

Government of the People's Republic of Bangladesh

Prime Minister's Office

Bangladesh Economic Zones Authority (BEZA)

"Support to Capacity Building of Bangladesh Economic Zones Authority" Project

Monem Business District (Level-12), 111,
Bir Uttam C.R.Dutta Road, Karwan Bazar, Dhaka-1205

Memo No.03.761.07.08.00.162.2018- 5104

Date: 06 August 2018

Request for Expression of Interest (REOI) for Selection of Marketing Consultant [Individual] [Package No. BEZA S-104] (International)

The Government of the People's Republic of Bangladesh (GOB) has received a loan from IDA for "Support to Capacity Building of Bangladesh Economic Zones Authority" Project and it is intended that part of the proceeds of the loan will be applied to appoint one individual international Marketing Consultant.

2. Educational Qualification:

The candidate shall have a minimum Master's degree in any of the followings: Marketing Studies/ Business studies / Business Administration, or Similar field. Preference will be given to the candidates with professional diploma in marketing from the Chartered Institute of Marketing (CIM) or equivalent.

3. Experience and Skills

- The candidate shall have at least 15 (fifteen) years of experience in sales, marketing, advertising and investment promotion program in home and abroad, in particular to economic zones investment.
- Proven past experience in Business analysis, including market trends analysis, demand/consumption analysis, production cost analysis, competition analysis and benchmarking, SWOT analysis, and Cost-Benefit Analysis
- Direct work experience in Market Targeting, Positioning, Value Propositions and "Product Differentiation", and Unique Sales Propositions (USP) development and statements and Real estate, land, and/or property analysis
- Experience of arranging number of investment promotional programs with the prospective investors, particularly from China, Taiwan Japan and Middle-East.
- 05 years working experience in the field of Economic Zone especially in Japan/China/Middle East.
- Skill in Chinese and English language is required.

4. Responsibilities: (Details is shown in TOR)

- Developing long-term plans and strategies for marketing and promotion of economic zones in Bangladesh based on BEZA's organizational vision and targets.
- To give all-out effort to bring unit investors for economic zones under BEZA, particularly from Japan, Korea, China, Taiwan and Middle East etc.
- Providing updated global investment opportunities and recommend strategies. Formulating and managing Unique Selling Point (USP) for investment promotion campaign.
- Preparation of country wise investor's database & Developing an updated investors guideline
- Developing promotional booklets, materials and compilation of rules and procedures.
- Delivering investment advisory services to investors in getting incentives and OSS information
- Maintaining liaison with foreign embassies in Bangladesh and our missions abroad.


S.M. Nurul Alam
Project Director (Joint Secretary)
Support to Capacity Building of Bangladesh
Economic Zones Authority (BEZA)
Prime Minister's Office

- Developing Investment Tracking system to monitor and expedite investment decision
- Promoting EZs to private developers for PPP transaction regarding tender preparation, conduction and developer mobilization and contract management.
- Assisting BEZA in coordinating activities, as necessary, with other relevant agencies, such as: BIDA, BHTPA and BEPZA
- Providing guidance and assistance to private/PPP developers to ensure a formal and effective promotional partnership with BEZA
- *Update Brochure, booklets, materials and compilation of rules and procedures in Chinese language*

5. Other Terms and Conditions:

(a) Duration of employment: Initially for 9 (Nine) months.

(b) Place of work: Mainly in Head office located at Dhaka. Consultant might have to visit nationally and internationally if it is required.

6. Selection Criteria:

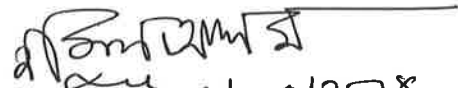
(a) Educational & Professional Qualifications; (b) Relevant working experience and adequacy for the assignment; (c) Capability to carry out the assignment [overall suitability considering age, skill (Training, computer skills, proficiency in English and Chinese language, knowledge of local conditions, administrative systems, etc.)]; (d) Only short-listed candidates will be contacted for interview.

7. The consultant (Individual Consultant) will be selected in accordance with the procedure set out in the World Bank's Guidelines: "Selection and Employment of Consultants under IBRD Loans and IDA Credits and Grants by World Bank Borrowers" dated January 2011 (revised July 2014)

8. Project Director, Support to Capacity Building of Bangladesh Economic Zones Authority project now invites eligible applicants to indicate their interest in providing the services. Applicants are requested to submit application accompanied by: (a) CV; (b) Passport size photographs (2copies); (c) Educational Certificates; (d) Documentary evidence related to experience & qualification etc. (e) Expected Remuneration.

