

REQUEST FOR EXPRESSIONS OF INTEREST
CONSULTING SERVICES – Individual Consultant Selection (Open; National)

COUNTRY: Bangladesh

NAME OF PROJECT: Bangabandhu Sheikh Mujib Shilpa Nagar (BSMSN) Development Project under
Bangladesh Private Investment & Digital Entrepreneurship Project (P170688)

Credit No: IDA-6676 BD

Assignment Title: Selection of Investment Promotion Consultant (1 No.)

Reference No.: IC-7-BSMSN-BEZA

The Government of the People's Republic of Bangladesh has received financing from the World Bank toward the cost of the Bangabandhu Sheikh Mujib Shilpa Nagar (BSMSN) Development Project under Bangladesh Private Investment & Digital Entrepreneurship Project (P170688), and intends to apply part of the proceeds for consulting services.

The Responsibilities/ Accountabilities of Investment Promotion Consultant includes, but not limited to, the following:

- Provide support to the Investment Promotion (IP) strategy and policies of BEZA.
- Review existing rules, policies and procedures to formulate recommendations for Economic Zone (Zone) development and support to prepare pragmatic policies and rules for better investment facilitation.
- Render advisory service to private sector zone developer under BEZA.
- Liaison and review of policy activities done by Transaction Advisory (TAS) Firms.
- Support in Investment Promotion:
- Review and update Investment promotion program of the economic zone.
- Formulate Unique Selling Point (USP) and value propositions for investment promotion campaign.
- Support to develop targeted promotional materials, e.g. booklets, briefs, media content, and compilation of rules and procedures etc. to be used to reach out to the investors.
- Identify emerging global investment opportunities and recommend strategies and action plans.
- Maintain constant liaison with prospective investors, both local and foreign and provide investment advisory service to the investors.
- Formulate media advertisement plan for BEZA and coordinate with the relevant agencies.



- Plan and support execution of investment promotion events, seminars, Road shows, virtual linkage program for BEZA.
- Maintain liaison with foreign embassies in Bangladesh and our missions abroad.
- Formulate Investment Tracking system to monitor and expedite investment decision. and Suggest update for One Stop Services.
- Advise Zone Developers responsibility and rights.

Deliverables

The key deliverables of the IPC will be:

- Annual, semi- annual, and quarterly progress report.
- Formulation of guidelines, rules regulations.
- Evaluation of Private zone developer's application with infrastructure and financing plan.
- Submission of investment promotion plan both for BEZA and Private developers
Analyze application for giving incentives.

Place of work:

Duty Station: Head office located at BEZA Office located at Dhaka; however, the consultant needs to do field visits in Bangabandhu Sheikh Mujib Shilpa Nagar.

Duration of employment:

For period September, 2021 to August, 2023 (Indicative). Depending on the need of the client and satisfactory performance of the consultant, the contract period may be extended through mutual agreement.

Commencement of the Service: 1 September 2021 (Indicative)

The detailed Terms of Reference (TOR) for the assignment can be found in the website: www.beza.gov.bd

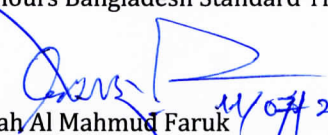
The Bangabandhu Sheikh Mujib Shilpa Nagar (BSMSN) Development Project under Bangladesh Private Investment & Digital Entrepreneurship Project (P170688) now invites eligible "Consultants" to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are: educational qualification, experience (general & specific) and knowledge in relevant activity, hands on expansion in the activity.

The attention of interested Consultants is drawn to the World Bank's "Procurement Regulations for IPF Borrowers" July 2016, Revised November 2020 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the 'Open Competitive Selection of Individual Consultants' method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours [i.e., 0900 to 1700 hours].

Expressions of interest must be delivered in a written form (hard copy)/E-mail to the address below by 15:00 hours Bangladesh Standard Time on 29 July 2021.


