

**MODEL SPECIFIC PROCUREMENT NOTICE
CONSULTANTS EXPRESSION OF INTEREST**

KENYA

AFRICAN TRADE INSURANCE COMPANY STRATEGIC EXPANSION

REQUEST FOR EXPRESSIONS OF INTEREST

The African Trade Insurance Company (ATI) has received a grant from the Fund for African Private Sector Assistance (FAPA), which is sponsored by the Government of Japan and administered by the African Development Bank. ATI intends to apply part of the proceeds of this grant to eligible payments under the contract for marketing consultancy services to support ATI's expansion strategy.

The overall objectives of the assignment are to create a global marketing strategy that will support ATI's expansion into new member countries and regions outside the continent, and to promote the Agency's products and services in new and existing markets. The assignment is also meant to assist ATI create and implement a survey to gauge client satisfaction, the results of which will feed into the direction of the overall strategy and help.

ATI now invites consulting firms to indicate their interest in providing the services. Interested firms must provide a statement of capability and experience indicating that they are qualified to perform the services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). This advertisement is open to consultants from eligible source countries.

A short list of six firms will be compiled in accordance with the procedures set out in the African Development Bank's *Rules of Procedure for the Use of Consultants*.

Written expressions of interest must be delivered to the address below by 17h00 on 26 February 2010.

The Administrative/Procurement Officer,
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