9. Interested Applicants are requested to send their Expressions of Interest for the position by 03/09/2018 at 03.00 PM (Bangladesh Local Time) in sealed envelope, clearly marked "Request for Expression of Interest (REOI) for Marketing Consultant (International)" to the undersigned by direct delivery/mail/courier service. TOR shall be available on www.beza.gov.bd

The Authority reserves the right to accept or reject any or all the EOIs without assigning any reason whatsoever.


06/08/2018

(S.M. Nurul Alam)

Project Director (Joint Secretary)

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Bangladesh Economic Zones Authority (BEZA)
"Support to Capacity Building of Bangladesh Economic Zones Authority" Project
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Terms of Reference

Name of the Package:

Marketing Consultant (International)

Package No: BEZA-S-104

Date: 06/08/2018


S.M. Nurul Alam
Project Director (Joint Secretary)
Support to Capacity Building of Bangladesh
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Background:

In November 2010, the Government of Bangladesh established Bangladesh Economic Zones Authority (BEZA) under the Bangladesh Economic Zones Act, 2010 to foster new Economic zone regime. The authority is attached to the Prime Minister's office (PMO) and is mandated to establish, license, operate, and control economic zones in Bangladesh. Moreover, the authority is also committed to develop backward linkage industries, creating employment opportunities and contribute to poverty reduction program.

The Vision for Industrial Development is in-line with the Government's long term outlook, defined in its Vision 2021, wherein, the Government of Bangladesh has set itself development targets with the objectives to achieve middle-income country threshold by 2021, provide its' citizens a higher standard of living, better access to education, improved social justice, and a more equitable socio-economic environment.

Industrialization is expected to play a pivotal role in achieving the above targets. Hence, government is committed to provide right policy intervention and framework to facilitate this growth and promote private participation in economic growth.

BEZA is created with the objective of rapid growth of industry for economic gain. The duties and functions of BEZA are aligned to realize the development priorities as outlaid in the Vision 2021. It is committed to provide an environment conducive to private sector participation and at the same time, ensure inclusive growth in the economy. Objectives of BEZA are as following:

- To develop 100 EZs in country in the next 15 years
- To create 10 million employment opportunities
- To establish backward linkage industries in economic zones to the meet requirements of local economy
- To Attract foreign investors for development and operation of economic zones
- To encourage PPP in development and operation of economic zones
- To foster exports worth USD 40 billion from current USD 30 billion from the EZ development
- To take Initiatives for poverty reduction
- To implement social and economic commitments
- To establish due rights of workers and ensure conducive working environment
- To monitor activities of its own departments and of economic zone developers to ensure appropriate infrastructure development in the planned economic zones
- To encourage efficient management and monitor programs for implementing commitments on environment and others matters
- To encourage business organizations to relocate polluting and unplanned industries from metropolitan cities through establishing separate economic zones for different industries.


S.M. Nurul Alam
Principal Director (Joint Secretary)
Export Control Board of Bangladesh
Economic Zone's Authority (BEZA)
Prime Minister's Office

To meet the above objectives, Government of Bangladesh, under its' Industrial Policy 2010 has announced a large number of incentives as bellows:

- Option of establishing EZ by local or foreign entrepreneur, organization or institution on a PPP basis
- privileges for enjoying special tax holiday, financial assistance and incentives
- Exemption of Double Tax on royalties, technical know-how fees
- Incentives to private sector power generation companies (IPP, ISP) according to the private sector power generation policy of Bangladesh
- Special facilities and venture capital support for EO industries under 32 thrust sectors identified by Government
- Special incentives for using biomass, solar and windmill based power
- Implementation of One District One Product (ODOP) policy in setting up industrial parks

Key objective of the consultancy services

BEZA is seeking to contract a highly credible and self-driven professional person who has extensive and successful experiences in design, operation and management of marketing, sales, advertising, communication programs, applying suitable strategies and investment promotion program at home and abroad, in particular, promoting investment in the large-scale economic zones or industrial cities / parks. In order to promote investment in home and abroad, a comprehensive investment promotion strategy should be developed.

