



**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-518916-CS-CQS

Assignment Title: Consultancy for Creative Economy Diagnostic and Investment Planning for the Ministry of Tourism, Culture and Creative Arts (MoTCCA).

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 overall objective of the assignment is to seek an experienced Firm (Consultant) to generate a robust evidence-based strategic insights, and an actionable investment pipeline to reposition Ghana's creative economy as a key driver of inclusive growth, employment, and export competitiveness.

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

1. **Map the Landscape and Diagnose Constraints:** Define Ghana's creative economy by identifying key sectors, actors, support systems, and clusters. Compile baseline data on sector size, jobs, infrastructure, and institutions, with emphasis on youth and women. Diagnose economy-wide market, regulatory, and financing barriers. Pilot Film industry geospatial mapping through a GIS dashboard.
2. **Prioritize Five High-Potential Creative Industries:** Apply a structured scoring framework to objectively assess and rank creative industries based on economic contribution, job potential, market reach, innovation, infrastructure readiness, and inclusion. Film is pre-selected; four others will be identified through data analysis and targeted stakeholder input.
3. **Conduct Deep Dives into Three Creative Industries:** Analyze Film and two other prioritized industries in detail, covering value chains, market dynamics, infrastructure, monetization models, IP, skills, and inclusion. Identify industry-specific reform levers and investment drivers. Produce cross-industry synthesis highlighting systemic opportunities and constraints.

4. **Design Investment & Upgrade Options:** Turn deep dive and cross-industry findings into three investment concept notes, with each deep dive generating at least one upgrade option and, where justified, an additional concept note. Include CAPEX/OPEX estimates, financing models, projected outcomes, and an Upgrade Options Matrix comparing standalone and integrated approaches. Prepare a Cabinet-ready investment and reform package for government and partners.

The detailed Terms of Reference (ToR) for the assignment can be found on the following website: <https://www.mofep.gov.gh>; <https://www.motcca.gov.gh> or obtained by contacting the address and email addresses provided 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:

- i. At least 2 recent projects on creative industries diagnostics, value chains, digital economy, tourism, or investment planning in Africa since 2019.
- ii. Policy and Investment Planning capability: Proven work on regulatory reviews, Investment Planning (IP), business licensing, and public administration reform.
- iii. Investment design: Experience turning diagnostics into bankable/investment concept notes with CAPEX/OPEX, demand, ROI, and partnership structures.
- iv. Demonstrable capacity to build a GIS/Power BI prototype, manage datasets, and produce dashboards and infographics.
- v. Experience using Mixed methods design for surveys, interviews, and platform analytics. Ethical data collection and data protection.
- vi. A Ghana-based partner or office with demonstrated delivery for government. Knowledge of MoTCCA and related agencies, and the local creative economy ecosystem and market.
- vii. Evidence of technical and managerial capability.
- viii. Experience in documenting a QA system compliant with ISO 9001 or equivalent, and written procedures aligned with Ghana's Data Protection Act (2012).

This assignment will be awarded in the Local Currency.

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, November 2020, and September 2023. ("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, **8:30 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 **November 18, 2025**.

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

Attn: Procurement Specialist

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