

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

**Republic of Serbia**

**Catalyzing long term finance through capital markets project (CMP)**

**Project ID No. P176069**

**Assignment Title:**

**Strategic Communication Execution**

**Reference No. SER-CMP-CQ-CS-24-27**

The International Bank for Reconstruction and Development has granted a USD 30 million loan to the Republic of Serbia (hereinafter: RoS) to support the reform of capital markets through the implementation of the Catalyzing long term finance through capital market project (hereinafter: The Project) and intends to apply part of the proceeds to payments for consulting services for Strategic Communication Execution.

The capital market development of the Republic of Serbia is closely interwoven with the BELEX, an institution that represents and symbolize the trade, growth as well as with the success of the segment of the economy powered by securities instruments. One of the aspects is reinforcing the BELEX and the capital market as a whole, and the improvement of the overall communication and information imparting between the Belgrade Stock Exchange, the private sector and the general public. The Ministry of Finance of the Republic of Serbia, as well as the BELEX have already commissioned in the past a document developing the communication strategy, which provided a detailed action plan to promote each activity, such as Corporate Bond Issuer Program (CBIP), and is currently seeking a consulting firm that will organize, coordinate, support and steer the execution of the said communication strategy (Strategy), aligning the implementation of leading international practices with the specifics of the Serbian economic and public environment.

The Consultant is expected to perform the following activities within its contract, which are grouped into three activities:

- Activity 1: Strategy implementation plan;
- Activity 2: Strategy execution
- Activity 3: Monitoring and Analysis of results.

The period of implementation of the contract will be 18 months starting from the commencement date.

The detailed Terms of Reference for the above referenced consulting services is posted on the website of the Ministry of Finance (MoF):

<https://www.mfin.gov.rs/dokumenti2/pokretanje-dugorocnog-finansiranja-kroz-projekat-trzista-kapitala>

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

The Consultant will be selected in accordance with Consultant Qualification Selection (CQS) method set out in the World Bank’s Procurement Regulations for IPF Borrowers (July 2016, revised November 2017, August 2018 and November 2020). The Consultant that obtains the highest score during evaluation of expressions of interest will be invited to submit technical and financial proposals.

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.

The following criteria will be applied to all consulting firms that have submitted EoI:

- Be a reputable company with more than 10 years of experience in strategic communications and the creation of international promotion campaigns;
- Have significant experience of work with major international companies and brands, with at least three major, and well-recognized by the general public, international brands;
- Have experience in devising and implementing communication strategies raising awareness about capital market development;
- Have experience in working more than 5 years with public (national or international) or capital market institutions;
- Have experience in the creation and implementation of successful international campaign launches, brand positioning or re-positioning;
- Have experience in managing key specialized local media outlets and channels (television, radio, digital, and print), as well as disseminating information through such key local media;
- Have knowledge of the economic and capital market environment of the Republic of Serbia and founding principles of capital markets.

Evaluation of EoIs will be based on the following criteria and **allocation of points**:

- i. General Experience 40 points
- ii. Specific Experience related to the assignment – 60 points

**Key Experts' CV are not required and will not be evaluated at the shortlisting stage.**

The attention of interested Consultants is drawn to paragraphs 3.14, 3.16 and 3.17 of the World Bank's Procurement Regulations for IPF Borrowers – Procurement in Investment Project Financing Goods, Works, Non-Consulting and Consulting Services (July 2016, revised November 2017, August 2018 and November 2020) ("the Regulations") setting forth the World Bank's policy on conflict of interest.

Further information can be obtained at the address below during office hours 09:00 to 15:00 hours.

Expressions of interest in English language must be delivered in a written form to the email below, by **November 5, 2024, 12:00 hours, noon, local time.**

<b>Contact:</b>	<b>E-mail:</b>	<b>Address:</b>
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