

**REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES – INTERNATIONAL CONSULTING FIRM)**

GEORGIA

REGIONAL DEVELOPMENT PROJECT (P126033) / REGIONAL DEVELOPMENT PROJECT II (P130421)

Loan No. IBRD-81480 & 5178-GE

**ASSIGNMENT TITLE: TOURISM MARKETING, PROMOTION, ONLINE COVERAGE AND
DESTINATION MANAGEMENT FOR KAKHETI AND IMERETI REGIONS IN GEORGIA**

Reference No: IBRD/IDA/RDP/II/CS/QCBS/03-2017

The Government of Georgia has received the funding from the World Bank toward the cost of the Regional Development Project oriented on Kakheti Region and the Regional Development Project II (RDP II) oriented on Imereti Region.

RDP with total estimated cost - US\$ 75.00 million, focuses on development of tourism infrastructure, renovation of cultural heritage and support to private sector development (tourism-related enterprises) started in 2012.

RDP II with total estimated cost - US\$ 48.75 million is effective since 2013. The Project Development Objective is to improve infrastructure services and institutional capacity to support increased contribution of tourism in the local economy in the Imereti region.

The Consulting Services under captioned assignment (“the Services”) include the preparation of the National tourism marketing, branding and promotional strategy and action plan for Georgia and the tourism marketing and promotional activities for Kakheti and Imereti regions of Georgia.

In particular, a summary of the objectives and activities under this assignment are as follows:

- Delivery of the National Tourism marketing, branding and promotional strategy and action plan for Georgia;
- In line with the above Tourism Marketing, Branding and Promotion Strategy for Georgia and based on existing Imereti Strategic and Operational Marketing Plan, develop a branding strategy for Imereti, which will define brand identity, image and positioning of the region;
- In line with the above Tourism Marketing, Branding and Promotion Strategy for Georgia, develop marketing and promotion strategy and relevant action plan for Kakheti region;
- Improve the tourism competitiveness, market positioning and brand awareness of the Kakheti region by upgrading the www.kakheti.travel website and turning it into world-class interactive portal; Create similar online portal for Imereti region;
- Support the development of sustainable Destination Management Offices (DMO) in Kakheti and Imereti regions. Furthermore, define all relevant responsibilities in order to insure secure and successful operation of the aforementioned organizations;
- Supplement the Georgian National Tourism Administration’s (GNTA) ongoing and planned marketing and promotion efforts through online means, related to raising awareness about Georgia’s tourism destinations, including Kakheti and Imereti regions.

The tentative duration of the assignment is 16 months, commencing approximately in April 2017.

The Municipal Development Fund of Georgia (MDF) as an Implementing Agency now invites eligible consulting firms ("Consultants") to express their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. Expression of interest should cover, but not limited to: corporate profile, years in business, experience relevant to the project activities, key staff resources, and core business.

The shortlisting criteria are:

1. Specific Experience –80 points:

Similar experience within the last 7 years (i.e. since January 2009). Namely, experience related to the following activities:

- Development and promotion of online tourism portals, integrating the portal with related social media channels;
- Marketing and branding, as well as issues related to competitive positioning of tourism product and offerings;
- Development and implementation of marketing/ad campaigns, with special focus on online marketing activities;
- Tourism Management, including development and establishment of Destination Management Offices

2. General Experience –20 points:

Corporate profile/Company's capacity, years in business, key staff resources, core business

Note: the MDF reserves it's right to verify submitted references and use obtained information for evaluation purposes.

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's *Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers - January 2011, revised July, 2014*. ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.

Consultants may associate with other firms (Please take into account that form of association acceptable for the World Bank is either sub-consultancy or Joint-Venture and submission must clearly indicate the nature of the association. The experience of sub-consultants will not be taken into account while evaluating the corporate experience of the consultant).

Experience in the projects relevant to the assignment should be submitted in the Form N1 uploaded at MDF website on the following link: <http://mdf.org.ge/wp-content/uploads/2014/02/Form-for-References.pdf>

The consultants are strongly recommended to limit their Expression of Interest to 30 pages. Company brochures may be included as an Annex, and will not be affected by the limit of 30 pages.

A Consultant will be selected in accordance with the Quality and Cost Based Selection Method (QCBS) method set out in Section II of the [*Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers - January 2011, revised July, 2014*](#).

Further information can be obtained at the address below during office hours from 09:00 a.m. to 18:00 p.m. at Procurement Unit of MDF, Phone number: +99532 2437001, extension 405, Ms. Mariam Nakashidze, Procurement Specialist.

Expressions of interest must be delivered in English in a written form to the address below (in person, by mail, or by e-mail) by **November 28, 2016, at 17:00.**

Municipal Development Fund of Georgia
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