

TERMS OF REFERENCE

CONSULTANCY: SECURING THE PARTICIPATION OF INVESTOR LEADS FOR THE CARIBBEAN INVESTMENT FORUM IN THE BAHAMAS

1. BACKGROUND INFORMATION/RATIONALE

1.1 Relevant background

The Caribbean Export Development Agency (Caribbean Export) in collaboration with the Government of the Commonwealth of the Bahamas, CARICOM along with other stakeholders, will be hosting the 2nd annual Caribbean Investment Forum (CIF) in The Bahamas in October 2023.

The hosting of the Forum will serve to:

- Generate investment into priority sectors in the Caribbean;
- Build partnerships with key business entities, that can be sustained over time;
- Promote the Caribbean as a place for investment;
- Showcase opportunities/areas for investment;
- Showcase successful investment in the Caribbean;
- Engage potential investors and financing institutions in discussing their interest and requirements for investing in the opportunities;
- Pitch specific ventures to specific investors;
- Increase the Caribbean's insertion into the global business community through the creation of links with journals, newsletters and key influencers and networks in that society; and
- Work towards attaining the sustainable development goals focused on no poverty, zero hunger, good health and well-being, decent work and economic growth, life on land and partnerships.

Much like the inaugural CIF, the 2023 edition will feature the presentation of bankable investment opportunities in projects and sectors that are a priority for the region as it seeks to boost its transition to a GREEN-er and SMART-er economy with green investments. The priority sectors for this event are agribusiness (with a focus on AgTech), the green economy, including renewable energy and logistics & distribution, IT enabled services and transportation. The aim is to build on the successes of the first event by continuing the dialogue on the value proposition of the region in the priority sectors as well as between investors and business persons in the Caribbean.

To support the successful execution of the project and to realise project goals of attracting investment into the Caribbean, an investor lead generation firm is being sought to identify and confirm the participation of potential investors.

1.2 Contracting Authority

The contracting authority for this assignment is the Caribbean Export Development Agency.

1.3 Beneficiary Countries

The primary beneficiaries under this project are the Caribbean Investment Promotion Agencies (IPAs) and the private sector in the following territories: Antigua & Barbuda, Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St. Kitts and Nevis, Saint Lucia, St. Vincent & the Grenadines, Suriname, Trinidad & Tobago.

1.4 Target Groups

Private sector organisations, business support organisations and investment promotion agencies in beneficiary countries.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1 Overall Objective

The general objective of this assignment is the generation and confirmation of qualified investor leads and the scheduling of business meetings for the Caribbean Investment Forum in the Bahamas. This consultancy also seeks to secure long-term partnerships from global players that will assist in sustaining the investment promotion effort of Caribbean Export.

2.2 Specific Objectives

Specifically, the consultant is expected to present investment opportunities in the Caribbean to potential investors, secure their participation in the forum and engage with potential partners in investment attraction to the Caribbean. It is anticipated that MOUs will be signed with these partners.

2.3 Purpose of consultancy and expected results

The consultancy is expected to deliver 60 investor leads confirmed and participating in the forum, as well as 3 partnership agreements.

3. ASSUMPTIONS AND RISKS AND MITIGATION

3.1 Assumptions

- There is enough lead time before the event to allow for successful execution of this assignment.
- Investors will attend the investment forum.

3.2 Risks

- The above assumptions are not met.

3.3 Mitigation

- Support from regional IPAs to identify potential investor leads will be provided.
- Caribbean Export will provide additional support on a case-by-case basis to secure the participation of investors. These incentives may include direct economy airfare and/or hotel costs paid by the Agency.

4. SCOPE OF WORK

4.1 Specific Activities

The consultant is expected to deliver the following results:

- **Investor Lead Generation:** The identification, confirmation, and profiling of at least 60 qualified investor leads from priority markets including the Americas, Europe, Africa, India and the Middle East; and the scheduling of meetings with investment promotion stakeholders in the Caribbean. These meetings can be held before, during and after the forum, however, it is expected that the investors will participate in the forum in the Bahamas. The participation of the investors in the event in the Bahamas is considered successful execution of this activity. Details on investment opportunities in the region will be provided by the Agency to support the investor lead generation process. The leads are to be generated based on the investment opportunities provided by the beneficiary countries /agencies with a minimum of 2 investment leads/meetings provided per beneficiary.
- **Development of partnerships:** Provide support in identifying and securing investment promotion partnerships that can assist the Caribbean in its future efforts to attract investors. These partnerships may include Chambers of Commerce, Private Sector Organisations and other investment promotion agencies with a focus on internationalising their local firms, among others. At least 3 partnerships leading to the development and signing of MOUs is expected as a result of this effort.
- **Post event feedback:** Provision of a final report that includes feedback on the investor lead generation process, as well as feedback from investors and the Caribbean investment promotion agencies on the event and the scheduled meetings, with recommendations for future efforts.

