

TERMS OF REFERENCE

Project Packaging and Lead Generation Consultancy for Binational Joint Investment Promotion Project

1. BACKGROUND INFORMATION/RATIONALE

1.1 Relevant background

Caribbean Export was commissioned by the Governments of the Dominican Republic, Haiti and the European Union to implement the "Trade and Private Sector Component" of the Haiti-Dominican Republic Binational Cooperation Program, under the eleventh (11th) European Development Fund (EDF) FED/2018/399-379. The general objective of this Program is "Strengthen economic and trade cooperation between Haiti and the Dominican Republic in a sustainable manner, supporting initiatives that can reduce current imbalances in the long term and reduce poverty levels."

The Program has three (3) main objectives:

- The promotion of a more balanced and formal trade between Haiti and the Dominican Republic;
- The quality of the goods produced in both countries and greater competitiveness of the companies, with a particular focus on three (3) value chains: Cocoa/Chocolate; Essential Oils/Cosmetics; Crafts/Fashion/Accessories/Jewellery;
- Strengthening of institutional cooperation between the Ministries in charge of issues related to trade and Customs Administrations, as well as public-private and private-private dialogue.

Under the Subcomponent "Quality and Private Sector Development", the Agency will support the Investment Promotion Agencies of Haiti and the Dominican Republic to strengthen their capacity to attract investment with particular attention to the border region.

Consequently, the following consultancy seeks to hire the services of a consultant or a firm to develop a project packaging and lead generation strategy for Haiti and the Dominican Republic.

1.2 Contracting Authority

The contracting authority for this assignment is the Caribbean Export Development Agency and it is funded by the 11th EDF Regional Private Sector Development Programme.

1.3 Beneficiary Countries

The beneficiaries of this activity are public and private sector actors from the Dominican Republic and Haiti.

1.4 Target Groups

The investment promotion agencies of Haiti and the Dominican Republic will be the main and direct beneficiaries of this consultancy.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1 Overall Objective

The overall objective of the Consultancy is to develop an investment package that will be used to secure capitalization from foreign investors in the joint investment promotion project that was developed under the Trade and Private Sector Component of the 11th EDF Haiti-DR Binational Programme by each country's investment promotion agency. Accompanying this project packaging directive, the Consultant must also develop a lead generation strategy to be implemented by the investment promotion agencies of Haiti ([Centre de Facilitation des Investissements - CFI](#)) and the Dominican Republic ([ProDominicana](#)). This strategy will take into consideration the joint investment project developed within the framework of the Binational Programme, [the creation of border-zones industrial parks \(B-ZIPs\)](#).

2.2 Specific Objectives

The consultant(s) is expected to project package the identified investment opportunities in the border zone of Haiti and the Dominican Republic to potential foreign investors and create a lead generation strategy that can be implemented by the countries on ongoing basis.

2.3 Purpose of consultancy and expected results

This intervention will contribute towards of the Increase collaboration between Haiti and the Dominican Republic leading to the implementation of their Joint Investment Promotion Strategy (JIPS) and to identify others Joint Investment Projects.

3. ASSUMPTIONS AND RISKS AND MITIGATION

3.1 Assumptions

- The required information is readily available to the consultant (s).
- A project packaging and lead generation strategy can be developed despite the divergence of the economy and development of both countries.
- Political issues will not detract from the assignment.
- The timing given for the project is sufficient to carry out the consultancy.

3.2 Risks

The risk is that the above-mentioned assumption is not fulfilled and consequently, the anticipated results and objectives of the project are not realized.

3.3 Mitigation

Caribbean Export will work together with the consultant and the relevant stakeholders to ensure that this consultancy can be carried out correctly.

4. SCOPE OF WORK

4.1 Specific Activities

The following activities to be carried out by the consultant is not restrictive, but merely illustrative for the delivery of the products required in these TORs.

