**REQUEST FOR EXPRESSIONS OF INTEREST**

**(CONSULTING SERVICES – FIRMS SELECTION)**

**Republic of Armenia**

**Trade Promotion and Quality Infrastructure Project**

**Loan Number 8390-AM**

**Assignment Title:** Deployment of Strong Communication and PR Campaign

**Reference No. (**As per Procurement Plan**): TPQI-C-2.1.2.1**

The Republic of Armenia has received financing from the World Bank toward the cost of the Trade Promotion and Quality Infrastructure Project (Project), and intends to apply part of the proceeds for consulting services. The services include: Deployment of Strong Communication and PR Campaign.

The objective of this assignment is to strengthen the country’s image in France and European Union countries through a strategic communication campaign to be conducted with business communities and potential investors. The campaign will be designed to boost the country’s image in the mentioned regions so as to drive attention towards the country and increase awareness about ongoing developments, appealing to potential investors, aiming to attract foreign investments.

Created in May 2019 by the Government of Armenia, the Armenian National Interests Fund (ANIF) is a foreign direct investment fund, which is responsible for implementation of Sub-Component 2.1 “Support Services Provided by the Investment, Export Promotion and Industrial Development Agency” of the Project. For this purpose, ANIF intends to select a consulting firm, which will design and implement a vast communications campaign in the Republic of France and the wider European Union. ANIF needs to deploy a strong communication and PR campaign to help upgrade Armenia's image in these countries.

The services are expected to start in May 2020 and will last one-year period.

The selected Consultant Company will implement the following main activities:

1. **Developing a communication strategy for ANIF in EU, including with specific focus on France**. The main objective of the Strategy should be contribution to investment attraction to Armenia from the European countries. The Strategy should be accompanied by the clear action plan and identify most effective and efficient channels and tools for reaching out potential investors. The strategy must address the following components, but should be limited to:
2. **Enhancing Armenia’s attractiveness for potential investors in the region.** The company will work towards strengthening the country’s image via diversified communication channels and tools, such as:
3. **Regular publications** should be made about Armenia, its attractiveness for investors, potential growth sectors /areas/ etc. in reputable and relevant printed and on-line media. Frequency and content of publications, as well as media should be identified in the Strategy and advised by the Consultant.
4. **Media Relations.** Regular meetings should be organized between representatives of Armenian authorities and European media (including but not limited to printed media, on-line media, TV channels and etc.). As a results of those meetings thematic publications or interviews should be published or broadcasted in relevant media sources to provide up-to-date and relevant information to the potential investors of the target region on Armenia’s ongoing reforms, developments, most attractive sectors and investment opportunities.
5. **Inbound trips to Armenia.** In order to further enhance the information that will be addressed in the media, several press trips should be planned in Armenia at ANIF’s request to demonstrate Armenia's development and progress (at least 2 trips).
6. **Business forums/conferences.** The Strategy and Action Plan should identify most reputable business forums/conferences for participation of representatives of Armenian authorities in France and the EU. This will include, but not limited to participation of Armenian authorities as speakers and presenters., organization of meetings with potential investors and etc.
7. **Promotion of ANIF in digital media,** such as social media, web channels and etc.
8. **Armenia’s PR in France.** ANIF plans to reinforce Armenia’s PR works towards public and private sectors in strategic EU countries. ANIF needs to meet regularly French counterparts (senior government officials and top executives of private firms) to explain Armenia’s development strategy. This can include bilateral meetings, discussions, forums, etc.
9. **Implementation of the Communication Strategy.** The Consultant will be responsible for implementation of Communication Strategy for ANIF, as well as regular reporting on the progress and impact of the Strategy implementation process.

The detailed Terms of Reference (TOR) for the assignment can be obtained at the address given below.

ANIF and Projects Implementation Department of the Ministry of Finance of RA (PID) now invite eligible Consultant firms (Consultants) to indicate 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 (information on general work experience of the company, description and work experience in the implementation of the similar assignments during the last 10 years, information on implemented projects in the South Caucasian region in the last 10 years, etc.).

The shortlisting criteria are specified below:

The consulting company shall meet the following qualification criteria:

* at least 10 years of general experience in PR and Media relation;
* extensive experience in advising EU public sector, (working with French public sector, including Ministry of Foreign Affairs would be an advantage);
* extensive knowledge and proven experience in advising EU businesses (working with French business communities would be an advantage);
* ability to use all different communication tools: press, digital channels, etc.

Key Experts will not be evaluated at the shortlisting stage.

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 & IDA Credits & Grants by World Bank Borrowers”, January 2011. (“Consultant Guidelines”), setting forth the World Bank’s policy on conflict of interest.

A Consultant will be selected in accordance with the “Selection Based on Consultant’s Qualifications” (CQS) method set out in the Section III of the World Bank’s “Consultant Guidelines”.

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.

Further information can be obtained at the address below during office hours ***09:00 to 18:00 hours (local time)***in working days (please be informed that from December 31, 2019 till January 7, 2020 are not working days due to New Year and Christmas’s holidays).

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **January 22, 2020, 18:00 (local time)** (GMT+4).

Mr. Vardan Harutyunyan

Head of PID

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