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DB Reference N°: IDB-P1189972-05/23

Country: Bahamas, Barbados, Belize, Dominican Republic, Guyana, Haiti, Jamaica, Suriname, Trinidad and Tobago

Institution: Inter-American Development Bank

Sector: Agriculture, Fisheries and Forestry, Agricultural markets, commercialization and agri-business, General - Agriculture, Fisheries and Forestry, Energy and Extractives, Renewable Energy, Finance, Management and Administration, Finance, Accounting and Auditing, General - Finance, Management and Administration, Procurement, Survey, General - Information and Communications

Deadline: 2023-05-22T00:00:00.00-04:00

Status: Published

Loan N°./Financing:

Project:

Title: Digital Communications Campaign to Attract Foreign Direct Investment to the Caribbean

Borrower/Bid No:

GENERAL PROCUREMENT NOTICE

Institution: Inter-American Development Bank

Country: Regional (Barbados, Belize, Jamaica, Guyana, Haiti, Trinidad and Tobago, The Bahamas, Dominican Republic, Suriname)

Project: Digital Communications Campaign to Attract Foreign Direct Investment to the Caribbean

Sector: Foreign Direct Investment

Abstract: The attractiveness of a destination is generally assimilated to the capacity of this destination to attract and retain mobile factors of production and/or the population. It is generally perceived as the capacity of a territory to be chosen by a company as a location for its activities. In 2020, with the onset of the COVID-19 pandemic, members of the Caribbean Association of Investment Promotion Agencies (CAIPA) agreed to the development of a strategic

marketing campaign for the Caribbean – increasing awareness of the region as a place for investment with a focus on digital communication channels. Given that face-to-face opportunities to promote the Caribbean were restricted, online promotion became essential and remains essential post pandemic. The strategy's development was based on online research of existing information on the Caribbean, an assessment of the non-tourism related priority sectors for CAIPA, namely Agriculture Technology (AgTech), Renewable Energy (RE) and Business Process Outsourcing (BPO), as well as a review of existing collateral material for promotion of the region and the CAIPA website. The main objective of this technical cooperation is to support the beneficiary Investment Promotion Agencies (IPAs) to attract investments in the targeted sectors, through (i) strengthening IPAs personnel capacity on digital marketing strategies design and implementation; and (ii) implementation of digital marketing activities. This will be achieved through the development of a digital communication strategy and a branding strategy including the region's value proposition with a focus on three priority sectors of agricultural technologies, renewable energy and outsourcing. In addition, the consultant will facilitate the knowledge transfer to Caribbean Investment Promotion Agencies on the execution of investor perception surveys and place branding to attract foreign direct investment. The project will be implemented over a nine-month period.

TC No.: RG-T3999

Contract No.: ATN/OC-19042-RG

The Caribbean Export Development Agency has received financing in the amount equivalent to US \$610,000 from the Inter-American Development Bank (IDB), and it intends to apply part of the proceeds to payments for goods, works, related services and consulting services to be procured under the project **Digital Communications Campaign to Attract Foreign Direct Investment to the Caribbean**. Bidding will be governed by the Inter-American Development Bank's eligibility rules and procedures.

The objective of this technical cooperation (TC) is to increase the digital awareness and presence of the Caribbean Investment Promotion Agencies (IPAs) in order to attract Foreign Direct Investment (FDI). The specific objective is to support the beneficiary Investment Promotion Agencies (IPAs) to attract investments in the targeted sectors, through: (i) strengthening IPAs personnel capacity on digital marketing strategies design and implementation; and (ii) implementation of digital marketing activities.

The main components of the project are:

- Component 1: Strategy Development
- Component 2: Strategy Implementation
- Component 3: Coordination and Dissemination

The following is a general description of the main procurements planned for the project:

- Digital Marketing Strategy Design to Attract Key FID Sectors into the Caribbean.
- Development and Implementation of Digital Marketing Campaign to Attract Key FDI Sectors to the Caribbean

Procurement processes of contracts financed by the Inter-American Development Bank will be conducted in accordance with the [Policies for Procurement of Goods and Works financed by the Inter-American Development Bank](#) (GN-2349-15), and is open to all eligible bidders as defined in the policies. Consulting services will be selected and contracted in accordance with the [Policies for the Selection and Contracting of Consultants financed by the Inter-American Development Bank](#) (GN-2350-15).

Specific procurement notices for contracts to be bid under the Inter-American Development Bank's international competitive bidding (ICB) procedures, will be published as they become available. For consulting services expected to cost an amount equivalent to US \$200,000 or more, a request for expressions of interest contracts will be advertised in [UN Development Business](#) and [Inter-American Development Bank's](#) Web Site and [Caribbean Export Development Agency's](#) Web Site

Interested eligible bidders and consultants who wish to be included on the mailing list to receive invitations to prequalify/bid under ICB procedures, and interested consultants who wish to receive a copy of advertisement requesting expressions of interest for consultancy contracts, or those requiring additional information, should contact the address below:

Caribbean Export Development Agency

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