To achieve the expected results, the consultant must, as a minimum, carry out the following:

1. Participate in a launch meeting with Caribbean Export, ProDominicana and the *Centre de Facilitation des Investissements* / Centre for Facilitation of Investments of Haiti (CFI), to define, clarify and agree on the parameters and expectations of the project, including deadlines, reports, etc.
2. Evaluation of the investment portfolio and opportunities of each country, with specific emphasis of the border-zones industrial parks (B-ZIPs).
3. Develop a dynamic financial model of investment opportunities of the border zone of Haiti and DR using an investment-quality approach that ensures that the processes, details, preparations, and materials will be of uniformly high quality and substance such as is necessary to raise equity capital.
4. Identify at least three (3) key strategic sectors, subsector or niches in the border zone to be promoted jointly.
5. Integrated binational investment promotion plan indicating the type of promotional material and tools required and worldwide platforms for promotion of the 3 key strategic sectors or subsectors or niches.
6. The identification, confirmation, and profiling of at least 10 qualified investor leads. Details on investment opportunities in the border zone will be provided by CFI and ProDominicana to support the investor lead generation process.
7. Develop and deliver a Word document and a PowerPoint presentation on main findings to Caribbean Export, CFI and ProDominicana.

5. PROJECT MANAGEMENT AND REPORTING

5.1 Responsible Body

Caribbean Export Development Agency, ProDominicana and the Center for Facilitation of Investments of Haiti (CFI).

5.2 Management structure

The scope of work indicated in Section 4.1 must be coordinated with the Senior Advisor for Private Sector Development and Investment Promotion of the Haiti-Dominican Republic Binational Program. All deliverables must be submitted in English. The Senior Advisor

together with the Deputy Executive Director of Caribbean Export will be responsible for approving the deliverables together with ProDominicana and CFI. The work produced by the expert(s) will be the property of Caribbean Export, ProDominicana and CFI.

5.3 Reporting

Reports on the progress of the key activities carried out, the progress of the consultancy and the results achieved, must be submitted to the Senior Advisor for the Development of the Private Sector and the Promotion of Investments of the Haiti-Dominican Republic Binational Program.

The intellectual property of the reports, presentations, investigations, data and works produced by the consultant will be the property of the beneficiary company, Caribbean Export and the European Union.

The consultant will agree not to publish or make any other use of the materials and documentation delivered under this consultancy without the prior written approval of the beneficiary company and Caribbean Export.

All documents generated and published under this consultancy must bear the Caribbean Export logo, the logo of the Haiti-DR Binational Program and the European Union. For such purposes, Caribbean Export will provide the corresponding logos.

6. LOGISTICS AND TIMING

6.1 Commencement date and period of implementation of tasks

This consultancy will be carried out in 30 working days during a maximum period of 60 calendar days counting from the entry into force of the contract. It is important to note that all deliverables must be received before the closing date of the contract to be validated and approved.

6.2 Place

This consultancy is to be carried out within the framework of the Binational Program in Haiti and the Dominican Republic and does not require a physical presence in both countries to carry out the project.

7. REQUIREMENTS

This call for proposal is open to consulting firms and individual consultants the European Union or from an ACP country.

7.1. Qualifications

This call for proposal is open to consultancies and individual consultants who have experience in the above services.

- Graduate degree in international marketing, business, economics or related field.
- Proven experience in research and analysis.
- Expertise in developing and implementing marketing and public relations strategies.
- Expertise with the development of investment promotion strategies.
- Excellent oral and written communications skills with fluency in written and spoken English. Knowledge of Spanish and French will be necessary to communicate with stakeholders.

7.2. Work Experience

- Demonstrated experience in generating investor leads, pre-qualifying investors (Please provide evidence of at least 2 investor lead generation exercises executed in the past 3 years);
- Demonstrated experience in marketing and public relations, with a particular focus on location marketing and the use of social media to generate investor leads; and
- Experience working in or with the Caribbean and specifically the investment promotion agencies of the region would be an asset.

7.3. Required Documentation

Candidates must submit, as a minimum, the following:

- CV of the consultant or consultants.
- Technical and methodological proposal for implementation according to the scope of work defined in these terms of references, including a timetable of the activities to be carried out.
- Description of the firm's specific experience in studies or similar projects previously carried out.
- A detailed financial proposal in Euros (EUR) including all taxes.

8. REPORTS

8.1 Reporting requirements

The consultant shall produce the following deliverables:

Report 1/ Report of the kick-off meeting: This report will compile the deadlines, the methodology and the possible changes that may affect the design of the project that have been discussed and agreed during the kick-off meeting. This meeting will be with Caribbean Export, ProDominicana and CFI. This report should be sent one week after the meeting, with an updated and detailed timetable of activities.

