



**Ministério  
das Finanças**

Unidade de Gestão  
de Projectos Especiais

## **UNIDADE DE GESTÃO DE PROJETOS ESPECIAIS**

### **Competitiveness for Tourism Development Project**

**REPUBLIC OF CABO VERDE  
MINISTÉRIO DAS FINANÇAS  
UNIDADE DE GESTÃO DE PROJETOS ESPECIAIS**

**REQUEST FOR EXPRESSIONS OF INTEREST  
(CONSULTING SERVICES – FIRMS SELECTION)**

**COUNTRY: CABO VERDE**

**PROJECT: COMPETITIVENESS FOR TOURISM DEVELOPMENT**

**Credit No.: 58010-CV**

**Project ID No.: P146666**

**Notice Number: EOI – 70 - CS – UGPE - 2020**

**Publish Date: August 14, 2020**

**Assignment Title: Consultancy to Draft a Tourism Strategic Marketing Plan**

1. The Government of the Republic of Cabo Verde has received from the International Development Association IDA/World Bank, (the “Bank”) a Credit (hereinafter called “Credit”) toward the costs of the Competitiveness for Tourism Development Project and intends to apply part of the proceeds for consulting services.
2. The objective of the Consulting Services (the services) is to develop a Tourism Strategic Marketing Plan in the short (2021) and medium (2023) terms, defining strategies (short and medium terms) and establishing an action plan (2021/22) for the sector, taking into account the specifications set out below. The consultancy must be performed within the period of 4 (four) months from the date of signing the contract.
3. The detailed Terms of Reference (ToR) for the assignment shall be requested by email address given below, from 8 a.m. until 16 p.m. (local time), during the working day, or can be found at the following website: [www.compraspublicas.cv](http://www.compraspublicas.cv)
4. The Management Unit for Special Project (UGPE) now invites eligible consulting firms (“Consultant”) to indicate their interest in providing the services. Interested Consultants should provide information demonstrating that they have the required qualifications and



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relevant experience to perform the Services. (Relevant material must not exceed 30 pages overall).

5. The selections criteria are:
  - *General experience in elaboration of Tourism Strategic Marketing Plan;*
  - *Specific experience in elaboration of Tourism Strategic Marketing Plan in Cabo Verde or countries with similar conditions to Cabo Verde.;*
  - *Technical and managerial capability of the firm.*
6. Key Experts will not be evaluated at the shortlisting stage.
7. The attention of interested Consultants is drawn to paragraph 1.9 and 1.10 of the World Bank's *Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers* edition of January 2011 revised July 2014 ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest and unfair competitive advantage.
8. Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.
9. A Consultant will be selected in accordance with the method based on the **Consultants' Qualifications Selection (CQS)** set out in the *Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers*, edition of January 2011 revised July 2014.
10. Interested Consultants may obtain further clarifications in written only at the emails address below from 8 a.m. until 16 p.m. (local time), during working days.

Email: [ugpe\\_concurso@mf.gov.cv](mailto:ugpe_concurso@mf.gov.cv)  
[C/c:ildo.a.varela@mf.gov.cv](mailto:C/c:ildo.a.varela@mf.gov.cv); [lrenalina.b.vicente@mf.gov.cv](mailto:lrenalina.b.vicente@mf.gov.cv);  
[Nuno.gomes@mf.gov.cv](mailto:Nuno.gomes@mf.gov.cv); [Sandra.Lima@mf.gov.cv](mailto:Sandra.Lima@mf.gov.cv); [madelene.david@mf.gov.cv](mailto:madelene.david@mf.gov.cv)
11. **The Expressions of Interest in English must be delivered in written within the deadline, with the mention "Consultancy to Draft a Tourism Strategic Marketing Plan" in the**



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## **UNIDADE DE GESTÃO DE PROJETOS ESPECIAIS**

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**addresses below (in person or by e-mail address below indicated) until September 02, 2020 at 15:00 local time.**

**Unidade de Gestão de Projectos Especiais**

Ministério das Finanças

Attn: Nuno Gomes – UGPE Coordinator

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