



**REPUBLIC OF GHANA
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)**

Reference No.: GH-MOFEP-452005-CS-CQS

Assignment Title: Recruitment of a Consultancy Firm to Support AfCFTA’s Outreach Programme of the National Coordination Office under the Ghana Economic Transformation Project (GETP)

The Ministry of Finance has received financing from the World Bank towards the cost of the Ghana Economic Transformation Project and intends to apply part of the proceeds for consulting services.

The Project will be implemented through four Components, namely:

- a. Enabling Investments;
- b. Crowding-in investments;
- c. Accelerating Entrepreneurship and Micro Small and Medium Enterprise (MSME) Growth; and
- d. Project Management and Evaluation.

The objective of this outreach is to empower stakeholders to fully leverage the trade and investment opportunities presented by the AfCFTA. The consultancy will therefore support the NCO in designing and executing a comprehensive and inclusive outreach programme that will enhance the awareness, understanding, and engagement of Ghanaian businesses, policymakers, and the general public on AfCFTA opportunities and market access procedures.

The primary objective of this consultancy is to develop and implement a comprehensive outreach plan that will:

- a. Raise awareness of the AfCFTA among Ghanaian businesses, policymakers, and the public.
- b. Equip and empower all stakeholders, including women and youth, to participate in and harness the benefits of the AfCFTA.

The consulting services ("the Services") include the Consultant's scope of work but are not limited to the following:

1. Design and develop an outreach programme that will raise awareness of the AfCFTA among Ghanaian businesses, policymakers, and the public.
 - i. Outreach Programme Design
 - ii. Stakeholder Analysis and Mapping
 - iii. Content Creation

2. Facilitate the execution of the outreach programme to empower stakeholders to participate in and harness the benefits of the AfCFTA.
 - i. Outreach Activities Implementation
 - ii. Monitoring & Evaluation and Reporting
 - iii. Project Management and Coordination

The anticipated duration of the contract is 12 months.

The detailed Terms of Reference (ToR) for the assignment can be found at the following website: <https://www.mofep.gov.gh> or obtained at the address and emails given below.

The Ministry of Finance, through the Ghana Economic Transformation Project, 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:

- a) A duly registered and certified outreach consultancy firm.
- b) A minimum of three (3) years' experience in outreach, strategic communications, stakeholder engagements, project management, and similar engagements.
- c) Demonstrated a minimum of three (3) years' track record showing the ability to successfully plan, coordinate, and execute outreach events across the country.
- d) Demonstrate a minimum of three (3) years' experience in designing and implementing communication strategies, public awareness campaigns, and capacity-building programs
- e) Demonstrated ability to engage and collaborate with a diverse range of stakeholders, including government agencies, private sector entities, trade associations, and civil society organizations.
- f) In-depth understanding of the AfCFTA, international trade, and economic integration in Africa, with a particular focus on the Ghanaian context.

Key Experts will not be evaluated at the shortlisting stage.

The attention of interested Consultants 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, August 2018, and November 2020). ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest. In addition, please refer to the following specific information on conflict of interest related to this assignment as per paragraph 3.17 of the Procurement Regulations. Any false declaration will result in disqualification.

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 Consultant will be selected in accordance with the Consultant's Qualification Selection (CQS) method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours **9:00 am to 4:30 pm** local time.

Expressions of interest must be delivered in a written form to the address below in person, by mail, or by email by **October 8, 2024**.

**The Project Director
Ministry of Finance
Box M40, Accra, Ghana**

Attn: Procurement Specialist

Ghana Economic Transformation Project Office, Valco Trust House, Second Floor, Conference Room
Ambassadorial Enclave, Castle Road Ridge - Accra

Email: getpprocurement@gmail.com, and copy lateefpro@gmail.com

Tel: +233- 24740- 4444

Digital Address: GA – 052 -7763