

**REQUEST FOR EXPRESSIONS OF INTEREST  
(CONSULTING SERVICES – FIRMS SELECTION)**

**Georgia  
World Bank - Regional Development Projects – (P126033/P130421)**

**Tourism marketing, promotion, media coverage and destination management for Kakheti and Imereti  
Regions in Georgia**

**Reference No. IBRD/RDP/CS/QCBS/02-1-2015**

Georgia has received financing from the World Bank toward the cost of the Regional Development Projects (Kakheti and Imereti), and intends to apply part of the proceeds for consulting services.

The consulting services ("the Services") include promotional activities regarding the tourism destinations in Georgia and in particular Kakheti and Imereti regions.

The main objectives of the assignment are:

- a) Design an overall tourism marketing, brand and promotional strategy for Georgia;
- b) Develop a brand strategy for Imereti, which will define brand identity, image and positioning of the region;
- c) Supplement GNTA's ongoing and planned marketing and promotion efforts, related to raising awareness about Georgia's tourism destinations, with particular focus on Kakheti and Imereti regions;
- d) Improve the tourism competitiveness, market positioning and brand awareness of the Kakheti region by upgrading the [www.Kakheti.travel](http://www.Kakheti.travel) website and turning it into world-class interactive portal. Creating similar online presence for Imereti region;
- e) Develop a contemporary mobile application, using tourism virtual reality technique for Georgia, which will be compatible with iOS and Android platforms;
- f) Support the development of Destination Management Offices (DMO) in Kakheti and Imereti region. Furthermore, address all relevant responsibilities in order to insure secure and successful operation of the aforementioned organizations.

The tentative duration of this assignment is 12 months.

The Municipal Development Fund of Georgia 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. Expression of interest should cover, but not limited to: corporate profile, years in business, experience relevant to the project activities, key staff resources, and core business. The shortlisting criteria is:

- Similar experience within the last 7 years (i.e. since January 2008). Namely,
  - a) Development and promotion of online tourism portals, integrating the portal with related social media channels (*firms are encouraged to associate with specialized IT firms with such experience*);
  - b) Marketing and branding in tourism sector;
  - c) Development and implementation of marketing/ad campaigns in tourism sector;
  - d) Tourism Management. Development and establishment of Destination Management Offices will be an asset;

- General experience.

Note: the MDF reserves it's right to verify submitted references and use obtained information for evaluation purposes.

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's *Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers - January 2011, revised July, 2014*. ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.

Consultants may associate with other firms. (Please take into account that form of association acceptable for the World Bank is either sub-consultancy or Joint-Venture and submission must clearly indicate the nature of the association. The experience of sub-consultants will not be taken into account while evaluating the corporate experience of the consultant).

Experience in the projects relevant to the assignment should be submitted in the Form N1 uploaded at MDF website on the following link: <http://mdf.org.ge/wp-content/uploads/2014/02/Form-for-References.pdf>

The consultants are strongly recommended to limit their Expression of Interest to 30 pages. Company brochures may be included as an Annex, and will not be affected by the limit of 30 pages.

A Consultant will be selected in accordance with the Quality and Cost Based Selection Method (QCBS) method set out in Section II of the *Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers - January 2011, revised July, 2014*.

Further information can be obtained at the address below during office hours from 09:00 a.m. to 18:00 p.m. at Procurement Unit of MDF, Phone number: +99532 2437001, extension 409, Mrs. Tinatin Katchkatchishvili, Procurement Specialist.

Expressions of interest must be delivered in English in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by **August 7, 2015, at 17:00**.

**Municipal Development Fund of Georgia**  
**Attn: Mr. Juansher Burchuladze, Executive Director of MDF**  
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