

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 under Bangladesh  
Private Investment & Digital Entrepreneurship Project (P170688)  
Biniyog Bhaban (Level 7,8,9)  
Plot#E-6/B, W Agargaon, Dhaka 1207, Bangladesh.

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

January 2022



### **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 competitive policy formulation, advising options for effective zone development, investment attraction techniques and strategies as well as facilitation of investment entry and after care 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 implementation and institutional follow-up of Investment Promotion (IP) strategy and policies of BEZA.
- In order to streamline internal processes and procedures and introduce business friendly conditions to the BEZA marketing effort, 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 promotion, facilitation and after care to existing and future investors.

- Render advisory service to private sector zone developer under BEZA and advocate for a public-private investment promotion agreement to unite efforts based on clear roles and responsibilities of both parties as well as sharing budget
- Liaison and review of policy activities done by Transaction Advisory (TAS) Firms.
- Support in Investment Promotion:
  - Prepare a yearly IP action plan that includes at a minimum the task below. Action plan should include quarterly evaluation of tasks progress or lack thereof and in the case of delays what are the remedial actions to be taken to resolve arrears
  - Conduct a training needs assessment of the IP team and recommend a yearly training plan. Based on the training need assessment consider the following topics:
    - Conduct and/or coordinate Effective communication in IP activities, how to conduct different contacts with the investor market, importance and definition of facilitation/aftercare in IP, follow-up techniques, CPR system relevance and importance as a market communication mechanism, international lessons for EZ development and value to the local economy, EZs as a catalyst to national reform tool for the national territory regulatory environment, among others
  - As needed, prepare job descriptions for BEZA's IP needs and group
  - In conjunction with the IP personnel and BEZA management, develop a branding strategy for the BSMSN and roll-out based on consensus of all stakeholders
  - Review and update Investment promotion program of the economic zone.



- Formulate Unique Selling Point (USP) or differentiators and general value propositions as well as related and specific value propositions for investment promotion campaign for the approval of BEZA management
- Support to develop targeted promotional materials, e.g. booklets, briefs, media content, sector presentations, production sketch of a BEZA/ BSMSN introduction three (3) minute video, publication strategies for targeted markets/sectors, including length of publications, individual outlets located within target markets most viable to reach target audiences such as sector specific publications and compilation of re-engineered and attractive rules and procedures etc. to be used to reach out to the investors.
- Provide guidance and support to BEZA's market research activity to follow-up on prime sectors in the region and internationally, push-pull factors for sectors/investors, research potential investments to develop an investment prime target list, identify a yearly list of events divided into market information and investment promotion with venue, date, cost of participation and process and timing of registration for each event, ensure functioning of the CPR system, market competitive initiatives of competition as compared to Bangladesh/BEZA, identify yearly training international training session including: Venue, dates, inscription procedure, estimated cost for each training session and evaluation of each as to potential value for BEZA, among others.
- Identify and prepare promotion packages for each priority sector identified by BEZA based on Bangladesh's sector strategy, provide references to potential growing sectors that would be considered second line priorities
- Identify emerging global/sector investment opportunities (Investment trends) and recommend strategies and action plans.





- Through the CPR system, maintain constant liaison and follow-up with prospective investors, both local and foreign and provide investment advisory service to the investors, as requested. Train IP personnel in the use and value of the CPR system and include them in following-up prospective investors as a prelude to investment mobilization
- Formulate media advertisement plan for BEZA and coordinate with the relevant agencies in order to deliver an investment promotion working network that will maximize the promotional value of BEZA in the market
- As indicated above, based on outputs provided by the market research area, 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, providing them with updated information as well as attractive promotional materials
- Assist BEZA in launching a periodic newsletter highlighting achievements, new developments and other news
- Assist and support BEZA in introducing an investment promotion portal in its website that includes: Advantages of locating in the BSMSN, key sectors, level of current investment inflow, security and health measures against COVID-19, a description and master plan of the BSMSN, frequently asked questions and key contact information, among others
- Formulate Investment Tracking system to monitor and expedite investment decision and suggest for updating processes and procedures of the One Stop Services in order for the system to constantly deliver high values to the investor as a point of contact for government services
- Advise Zone Developers responsibility and rights.

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## **Qualification and Experience:**

### **Academic:**

- The candidate must have a graduation degree in Business Administration, Finance, Accounting, Management, Commerce, Economics, Marketing.

### **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;
- Preference will give to candidate with experience of EZ/SEZ/EPZs;
- Organize investment promotion road-show, seminar and workshop;
- Who has work for development of EZ will get priority; and
- Good communication and coordination skills.

## **Deliverables**

The key deliverables of the Industrial Promotion Consultant will be:

- Annual, semi- annual, and quarterly progress report indicating status of IP personnel and knowledge increments, key investment contacts made during reporting period, investment inflow in each report, number of training sessions with accompanied support materials (PP slides, write-ups, videos, graphs etc.) delivered to how many promotion team participants along with a one page information sheet on performance of each personnel, assistance results to the research area, and all other activities performed within the responsibilities establish in these TORs
- Investment list generated on a monthly basis as included in the CPR system. Also, listing of all investment inflows generated by Consultant/Specialist' efforts, participation of international events with corresponding report, follow-up/facilitation/after care
- Number of investment walk-ins and status as reflected in the CPR system
- Promotional collaterals prepared and submitted, including website adjustments and videos sketches



- Investor data base reflecting date of entry, activity, number of employees, exports, markets served, among others
- Provision of streamlined processes and procedure for the OSS system to be more market effective
- Submittals of formulation of guidelines, rules regulations that impact positively BSMSN and BEZA zones competitiveness
- Evaluation of Private zone developer's application with infrastructure and financing plan
- Submission of investment promotion plan with budgets both for BEZA and Private developers to conduct public-private promotional activities
- Based on criteria established by BEZA/the government of Bangladesh, analyze application for giving incentives.
- End of mission report

**Duration of employment and Place of Work:**

- For 2 (two) years- May, 2022 to April, 2024 (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 May, 2022 (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)'.

