



Arab Republic of Egypt
African Development Bank (AFDB)
General Authority for Investment and Free Zones (GAFI)
Enhancement of the Entrepreneurship Ecosystem (EEE)
Project ID: P-EG-100-015 Grant No.: 5500155013201

REQUEST FOR EXPRESSIONS OF INTEREST (REOI)
(CONSULTING SERVICES - FIRM SELECTION)

Assignment: Recruitment of a Consultancy Firm to Produce Short Videos and Infographs for Awareness Raising
Ref: EG-GAFI-CS-CQS-001b

1. Background

- 1.1. The African Development Bank Group (the Bank) has been supporting Egypt's General Authority for Investment and Free Zones (GAFI) in its development efforts since 2018. The Bank approved a grant to GAFI to help finance the Enhancement of the Entrepreneurship Ecosystem (EEE) Project in Egypt.
- 1.2. GAFI has established "Fekretak Sherketak", a hub dedicated to supporting entrepreneurs through the coordination, facilitation and provision of tailored technical assistance activities. In close collaboration with Fekretak Sherketak, the objective of the EEE Project is to contribute to the enhancement and improvement of the entrepreneurship ecosystem in Egypt by supporting GAFI's entrepreneurship resource hub, through the expansion in access to services and information and the provision of tailored business development services to entrepreneurs.
- 1.3. Part of the proceeds of the grant will be used for the recruitment of a consultancy firm to produce short videos for awareness raising.
2. **Objectives of the Assignment:** the objective of the short videos is to shed light on the activities and services of Fekretak Sherketak to encourage current and prospective entrepreneurs at different stages of the project life cycle (from ideation through startup, growth and maturity) from Cairo and other governorates to enroll in these services. The videos and infographs are to be promoted on social media and used as informational material during presentations and conferences. They shall include three 2-3 minute short videos and one infograph.
3. **For Expressions of Interest:** the General Authority for Investment and Free Zones (GAFI) / Enhancement of the Entrepreneurship Ecosystem project hereby invites eligible consultancy firms to indicate their interest in implementing the abovementioned activity. Interested firms must provide information indicating that they are qualified to perform the services required as part of this assignment and may form joint-ventures to enhance their chances of qualification. The short-listing criteria for this assignment are as follows:
 - The firm is registered as a company in AfDB member countries.
 - At least 5 years of experience in developing and implementing documentary campaigns.
 - Previous experience in executing similar assignments with multinational or donor-funded projects is highly desirable.
 - Portfolio of relevant projects should be presented along with the expression of interest (EOI) letter as well as any other supporting documents (e.g. company profile, legal documents [including the firm's commercial register and tax ID], key experts' bios, etc.) as one single PDF file.
 - Knowledge of Egyptian MSMEs and the startup ecosystem
4. Eligibility criteria, establishment of the short-list and the selection procedures shall be in accordance with the African Development Bank's *Procurement Framework, dated October 2015*, which is available on the Bank's website at <http://www.afdb.org> using the consultants' qualification selection (CQS) method.
5. Interested consultancy firms may obtain further information and could request the full text of Terms of Reference (TOR) by sending a request to the email mentioned below or directly via the following link

<https://docs.google.com/document/d/17vLcBXXbQ-Tv7zTOKyqe9S1i2jUWGxso/edit?usp=sharing&ouid=115461252387302162538&rtpof=true&sd=true>

- Interested applicants should send their Expression of Interest, along with cover letter in English language mentioning “**Recruitment of a Consultancy Firm to Produce Short Videos and Infographs for Awareness Raising**” in the subject on or before **Monday, September 4, 2023 at 11:59 pm** Cairo time to the email address below. Only shortlisted candidates will be contacted.

General Authority for Investment and Free Zones (GAFI)

Address: 3 Salah Salem St., Nasr City, Cairo, 5th floor – EEE PIU Unit

Attn: Mr. Ahmed Hashem, Procurement Expert

Email : ahmed.hashem@gafinet.org.eg, copying : ahashem.gafi@gmail.com & nermeen.marzouk@gmail.com