REQUEST FOR EXPRESSIONS OF INTEREST  
(CONSULTING SERVICES)  

Arab Republic of Egypt  

Strengthening the Capacity of the Institute of National Planning (INP)  

Academic and Research Sector  
Financing Agreement reference: 5500155008901  
Project ID No.: P-EG-KF0-002  

Institute of National Planning (INP) has received financing from the African Development Bank towards the cost of the Strengthening the Capacity of the Institute of National Planning (INP), and intends to apply part of the agreed amount for this grant to payments under the contract for Developing Communications & Marketing Strategy Plan for INP. Therefore, the main purpose of this consultancy is to recruit a firm to produce a communication and marketing strategy for INP so as to support its functions at the national, regional and international level. This will also help establish the branding of INP as a centre of excellence. The communication & marketing strategic plan will include but not limited to the following: Review of the Key messages of INP “Who is our audience? What do they already think/know? What do we want them to think / know? Target audience ranked by importance, and preferred/appropriate channel of communication”; conduct stakeholder analyses, conduct an external environment analysis PESTEL; conduct communication activities “Internal & External Communication, Website, Media, Events, Influencing, Lobbying, and Advocacy”; conduct an internal and external environment analysis SWOT analysis, and identify the strategies, detailed work plan with timelines, success criteria, and milestones, prepare and test a monitoring and evaluating system for the evaluation of implementation of the communication & marketing Strategic Plan on a semi-annual basis, and prepare the necessary manuals.

Interested firms 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.

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” (May 2008 and revised July 2012), which is available on the Bank’s website at http://www.afdb.org.

Interested firms may obtain further information at the address below during office hours: Sunday to Thursday, 10:00 A.M. to 2:00 P.M.

Expressions of interest including C.Vs and previous experience must be delivered to the address below or by email before 14:00, August 2, 2017, stating: Developing Communications & Marketing Strategy Plan for INP and it could be also be delivered in hard copy to the address below

Attn: Dr. Khalid Attia
Project Coordinator
Salah Salem Street, Nasr City
P.O. Box: 11765
Cairo, Egypt
Tel. / Mobile/Cell phone: +2 011 2825 6866
Facsimile (fax): +202 22634747
E-mail: inpafdb@gmail.com