Report 2 / Interim Report – This report should present the first draft of the project packaging lead generation strategy.

Elaborate and present a Power point presentation: of the most appropriate and effective promotion strategy to be employed by Haiti and the Dominican Republic to be presented to Caribbean Export, CFI and ProDominicana.

Report 3/Final Report: This report must present the Final Report of the project packaging lead generation strategy, containing all the comments that may arise from the presentation.

All reports must be delivered in digital version (editable WORD format, with high resolution photos and typography) in English.

8.2 Submission and Approval of Reports

All reports must be submitted in English in WORD format. The Senior Advisor together with the Deputy Executive Director of Caribbean Export will be responsible for approving the deliverables together with ProDominicana and CFI.

9. EXCLUSION CRITERIA

Candidates will be excluded from participation in the bidding process if they:

- a) are bankrupt, insolvent, filing for insolvency or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) are the subject of proceedings for fraud, corruption, a declaration of bankruptcy, for winding-up, for administration by the courts, for an arrangement with creditors or for any similar procedure provided for in national legislation or regulations;
- c) have been convicted of an offence concerning professional conduct by a judgement which has the force of *res judicata*
- d) are guilty of grave professional misconduct proven by any means which Caribbean Export can justify;
- e) are guilty of serious misrepresentation in supplying the information required by the contracting authorities as a condition of participation in the procurement process; they have been declared to be in serious breach of contract for failure to comply with obligations in connection with another contract with the same Contracting Authority or another contract financed with Caribbean Export's funds;
- f) are in breach of payment of taxes or social security contributions;
- g) have been convicted or are the subject of proceedings for money laundering, terrorist offences or activities, child labour, human trafficking, being a criminal enterprise in the production of goods and services, or any other irregularity;
- h) are established as or operating as a shell company.

A derogation from the mandatory exclusion clauses provided above, may be provided on an exceptional basis, for overriding reasons to entities operating in the public interest such as public health or protection of the environment.

10. MONITORING AND EVALUATION

The Consultancy will be monitored and evaluated by Caribbean Export over the duration of the project. Performance on the project will be measured by satisfactory completion and timely submission of the deliverables outlined in Section 4.1 and 8.1, and as outlined within the work plan submitted in the inception report. Feedback, other than acceptance, on each submitted deliverable is not a requirement for the continuation of the project. However, in some instances the Consultant may need to integrate any feedback into the subsequent deliverables. The Contracting Authority will provide feedback to the consultant within ten (10) working days of receipt of the final report.

11. SPECIAL REQUIREMENTS

Any special requirements which the Consultant must take into consideration in the conduct of the Consultancy.

12. PUBLICATION OF INFORMATION

To participate in any activity executed or supported by Caribbean Export, you hereby agree that any information and personal data that you share and is collected by the Agency will be processed for the purpose of reporting the outcomes and impact of your projects and/or participation. Please note that Caribbean Export reserves the right to publish the Contractor's/Participant's name and address, the purpose and nature of the activity, and financial arrangements, in accordance with Caribbean Export's Personal Data Protection Policy. (<https://content.carib-export.com/download/personal-data-protection-policy/>). Derogation from publication of this information may be granted if it could endanger the Contractor/Participant or harm his/her commercial interests.

13. DECLARATION

To participate in any procurement undertaken by Caribbean Export, all applicants must complete and submit to the agency the Applicant Declaration Form. (<https://content.carib-export.com/download/applicant-declaration-form/>).

14. SUBMISSION OF PROPOSALS

Proposals must be submitted before 4:30 PM (Dominican Republic time) on February 28, 2023 to the following email address itejada@carib-export.com, with the reference "TA Investment Promotion".

15. SUSPENSION CLAUSE

This consultancy is subject to the approval of the extension of the Trade and Private Sector Component of the Haiti-Dominican Republic Binational Cooperation Program financed by the European Union within the framework of the 11th European Development Fund (EDF) until July 7, 2023. In the event that said extension is not approved, the contracting process will not take place and all participants will be notified accordingly.