTT), Inter-American Development Bank (IDB) Loan No. 3112/OC-TT**

**TRINIDAD AND TOBAGO  
GLOBAL SERVICES OFFSHORING  
PROMOTION PROGRAMME  
MINISTRY OF PLANNING AND DEVELOPMENT  
SPECIFIC PROCUREMENT NOTICE  
IDB LOAN NO. 3112/OC-TT  
DEADLINE DATE: JUNE 08, 2017**

The Government of the Republic of Trinidad and Tobago has received financing from the Inter-American Development Bank (IDB) for the Project, *Global Services Offshoring Promotion Programme*, and intends to apply part of the proceeds towards consulting services to develop and implement a brand strategy for the Global Services Offshoring Promotion Programme.

The objectives of this consultancy are:

- to develop and implement a strategy for rolling out the brand and promoting the Programme to the intended target audience; and
- to increase the overall awareness of and buy-in to the Programme.

The programme of activities will include but not be limited to global advertising, media and public relations strategies, a robust social media outreach plan, promotional campaigns (local, regional and international). As part of the strategy, the selected firm must use the existing brand elements in an effective manner to grab global, regional and local attention and hence increase the Programme's potential to attract interest and investment.

In this regard, the Central Tenders Board (CTB) on behalf of the Executing Agency, the Ministry of Planning and Development, invites eligible consulting firms with the following experience to indicate their interest in providing the Consulting Services:

- (i) developing brand and marketing strategies;
- (ii) experience in implementing strong brands that reaches target markets locally, regionally and internationally; and
- (iii) capacity to develop high quality creative content, to design and develop the requisite marketing and outreach material.

Interested firm(s) must provide information to substantiate their ability to provide these Consulting Services. Submissions must include:

- a signed transmittal letter clearly indicating the nationality of the firm;
- a profile of the firm inclusive of years in operation and structure of the organization;
- a description of experience in similar projects and assignments including a reference list inclusive of contact details and sample of previous projects conducted demonstrating qualifications for participating in this upcoming process; and
- availability of appropriate skills amongst staff.

Any clarification/queries should be directed to the Officer at *Address two (2)* below from **Monday to Friday between 8:00 a.m. to 4:00 p.m. (local time)**.

The duration of the assignment is **one (1) year**.

This request for Expressions of Interest is open to all eligible firms as defined in the IADB's policies which can be accessed at website: <http://www.iadb.org/procurement>. *Consultants will be selected in accordance with the procedures set out in the Inter-American Development Bank: Policies for the Selection and Contracting of Consultants financed by the Inter-American Development Bank (GN 2350-9).*

An original and five (5) copies of the data should be placed in sealed envelopes and clearly marked:

**“Expressions of Interest for the Development and Implementation of a Brand Strategy for the Global Services Offshoring Promotion Programme, Ministry of Planning and Development, Government of the Republic of Trinidad and Tobago, IDB Loan No. 3112/OC-TT”**

Envelopes must be addressed to the Chairman, Central Tenders Board, at *Address one (1)* below and be deposited in the **BROWN** Tenders Box located in the lobby of the Board's Office not later than **1:00 p.m. (local time) on Thursday June 8, 2017**.

Submissions will be opened publicly at 1:05 p.m. (local time). An authorised representative of the firm may attend the opening at *Address one (1)* below.

Address (1)

Central Tenders Board  
116, Frederick Street  
Port of Spain  
Republic of Trinidad and Tobago  
Telephone No. 1 (868) 625 4330  
Email: [mofctb@gov.tt](mailto:mofctb@gov.tt)

Address (2)

Mr. Tracy Hackshaw  
Programme Manager  
Global Services Offshoring Promotion  
Programme,  
Ministry of Planning and Development  
25 Ramsaran Street, Chaguanas  
Republic of Trinidad and Tobago  
Telephone No: 1(868) 225-4321  
Email: [tenders@planning.gov.tt](mailto:tenders@planning.gov.tt)

Consultants should note that the dimensions of the **slot** in the Tenders Box are **37.5 cm x 5.5 cm** and as such, documents should be packaged accordingly.

The Central Tenders Board does not bind itself to accept any submission.

The Central Tenders Board reserves the right to cancel this Expressions of Interest Notice in its entirety or even partially, without defraying any cost incurred by any firm in the preparation and submission of such Expressions of Interest.

**Late submissions will not be considered under any circumstances.**

Interested firms are advised that the Expressions of Interest Notice will be advertised on the Ministry of Finance website <http://www.finance.gov.tt>.

Jenepha Khan  
Chairman  
Central Tenders Board  
Government of the Republic of  
Trinidad and Tobago

CTB: 16/4/141  
May 09, 2017