

## **REQUEST FOR EXPRESSION OF INTEREST**

### **RECRUITMENT OF AN INTERNATIONAL EXPERT**

### **CONCEPTION, CREATION AND PRODUCTION OF A LINE OF MERCHANDISE FOR MADAGASCAR NATIONAL PARKS (MNP)**

*Credit IDA 6315*

*Call N°025/2020/PIC2*

*Launch date: 11 February 2020*

*Re-launch date: 27 April 2020*

1. The Government of the Republic of Madagascar has obtained financing from the International Development Association (IDA) to fund the implementation of the Madagascar Integrated Growth Poles Project (PIC2). A part of this credit will be used to pay for the consultancy contract described here.

2. The objective of the assignment is to identify themes for the design of merchandise relating to flora and fauna, landscapes, culture and/or history that will (i) appeal to visitors to Madagascar National Parks (MNP), (ii) generate a positive public image of Madagascar's protected areas and biodiversity at the national and international levels, and (iii) improve the visibility of MNP and its activities.

The assignment will consist of:

- Preparing an inventory and evaluation of products (merchandise) currently sold in a small number of parks
- Propose at least one new line of products to be launched during 2020
- Support MNP in the management of the production of the merchandise.

3. The consultancy is expected to require 90 man-days over a period of 6 months.

4. The PIC2 project invites qualified candidates to express their interest in providing the services described above. An individual consultant will be selected in accordance with World Bank procedures defined in "Procurement in Investment Project Financing: Goods, Works, Non-Consulting and Consulting Services" of July 2016, revised in November 2017 and August 2018.

5. The following qualifications are required:

- An internationally-recognized qualification in design

- At least 6 years of proven experience in the creation of merchandise, particularly in the areas of tourism, conservation or National Parks (sample portfolio to be provided)
- Strong knowledge of the economics of merchandising
- A good sense of innovation and openness.

6. The Terms of Reference for the assignment can be consulted at [www.pic.mg](http://www.pic.mg)

7. Interested candidates should submit an application package consisting of a motivation letter, a detailed CV including references and details of similar assignments completed, by 22 May 2020 at 16:00 (local time). Application packages can be submitted by email or in person to:

COORDINATION NATIONALE DU PROJET Pôles Intégrés de Croissance (PIC)

Immeuble ex-Maison de la Réunion - 2ème Etage –Isoraka

101 – Antananarivo Madagascar

E-mail : [procurement@pic.mg](mailto:procurement@pic.mg) copied to [pic@moov.mg](mailto:pic@moov.mg)

Website : [www.pic.mg](http://www.pic.mg)

Applications should include the reference « AMI N° 025 - **Conception, Creation and Production of a Line of Merchandise for Madagascar National Parks (MNP)** »