Scope of service under this assignment:

- Developing long-term plans and strategies for marketing and promotion of economic zones in Bangladesh based on BEZA's organizational vision and targets..
- To give all-out effort to bring unit investors for economic zones under BEZA, particularly from Japan, Korea, China, Taiwan and Middle East etc.
- Providing updated global investment opportunities and recommend strategies. Formulating and managing Unique Selling Point (USP) for investment promotion campaign.
- Preparation of country wise investor's database.
- Developing an updated investors guideline
- Developing promotional booklets, materials and compilation of rules and procedures in Chinese
- Reviewing the existing BEZA website (on the basis of marketing perspective) to make it more attractive, informative, and user-friendly
- Delivering investment advisory services to investors in getting incentives and OSS information
- SWOT analysis in respect of investment
- Reviewing and updating Investment promotion program of zones.
- Maintaining constant liaison with prospective investors both local and foreign.
- Maintaining liaison with foreign embassies in Bangladesh and our missions abroad.
- Developing Investment Tracking system to monitor and expedite investment decision
- Connecting the key stakeholders in the target countries to collect information, photo and video footages for the development of promotional materials, case studies and other activities.


S.M. Nurul Alam
Project Director (Unit Secretary)
Specialty Category Wings of Bangladesh
Economic Zone's Authority (BEZA)
Prime Minister's Office

- Promoting EZs to private developers for PPP transaction regarding tender preparation, conduction and developer mobilization and contract management.
- Assisting BEZA in coordinating activities, as necessary, with other relevant agencies, such as: BIDA, BHTPA and BEPZA
- Ensuring technical Services in Investment Promotion activities
- Providing guidance and assistance to private/PPP developers to ensure a formal and effective promotional partnership with BEZA
- Providing promotional training to relevant BEZA officials addressing key aspect of the promotional process such as:
 - a. Follow-up techniques
 - b. Facilitation and aftercare
 - c. Communication with prospective investors
 - d. Best approached to generating linkages programs
 - e. International best practice promotion lessons learned

Expected Deliverables

- A comprehensive marketing strategy and marketing plan.
- Investment Promotion Program including planned promotional events
- Country and sector wise investor's database
- Updated investors guideline
- Promotional booklets, materials and compilation of rules and procedures
- Updated Brochure, booklets, materials and compilation of rules and procedures in Chinese language
- Coordination of setting up Investment Tracking System
- Inception Report outlining the work/activities to be undertaken, including implementation plan and timelines.
- Periodic Progress report (monthly, quarterly, bi-annual or annual) describing accomplishment of the activities outlined in the agreed marketing and promotional strategy and approved implementation plan.
- Final Report on Consultancy which should show the methodology used, activities undertaken, successes, challenges, results (planned and unplanned), lessons identified and recommendations on how to address those lessons.
- Well equipped documents related to attract foreign investors.

Educational Qualifications

The candidate shall have a minimum Master's degree in any of the following: Marketing, Business studies / Business Administration, or Similar field. Preference will be given to the candidates with professional diploma in marketing from the Chartered Institute of Marketing (CIM) or equivalent.

Experience and Skills

The candidate will be required to possess experience going beyond marketing, branding and image-building, market outreach and market sounding/engagement/testing, marketing communications/



information/collateral, promotion, advertising, public relations, transactions and sales, tradeshows and roadshows, event management, direct private client-interfacing (ideally in a private sector business context), and customer relationship management and aftercare. Specifically, He/she must have the ability to assess strategically markets (both from a business and economic standpoint), identify market opportunities, and design high-level strategies to "capture" identified market opportunities.

The candidate shall have at least 15 (fifteen) years of experience in sales, marketing, advertising and investment promotion program in home and abroad, in particular to economic zones investment. Formulation of promotional strategies, capability to maintain liaison with prospective investors and promotional agencies, guide and monitor incentives application and one stop service, render investment advisory services to zone units.

- Proven past experience in Business analysis, including market trends analysis, demand/consumption analysis, production cost analysis, competition analysis and benchmarking, SWOT analysis, and Cost-Benefit Analysis
- Direct work experience in Market Targeting, Positioning, Value Propositions and "Product Differentiation", and Unique Sales Propositions (USP) development and statements and Real estate, land, and/or property analysis
- Experience of arranging number of investment promotional programs with the prospective investors, particularly from China, Taiwan Japan and Middle-East.
- 05 years working experience in the field of Economic Zones specially Japan/China/Middle east.
- Having experience of exploring prospective investors for the economic zones.
- Excellent organization and coordination skills
- Self-motivated and results driven
- Enthusiastic about providing best possible customer service for clients and consumers
- Excellent spoken and written communication skills
- Creative approach, good organizational and planning skills
- Excellent Skill in Chinese and English language is required.

Duration and Location

(a) Duration of employment: 9 (Nine) Months

(b) Place of work:

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