5. PROJECT MANAGEMENT AND REPORTING

5.1 Responsible Body

Caribbean Export Development Agency

5.2 Management structure

The Executive Director will retain overall responsibility for the project. Day-to-day supervision of this specific programme is the responsibility of the Manager, Competitiveness and Export Promotion, who will communicate progress to the Executive Director.

5.3 Reporting

The following reports are required:

- **Report 1:** A summary of the promotional and targeting strategy to generate investor leads, and a long list of 500 potential investors who will be targeted for the event, as well as a list of at least 10 potential organisations with whom partnerships can be developed.
- **Report 2:** Submission of profiles of the first 30 investor leads generated with 30 validation submissions/letters from the potential investors, indicating interest in investing in the Caribbean and a progress report regarding the securing of 3 partners.
- **Report 3:** Final report with the remaining 30 investor leads profiled and validation submissions/letters, feedback on the investor lead generation exercise and the scheduled meetings, information on the 3 partnerships secured and recommendations for future efforts in investor lead generation.

5.4 Deliverables

The following deliverables are expected:

- 60 investor leads confirmed and participating in the forum
- 3 partnership agreements signed

6. LOGISTICS AND TIMING

6.1 Commencement date and period of implementation of tasks

This consultancy is expected to start **May 23, 2023** and end **November 30, 2023**.

7. PAYMENT TERMS

All services must be completed to the satisfaction of the Agency and payments will be contingent on submission and approval of the progress report and appropriate invoice. Payments will be made in accordance with the terms and conditions outlined in the contract between the contracting authority and the consultant.

The following payment terms are proposed:

- Upon presentation and acceptance of Report 1, 30% of the total cost will be paid;

- Upon presentation and acceptance of Report 2, 20% of the total cost will be paid; and
- Upon presentation and acceptance of Report 3, 50% of total cost will be paid. Please note however that this final payment is contingent on all 60 investors attending the event and the 3 partnership agreements signed. This final payment will be pro-rated based on successful delivery of these deliverables.

8. REQUIREMENTS

8.1 Work Experience

- Demonstrated experience in generating investor leads, pre-qualifying investors and securing the participation of potential investors in meetings and events to discuss investment opportunities (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.

8.2 Required Documentation

The Applicant must submit technical and financial proposals **in EUROS**, together with the completed [Applicant Declaration Form](#) to Mrs. Natasha Edwin- Walcott, Senior Advisor – Competitiveness and Export Promotion at nwalcott@carib-export.com with a copy to Dr. Damie Sinanan, Manager, Competitiveness and Export Promotion at dsinanan@carib-export.com **no later than 4:30 pm AST on Friday May 12, 2023.**

8.3 Office Accommodation

Office accommodation will not be provided by the Executing Agency

8.5 Facilities to be provided by the Consultant

None

8.6 Equipment

The consultant is expected to utilise his/her resources to ensure the adequate fulfilment of the scope of services. This includes utilisation of his/her camera, computer, telephone services, internet, among others.

8.7 Travel

Travel to participate in the Caribbean Investment Forum and ensure that scheduled meetings are undertaken is expected for this consultancy. A global priced contract is anticipated, that is, all travel expenses must be included in the overall budget. Reimbursements will not be considered.

9. REPORTS

9.1 Submission and Approval of Reports

The reports and deliverables noted in Section 5.3 must be submitted to the Senior Advisor – Investment Promotions. All reports must be submitted in English in electronic format. The Executive Director is responsible for approving the reports.

10. 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.

11. 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 5.3 and 4.1, 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.

12. SPECIAL REQUIREMENTS

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

13. 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. [Personal Data Policy | Caribbean Export \(carib-export.com\)](#). Derogation from publication of this information may be granted if it could endanger the Contractor/Participant or harm his/her commercial interests.

14. 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/>