



**MINISTRY OF FINANCE**

**GHANA ECONOMIC TRANSFORMATION PROJECT (GETP)  
IDA CREDIT NUMBER 6465-GH**

**SPECIFIC PROCUREMENT NOTICE  
REQUEST FOR EXPRESSIONS OF INTEREST (REOI)  
(CONSULTING SERVICES –FIRM SELECTION)  
PROMOTION CENTRE (GIPC)**

**Reference No.: GH-MOF -204933-CS-QCBS**

**Assignment Title: Recruitment of a Consultancy Firm to Develop Strategy and Business Plan for Ghana Investment Promotion Centre**

**1.0 INTRODUCTION**

The World Bank is providing funding support to the Government of Ghana (GOG) for the implementation of the Ghana Economic Transformation Project. The overall development objective of the Project is to promote private investments and firm growth in non-resource-based sectors. The guiding principle of the Project is to promote and strengthen a growth model that is conducive to economic transformation, to achieve higher rates of investment and productivity growth across the economy, especially in non-resource-based sectors. The Project has four components, as follows:

**Component 1** - Enabling investments: This Component will focus on improving the enabling business environment, investment attraction capacity, and the quality infrastructure support system for companies that want to invest and grow their businesses in Ghana.

**Component 2** - Crowding-in investments: Promoting spatial and industrial planning and development: This Component will focus on enhancing the Government's programs in investment promotion and spatial development (including Special Economic Zones), thereby addressing the constraint to access quality industrial land in the country.

**Component 3** - Accelerating Entrepreneurship and Micro Small and Medium Enterprise (MSME) growth: This Component will support entrepreneurship and MSME growth in non-resource-based sectors, addressing specifically the limited development of the MSME and entrepreneurship support ecosystem, including early stage financing.

**Component 4** – Project Management and Evaluation: This Component will finance project management activities including fiduciary responsibilities, procurement, communication and dissemination, as well as monitoring and evaluation of project implementation and its impact. This will include capacity building for the Project Coordinating Unit (PCU), the Economic Transformation Unit and the Resource Mobilization and Economic Relations Division (RMERD) within the Ministry of Finance (MOF).

In addition to organizing GIPC's activities for maximum impact, the Corporate Strategy would help GIPC define and leverage its partnerships with stakeholders, help stakeholders understand its role, demonstrate its value and justify its existence, raise funds from the government and development partners against activities and results, build internal and external teams, bolster its advocacy for investment climate reforms, and expand and adjust its activities as needed to offer relevant and comprehensive services to investors. The WBG is looking to hire consultants to help GIPC with the drafting and dissemination of this corporate strategy.

## **2.0 OBJECTIVE OF THE ASSIGNMENT**

The overall objective of this consultancy is to develop Corporate Strategy and Business Plan to ensure that GIPC fulfils its mandate.

## **3.0 SCOPE OF WORK AND EXPECTED DELIVERABLES**

The scope of work for the Consultant will include but not be limited to:

- A. Workshop briefing with senior GIPC staff, and additional stakeholders, as needed, to develop and agree to a strategic framework based on GIPC's inputs, as well as recommendations stemming from related WBG policy notes/analytics, and international best practice.
- B. Work with a senior drafting team nominated by GIPC to prepare elements for the strategic framework that will include:
  - i. A SWOT analysis of Ghana as an FDI location benchmarked against up to three competitor locations;
  - ii. A rapid review of Ghana key sectors to identify priority sectors for proactive outreach activities in the short to medium term;
  - iii. A set of clear and quantifiable objectives that reflects the new GIPC mission and vision;
  - iv. A proposed institutional development plan that will enable GIPC to achieve the objectives. This will build on the most recent GIPC Institutional Assessment. It will comprise of a review and possible amendment of the organizational structure;
  - v. A short (12 month) and medium term (36 months) strategy and activity plan for each GIPC department detailing targets and KPI's;
  - vi. Job descriptions for first and second level executives including KPI's;
  - vii. A three-year recruitment plan;
  - viii. A detailed 12-month budget and an outline 36-month budget for GIPC;
- C. Present the draft Strategy for validation to strategic stakeholders
- D. Undertake a situation analysis of GIPC operations to date
- E. Through a consultative process and application of an appropriate tool of analysis, identify focus areas and develop strategic objectives and key result areas for the same;
- F. Incorporate comments and feedback and produce a final version with appropriate templates to enable easy M&E reporting over the period of the plan.

## **4.0 DELIVERABLES**

- i. Materials for the Strategy Workshop – (power point slides)
- ii. A SWOT and Benchmark Analysis – (power point slides)
- iii. A draft Strategy and presentation materials for the validation workshop
- iv. A final version of the Strategy containing M&E templates (power point slides, a word document and a budget spreadsheet)

## **5.0 DURATION OF ASSIGNMENT**

The duration of the assignment is seven (7) months.

## **6.0 QUALIFICATIONS AND EXPERIENCE**

The Ministry of Finance through the Project Coordination Unit 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 shortlisting criteria are:

The Consultant will be a firm or a consortium of firms with a strong technical background and demonstrable operational strength to deliver this assignment according agreed schedule. The firm must have successfully delivered at least two (2) similar assignments in the last Ten (10) years. The firm must also have:

- A. A minimum of 10 years of relevant experience and Key Personnel related to investment climate and investment promotion, including at least 8 years of experience and familiarity as a practitioner within the investment promotion field – especially experience with investor aftercare, marketing and communications as related to investment promotion.
  - i. Experience within the management consulting field, helping organizations improve their performance and design and implement corporate strategies and business plans;
  - ii. Familiarity with the WBG’s investment policy and promotion methodologies and policies;
  - iii. Experience working in Africa desired;
  - iv. Excellent interpersonal skills, exceptional listener, extremely responsive and flexible to adapt to client needs and customer satisfaction, having a balanced and politically astute personality, able to deal and excel at working with diverse personalities and backgrounds, always engaging (never indisposing) the client.
- B. Must submit the following documents if applicable:
  - i. Business Registration Certificate (Incorporation & Commencement of Business);
  - ii. Valid Ghana Revenue Authority (GRA) Tax Clearance Certificate;
  - iii. Valid Social Security & National Insurance Trust (SSNIT) Clearance Certificate;
  - iv. Valid Value Added Tax Registration Certificate;
  - v. Valid PPA’s Consultant Registration Certificate.

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank’s Guidelines: Selection and Employment of Consultants under IDA Credits by World Bank Borrowers (Procurement in Investment Project Financing Goods, Works, Non-Consulting and Consulting Services [July 2016 Revised November 2017 and August 2018). (“Consultant Guidelines”), setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications.

A Consultant will be selected in accordance with the Quality and Cost-based Selection (QCBS) method set out in the Consultant Guidelines.

## **7.0 SUBMISSION OF EXPRESSION OF INTEREST**

Expressions of interest shall be in English and must be delivered via electronic submissions to the following email addresses: [getpprocurement@gmail.com](mailto:getpprocurement@gmail.com) and copy [getpcoordinator@gmail.com](mailto:getpcoordinator@gmail.com) by 16:00hrs GMT on Friday, December 18, 2020.

**THE PROJECT COORDINATOR  
GHANA ECONOMIC TRANSFORMATION PROJECT  
MINISTRY OF FINANCE  
BOX MB 40, ACCRA, GHANA**

**ATTN: PROCUREMENT SPECIALIST  
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