

REQUEST FOR EXPRESSIONS OF INTEREST CONSULTING SERVICES

Selection # as assigned by e-Tool: RG-T3519-P001

Selection Method: Full Competitive Process

Country: Suriname

Sector: Competitiveness

Funding – TC #: ATN/CO-17772-RG

Project #: RG-T3519

TC name: *Experiential Learning of Cluster Development Best Practices in Small and Vulnerable Countries*

Description of Services: The objective of this consultancy is to design and create a competitive and compelling brand and marketing strategy for the North Commewijne tourism region of Suriname. The brand will be used to market the region domestically, regionally and internationally. Given the historical and cultural linkages to The Netherlands, the assignment will prepare a destination marketing strategy and campaign in the Dutch market.

The Inter-American Development Bank (IDB) is executing the above-mentioned operation. For this operation, the IDB intends to contract consulting services described in this Request for Expressions of Interest. Expressions of interest must be delivered using the IDB Portal for Bank Executed Operations (<http://beo-procurement.iadb.org/home>) by: [April 17, 2020], 5:00 P.M. (Washington D.C. Time).

The consulting services (“the Services”) include, but are not limited to:

- **Develop a branding and marketing strategy for the North Commewijne cluster.** The North Commewijne Tourism Cluster (NCTC) is a joint venture of tour operators, local boat rental, tour guides, bike rental companies, local hotels, and local restaurants. The stakeholders collaborated on a proposal which was selected competitively by Compete Caribbean for a technical assistance grant. The cluster’s strategy aims to market the North Commewijne Tourism area as high value and high-quality tourism experience centered on the unique characteristics of the culture, nature, heritage, history and important presence of Asian and Indian people which makes the area rich in diversity in terms of culinary and community-based experiences.
- **Prepare a comprehensive destination marketing plan in the Dutch market.** The plan will include but will not be limited to methodology, media, target markets, and schedules for implementation and resource requirements.
- **Providing recommendations.** Define clearly the marketing goals for the North Commewijne Tourism Cluster and provide recommendations for incorporation into the overall Suriname marketing campaign as well as recommendations for marketing within the cluster by local establishments and tour guides.
- **Providing supporting materials.** Sample itineraries with options for each of the identified market segments. Options should include various themes and varying durations suitable for the experiential type traveler and groups. Material should also include brand identity.

Work will also include:

- Providing a plan and activities to increase the number of days the travelers stay in north Commewijne
- Providing guidance on how the plan can be updated annually.
- Provide a public relations program and develop a Public Relation Action Plan

Eligible consulting firms will be selected in accordance with the procedures set out in the Inter-American Development Bank: [Policy for the Selection and Contracting of Consulting firms for Bank-executed Operational Work](#) - GN-2765-1. All eligible consulting firms, as defined in the Policy may express an interest. If the Consulting Firm is presented in a Consortium, it will designate one of them as a representative, and the latter will be responsible for the communications, the registration in the portal and for submitting the corresponding documents.

The consultancy prefers firms operating in Europe, particularly Germany and Holland.

The IDB now invites eligible consulting firms to indicate their interest in providing the services described below in the draft summary of the intended Terms of Reference (TOR) for the assignment. Interested consulting firms must provide information establishing that they are qualified to perform the Services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). Eligible consulting firms may associate in a form of a Joint Venture or a sub-consultancy agreement to enhance their qualifications. Such association or Joint Venture shall appoint one of the firms as the representative.

Interested eligible consulting firms may obtain further information during office hours, 09:00 AM to 05:00 PM, (Washington D.C. Time) by sending an email to: COURTNEYL@iadb.org

Inter-American Development Bank

Division: [IFD/CTI – Competitiveness, Technology and Innovation Division](#)

Attn: [Michael Hennessey](#)

Inter-American Development Bank,
“Hythe”Welshes, Maxwell Main Road, Christ Church

Barbados

Tel: [1-246-627-8505](tel:1-246-627-8505)

E-mail: MICHAELHE@iadb.org

Web site: www.iadb.org

Deliverables will include, but not limited to:

- Developing brand book with a clearly defined identity for North Commewijne including but not limited to a logo and tagline. This brand should be applicable to tourists and investors.
- Destination marketing plan and branding strategy for North Commewijne inclusive of sustainability strategy and sample itineraries. This strategy will define, strengthen and promote the brand and effectively market, the North Commewijne region specifically, and Suriname generally, to all appropriate stakeholders.
- At least 1 workshop including a grand final presentation of the brand.

A brand book delivered digitally and in print