

## **REQUEST FOR EXPRESSION OF INTEREST**

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

#### **DEFINITION AND IMPLEMENTATION OF A STRATEGY FOR THE DEVELOPMENT AND COMMERCIALIZATION OF MERCHANDISE FOR MADAGASCAR NATIONAL PARKS**

*Credit IDA 6315*

*Call N°026/2020/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 objectives of the assignment are to (i) increase revenues for Madagascar National Parks (MNP) through the optimization of merchandise sales in National Parks and other locations, (ii) generate demand for MNP merchandise in National Parks and other locations, (iii) generate a positive public image of Madagascar's National Parks and biodiversity at the national and international levels, and (iv) improve the visibility of MNP and its activities through its merchandise.

The assignment will consist of:

- Conduct a stocktaking and define a strategy for the development and commercialization of merchandise for MNP
- Define a Business Plan and Action Plan for development of the merchandise
- Provide technical assistance during the implementation of the strategy and plans.

3. The assignment 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:

- A graduate degree in the field of commerce, business, management of marketing/cultural/environmental projects, or other relevant fields
- At least 10 years of proven professional experience in the above field(s)

- Proven experience in merchandising, either in tourism, culture, sport and/or national parks
- Good knowledge of the tourism sector and national parks globally, but particularly in Africa
- Excellent capacity for synthesis, and openness to innovation.

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 “Call N° 026 – Strategy for development and commercialization of MNP merchandise”