REQUEST FOR EXPRESSIONS OF INTEREST

**Republic of Serbia**

**STATE OWNED FINANCIAL INSTITUTIONS STRENGTHENING PROJECT (SOFI)**

Project ID No. P156837

**Assignment Title:**

**Consultant for the devising and implementation of a strategic communication strategy for the promotion of the capital market in Serbia, Reference #-SER-SOFI-CQ-CS-22-33**

The Republic of Serbia has received financing in the amount of US$ 50,000,000 equivalent from the World Bank toward the cost of the SOFI Project, and it intends to apply part of the proceeds to payments for consulting services to be procured under this project. This project will be jointly financed by the Ministry of Finance of Serbia (MoF) in the amount of US$ 6,000,000.

**Scope of work**

**The scope of work of the consultant shall include, but not be limited to the following:**

1. Provide a strategic communications strategy in support to the development of capital market in Serbia, general awareness on the importance of capital market for the economic welfare of the country and attraction of both domestic and foreign investors into such market;
2. Provide support in the implementation of such strategic communications strategy;
3. Devise an international campaign for the promotion of capital markets in the Republic of Serbia;
4. Devise a promotional campaign consisting of roadshows and other relevant events that would promote the importance of capital markets to the general public of Serbia;
5. Devise a mechanism for regular interaction with foreign investors;
6. Support in the implementation of an international campaign for the promotion of capital markets in the Republic of Serbia;
7. Design a Roadmap with detailed sprints for the implementation of the communication strategy and campaign;
8. Propose necessary local/international stakeholders (included but not limited to Chamber of Commerce and Industry of Serbia, Ministry of Finance, World Bank and others) for the participation in the implementation of the said campaign;
9. Supervise execution of all parties within the communication strategy;
10. Other duties as instructed by the Assistant minister in charge in the MoFFS.

The period of performance of the assignment envisaged by these Terms of Reference shall be December 31, 2022.

**CONSULTANT (COMPANY) QUALIFICATIONS**

The Consultant for the devising and implementation of a strategic communication strategy for the promotion of the capital market in Serbia should be:

1. Reputable company with more than 10 years of experience in strategic communications and the creation of international promotion campaigns in the field of economic development, capital markets and investment promotion;
2. Significant experience of work with major international companies and brands;
3. Working more than 5 years with governmental institutions;
4. Experience in the creation of successful international campaign launches, brand positioning or re-positioning;
5. Knowledge of the economic and investment environment of the Republic of Serbia.

To substantiate the above qualifications, the Consultant must prepare a table containing the following information: project title or relevant assignment; description of the work performed; year of project implementation; country/region; client’s contact (first and last name, e-mail address); and contract value (contract as proof of performance may be required).

Expressions of interest will be evaluated by applying the following criteria with allocated points:

General experience of the firm– 40 points

Specific experience of the firm relevant to the assignment – 60 points

The detailed Terms of Reference for the above referenced consulting services is posted on the website of the Ministry of Finance <https://www.mfin.gov.rs/en/documents/state-owned-financial-institutions-strengthening-project-sofi-general-procurement-notice-2>

The Consultant will be selected in accordance with Consultant`s Qualifications Based Selection (CQS) as set out in the ***World Bank’s Procurement Regulations for IPF Borrowers – Procurement in Investment Project Financing Goods, World, Non-Consulting and Consulting Services, July 2016, revised November 2017*** ***and August 2018*** (“the Regulations”). The Consultant that obtains the highest score during evaluation of expressions of interest will be invited to submit technical and financial proposals.

The attention of interested Consultants is drawn to paragraphs 3.14, 3.16 and 3.17 of the Regulations setting forth the World Bank’s policy on conflict of interest.

The Central Fiduciary Unit (CFU) of the Ministry of Finance now invites eligible 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.

Expressions of interest in English language must be delivered in a written form to the **e-mail addresses below, by June 15, 2022, 12:00 hours, noon**, local time.

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| **Contact:** | **E–mail:** | **Address:** |
| To: | [zorica.petrovic@mfin.gov.rs](mailto:zorica.petrovic@mfin.gov.rs)  Ms. Zorica Petrovic  Procurement Specialist | Ministry of Finance  Central Fiduciary Unit  3-5 Sremska St  11000 Belgrade, Serbia  Tel/Fax: (+381 11) 765 2587 |
| Cc: | [ljiljana.dzuver@mfin.gov.rs](mailto:ljiljana.dzuver@mfin.gov.rs)  [ognjen.popovic@mfin.gov.rs](mailto:ognjen.popovic@mfin.gov.rs) |