14/07/2021 .
Abdullah Al Mahmud Faruk
Project Director
Bangabandhu Sheikh Mujib Shilpa Nagar (BSMSN) Development Project
BEZA-PRIDE (P170688)
Bangladesh Economic Zones Authority (BEZA)
Monem Business District, Level-12, 111, Bir Uttam C.R. Datta Road, Dhaka-1205, Bangladesh.
Tel: +880 2 9632462
E-mail: pd.bsmsn.pride@beza.gov.bd

Government of the People's Republic of Bangladesh
Prime Minister's Office
Bangladesh Economic Zones Authority (BEZA)
Bangabandhu Sheikh Mujib Shilpa Nagar (BSMSN) Development Project
Monem Business District (Level-12)
111, Bir Uttam C. R. Dutta Road, Dhaka-1205.

Terms of Reference
for
Selection of Investment Promotion Consultant (1 no.)

July 2021



Project Background:

The Government of Bangladesh, with the support of the World Bank is implementing the Bangabandhu Sheikh Mujib Shilpa Nagar (BSMSN) Development Project under Bangladesh Private Investment & Digital Entrepreneurship Project (P170688) to accelerate investment activities in BSMSN. The project will help develop institutional capacities as well as infrastructural facilities of the Bangladesh Economic Zones Authority (BEZA) to develop and manage Economic Zones in Bangladesh.

The Bangabandhu Sheikh Mujib Shilpa Nagar (BSMSN) Development Project under Bangladesh Private Investment & Digital Entrepreneurship Project (P170688) objective is to develop BEZA in to an organization equipped with business friendly automated processes and environment compliant zones that will facilitate growth in business and investments in the emerging manufacturing and services sectors of the economy with the aim of generating employment.

Bangladesh Economic Zones Authority (BEZA) is seeking an Investment Promotion Consultant in order to assist in policy formulation, advising zone development and investment attraction for Economic Zones under the Bangabandhu Sheikh Mujib Shilpa Nagar (BSMSN) Development Project under Bangladesh Private Investment & Digital Entrepreneurship Project (P170688).

The Responsibilities/Accountabilities of Investment Promotion Consultant includes, but not limited to, the following:

- Provide support to the Investment Promotion (IP) strategy and policies of BEZA.
- Review existing rules, policies and procedures to formulate recommendations for Economic Zone (Zone) development and support to prepare pragmatic policies and rules for better investment facilitation.
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- Formulate media advertisement plan for BEZA and coordinate with the relevant agencies.
- Plan and support execution of investment promotion events, seminars, Road shows, virtual linkage program for BEZA.
- Maintain liaison with foreign embassies in Bangladesh and our missions abroad.
- Formulate Investment Tracking system to monitor and expedite investment decision. and Suggest update for One Stop Services. .
- Advise Zone Developers responsibility and rights.

Qualification and Experience:

Academic:

- The candidate must have Master's degree in Business Administration, Accounting, Management, Commerce, Economics, Marketing, or equivalent;

Experience:

- 10 years working experience with exposure of Investment Promotion;
- Should have sufficient knowledge of Investment Promotion;

- Experience of preparation of IP strategy and promotional materials;
- In-depth knowledge of incentives for development of EZs;
- Experience of investment promotion trend globally ;
- Organize investment promotion road-show, seminar and workshop;
- Who has work for development of EZ will get priority;
- Good communication and coordination skills; and
- Preference will be given to candidates with professional qualifications of Chartered Accountancy/ Cost and Management Accountancy/equivalent that helps to understand the company profile of the for the prospective investors.

Deliverables

The key deliverables of the IPC will be:

- Annual, semi- annual, and quarterly progress report
- Formulation of guidelines, rules regulations
- Evaluation of Private zone developer's application with infrastructure and financing plan
- Submission of investment promotion plan both for BEZA and Private developers
Analyze application for giving incentives.

Duration of employment and Place of Work:

- For the entire project period- September, 2021 to August, 2023 (Indicative)
- Duty Station: Head office located at BEZA Office located at Dhaka; however, the consultant needs to do field visits in Bangabandhu Sheikh Mujib Shilpa Nagar.

Commencement of the Service: 1 September 2021 (Indicative)

Selection Method:

Selection of the consultant will follow the procedures for 'Open Competitive Selection of Individual Consultants' described in the 'Procurement Regulations for IPF Borrowers (July 2016, Revised November 2020)'.

