REFERENCES OF INTEREST
(CONSULTING FIRMS)

PREPARATION OF PRODESI TOURISM AND LEISURE VALUE CHAIN STUDY

Reference Finance Agreement: 2000130012581

Project No. P-AO-Koo-0006

The Republic of Angola has negotiated and received a loan from the African Development Bank (AfDB) towards the cost of implementation of Institutional Capacity Building for Private Sector Development Project (ICBPSDP), and intends to apply part of the agreed amount of this loan to payments under the contract, for the recruitment of a consulting firm, to provide technical assistance to the Ministry of Economy and Planning in carrying out the PRODESI CLUSTER - TOURISM AND LEISURE VALUE CHAIN STUDY IN ANGOLA.

The ICBPSD Project's overall goal is to build the capacity of the various public services which support private sector development. The project’s specific objectives are to: i) support enterprise competitiveness and entrepreneurship and ii) support the development of the cooperative sector. The project is being implemented over a 5-year period (2014-2019).

Under the current assignment, the consulting firm should assess the existing sectoral studies, draft relevant local tourism and leisure value chain studies, cluster development Business Plans, and prepare promotion materials aimed at promoting the investment by taking into consideration:

(i) Take stock of the Tourism Master Plan under preparation;

(ii) Identify the main tourism products and services Angola has to offer and propose a coherent marketing mix strategy to sell them to major issuing markets for the next 10-15 years;

(iii) Identify the currently dominant hotels, motels, and restaurants, for the important value chains in the target areas. Specification of their physical, management, financial, and operational capacities, with regard to the major...
challenges they will have to face, in order to increasingly meet the tourism and leisure demand requirements for the next 10-15 years;

(iv) Carry out product, mapping, market, value chain, mapping, economic, social, institutional, and environmental analyses;

The Ministry of Economy and Planning now invites eligible consultants to indicate their interest in providing these services. Interested consultants must provide information 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.). Consultants may constitute joint-ventures to enhance their chances of qualification. Only consultants from the African Development Bank member countries are eligible to submit their expression of interest (the list of member countries is available at http://www.afdb.org/en/about-us/corporate-information/members/).

Eligibility criteria, establishment of the short-list and the selection procedure shall be in accordance with the African Development Bank’s “Rules and Procedures for the use of Consultants” dated May 2008 and revised in July 2012, which is available on the Bank’s website at http://www.afdb.org.

Expressions of interest must be delivered to the address below by **November 13, 2018 at 16:00** and should mention: “**PREPARATION OF PRODESI CLUSTER - TOURISM AND LEISURE VALUE CHAIN STUDY IN ANGOLA**”.

Attn: **Project Coordinator**  
Project Management Unit  
Institutional Capacity Building for Private Sector Development Project (ICBPSD)  
Avenida 1.º Congresso do MPLA, Edifício CIF One, 11.º andar, Luanda, Angola,  
capacityproj.minec@gmail.com; lourenco.filipe@minec.gv.ao