

REQUEST FOR EXPRESSIONS OF INTEREST

RECRUITMENT OF A PUBLIC RELATIONS AGENCY TO SUPPORT TOURISM PROMOTION OF MADAGASCAR ON KEY EUROPEAN MARKETS

Ref. N° 021 – 2018/ AMI/ PIC2

Issue date: February 7th, 2018

EOI deadline: February 20th, 2018

- 1- The National Tourism Board of Madagascar with the support of PIC2 Project (IDA/World Bank credit Nr. 55640) is seeking to recruit a PR Agency specialized in promoting tourist destinations to represent Madagascar on a few European markets (FR, DE, UK).
- 2- Covering DE/FR/UK source markets, the objectives assigned to the PR agency will be to:
 - Maximize Madagascar's visibility and audience on these 3 markets
 - Secure, maintain and develop trade & media interest in Madagascar to make it a vivid and major tourist destination,
 - Help ONTM to address industry needs in terms of sales training or information requests
 - Assist and/or organize and coordinate promotional events on these markets
- 3- Detailed Terms of References are available for information and may be consulted at www.pic.mg and shall not engage the Project neither in its form nor in its content. Further information can be requested at the address below.
- 4- Selection method will be based on Consultants Qualifications (CQS) in accordance with the World Bank's Guidelines « Selection and Employment of Consultants by World Bank Borrowers, January 2011 revised July 2014 ».
- 5- Grouping or association of PR agencies is authorized at this stage. In any case, expression of interest applications should be therefore established in the name of the association.

As it is understood that not many firms do have their own representatives in each of the target countries, candidates may choose to apply to 1 country only, or to 2 or 3 countries (alone or in consortium) as follows – see Appendix 1A /TOR for activity per market :

- Item 1: France
 - Item 2: Germany
 - Item 3: United Kingdom
- 6- The National Coordinator of PIC2 Project hereby invites interested candidates to express interest for this tender by providing a formal application which shall include:
 - one (01) signed Letter of Expression of Interest for this mission stating the item(s) applied to
 - one (01) document providing evidence of their qualifications to execute the services : presentation of the firm, references and details of similar assignments [over the past five (05) years], availability of required and qualified team among the personnel, etc.

Applications named « *Recruitment of a public relations agency to support tourism promotion of Madagascar on key European markets*» shall be sent before **February. 20th, 2018 – 4:00 pm (Madagascar time)** and by e-mail to : procurement@pic.mg