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GOVERNMENT OF SIERRA LEONE  
MINISTRY OF FINANCE

Project Fiduciary  
Management Unit  
Ministry of Finance  
13 Howe Street  
Freetown  
Sierra Leone

**REQUEST FOR EXPRESSIONS OF INTEREST  
(CONSULTING SERVICES – FIRMS SELECTION)  
ISSUE DATE 17<sup>th</sup> MAY, 2019.**

**Sierra Leone**  
**Sierra Leone Economic Diversification Project**  
Loan No. P164212

**Assignment Title:** Consulting Services to conduct Sierra Leone National Tourism Marketing Strategy and Rebranding  
**Reference No.** SL-MOFED-112217-CS-QCBS

The Government of Sierra Leone has applied for financing from the World Bank toward the cost of the *Sierra Leone Economic Diversification Project*, and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include developing a national tourism marketing strategy that is feasible to implement, resonates with tourism stakeholders and target markets, and embraces the importance of sustainability. The consultancy will also kick-start implementation of key priority actions, including the rebranding of the destination, a social media marketing strategy, production of key collateral and marketing training.

The marketing strategy should be: i) demand-driven and based on market intelligence and research, ii) embrace digital platforms, new technology and low-cost advertising mediums, iii) be highly targeted on markets with the highest potential of converting interest into visitation which may include domestic, regional and international markets, iii) leverage earned media and public relations while supporting private sector promotional efforts, iv) include an estimated return on investment for major marketing budget categories., v) be action-focused and feasible given the resources and capacity to implement. The GoSL and stakeholders have made their commitment clear for the national marketing strategy to focus on ecotourism and sustainable tourism, and the pursuit of related niche markets for the project duration.

The strategy will guide the marketing of tourism for the next 10 years and will include a 5-year action plan with corresponding activities, tactics, targets and budgets, which will be realistic and in-line with GoSL budgets and capacities (including the financing to be provided by the World Bank). The marketing strategy will take stock of competitor positioning and previous initiatives, outlining the successful actions and roadblocks to grow targeted markets and provide a pragmatic and implementable roadmap.

It is likely that the strategy will place less emphasis on traditional print media and trade show visits and will focus more on digital marketing and earned media. It will also propose actions

that are financially sustainable; proportional to the National Tourist Board's implementing capacity, budget, and the emerging stage of tourism in the country.

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

The Project Fiduciary Management Unit of Ministry of Finance now invites eligible consulting firms to indicate their interest in providing the Services. Interested Firms should provide information demonstrating that they have the required relevant experience to perform the Services. The shortlisting criteria are: relevant experience, managerial and organizational capability of the firm to the assignment.

The attention of interested firms is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" July 2016 Revised November 2017 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest. (The Bank requires that firms involved in Bank IPF procurement shall not have a conflict of interest).

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.

A Consulting firm will be selected in accordance with the Quality and Cost Based Selection method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours.

Project Fiduciary Management Unit  
13a Howe Street Freetown  
9:00am to 5:00pm Monday -Friday

Expressions of interest must be delivered in a written form to the address below in person, or by mail not later than Thursday 31<sup>st</sup> May, 2019 at 4:00 pm.

Project Fiduciary Management Unit  
Ministry of Finance  
Attn: Osman Tommy- Procurement Officer  
13a Howe Street Freetown  
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