REQUEST FOR EXPRESSION OF INTEREST (EOI)

ARAB REPUBLIC OF EGYPT

GREEN GROWTH: INDUSTRIAL WASTE MANAGEMENT AND SME ENTREPRENEURSHIP HUB IN EGYPT
MARKETING CONSULTING AGENCY SERVICES FOR DEVELOP AND LAUNCH A MARKETING CAMPAIGN

1. This request for Expression of Interest (EOIs) follows the General Procurement Notice for this project that appeared in UN Development Business Ref. No. AfDB367-05/14 on May 27, 2014.

2. The Egypt National Cleaner Production Center (ENCPC), operating under the Council of Innovation and Technology Transfer – Ministry of Egyptian Industry, Trade and SMEs has received a grant for USD 2,000,000 from the Middle East and North Africa Transition Fund, through the African Development Bank, to finance the project entitled: “Green Growth: Industrial Waste Management and SME Entrepreneurship Hub in Egypt”. The ENCPC intends to apply part of this grant to eligible payments under the contract for consultancy firm services for “Develop and launch of a marketing campaign”

3. The purpose of the assignment is to develop a comprehensive/high reach marketing campaign with a core objective of promoting the benefits of the project and stimulates the participation in its activities.

4. The ENCPC invites Marketing and Communication 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; specific years of experience, number and description of similar assignments related to marketing and communications campaigns conducted in Egypt, with a description of the target and the outcomes; samples of products with a focus on innovation, and quality production; marketing communication planning and management within Egyptian industry; CVs of key staff relevant to the assignment, ..., etc).

5. A short list of six consulting firms/consortia will be compiled in accordance with the procedures set out in the African Development Bank’s Rules and Procedures for the Use of Consultants, dated May 2008 and revised July 2012.

6. Interested consultants may obtain further information through the contacts provided below from 10:00 am to 3:00 pm (except Fridays and Saturdays).

7. Written EOIs must be marked “Expression of Interest - DEVELOP AND LAUNCH A MARKETING CAMPAIGN” and delivered in hard copy to the address below by 17:00 hour on 5th of June 2016.

Egypt National Cleaner Production Center
Attn: Director of the Egypt National Cleaner Production Center
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