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INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 13/06/2016

Country: KYRGYZSTAN

Description of the assignment: ref. PMU 16/015, International consultant on development and introduction of technologies in managing and organization of exhibitions

Project name: Aid for Trade (00088103)

Period of assignment/services: 39 effective person-days within August 2016 – September 2016

Proposal Submission Address	Proposals should be submitted by the following address: UNDP Country office / UN House; 160, Chui avenue, Bishkek, Kyrgyzstan. NOTE: Incomplete proposals will be rejected at the moment of evaluation
Deadline of Submission	Date and Time: 04 July 2016, 15:00 (+6 GMT, Bishkek time)
Allowable Manner of Submitting Proposals	<input type="checkbox"/> Courier/Hand Delivery <input type="checkbox"/> Electronic submission of Bid ^[1]
Conditions and Procedures for electronic submission and opening	<input type="checkbox"/> Official Address for e-submission: procurement@undp.kg <input type="checkbox"/> Free from virus and corrupted files <input type="checkbox"/> Format: PDF files only. The Proposal should be protected with separate password (please see instructions on http://www.images.adobe.com/content/dam/Adobe/en/products/acrobat/pdfs/adobe-acrobat-xi-protect-pdf-file-with-permissions-tutorial-ue.pdf) <input type="checkbox"/> Password <u>must</u> not be provided to UNDP until the date and time of Bid Opening as

^[1] Security features (e.g., encryption, authentication, digital signatures, etc.) are strictly required and must be enforced to ensure confidentiality and integrity of contents.

	<p>indicated in Section “Instruction for Electronic Submission” below</p> <p>☐ Max. File Size per transmission: <i>10 MB</i>;</p> <p>☐ Max. No. of transmission: unlimited</p> <p>☐ Mandatory subject of email for the Technical proposal: PMU 16/015: “International consultant on development and introduction of technologies in managing and organization of exhibitions”.</p> <p>☐ Virus Scanning Software to be Used prior to transmission;</p> <p>☐ Time Zone to be Recognized: Kyrgyzstan (GMT+6);</p> <p><u>Instruction for Electronic Submission</u></p> <p>The Proposer may choose to submit the proposal by e-mail to procurement@undp.kg. Having prepared the Proposal in paper format the entire Technical Proposal should be scanned into .pdf (Adobe Acrobat) format file and attached to one or more e-mail(s).</p> <p>Please set-up a password to secure your Technical Proposal which the Proposer should provide via e-mail on 04 July 2016, from 15:00 to 15:30 local time (GMT+6).</p>
Date, time and venue for opening of Proposals	<p>Date and Time: 04 July 2016, 15:30 (+6 GMT, Bishkek time)</p> <p>Venue: UNDP Country office / UN House; 160, Chui avenue, Bishkek, Kyrgyzstan.</p>

Any request for clarification must be sent in writing, or by standard electronic communication to the address or e-mail indicated above procurement@pmu.undp.kg. UNDP will respond in writing or by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants.

BACKGROUND

UNDP implements a regional “Aid for Trade” project in Central Asian countries, which is funded by the Government of Finland. The project is aimed at promotion of inclusive economic growth through trade development and strengthening of national competitiveness and sustainable development, support of the poor and vulnerable groups of the population, and share benefits of trade between the communities.

“Aid for Trade” is a global initiative that enhances opportunities of the developing countries to gain benefits from the international trade. Main part of initiative is oriented towards enhancing of the domestic production and competitiveness through improvement of business environment and establishing of economic infrastructure including interventions: (1) in field of trade policy and regulation; (2) trade development; (3) economic infrastructure; (4) production capacity. III phase of the project (2014-2017) based on successful practices of phases I and II implemented in the Batken region, will facilitate promotion of inclusive economic growth through trade development, increase of national competitiveness and sustainable development, support of the poor and vulnerable groups of the population through following interlinked three main components: 1 Trade-related policy makers are better qualified to support favourable pro-poor trade

promotion environment; 2. Trade promotion capacity of local authorities, selected business associations and service providers enhanced; 3. Productivity within selected value chains increased and exports volume raised through application of improved marketing techniques.

In the framework of the second component, project provides support to trade support institutions such as the Chamber of Commerce and Industry (CCI) which is one of the major players in setting up dialogue between Government of the Kyrgyz Republic and private sector. CCI represents the interests of small, medium and large business', promotes the growth of the Kyrgyz economy and provides favorable conditions for foreign trade, promoting exports of goods and services, as well as trade-economic and scientific-technical relations of the Kyrgyz Republic with other countries. One of the objectives of the Chamber is promoting exports of goods and services through organization of international and foreign exhibitions, trade fairs, presentations of various companies and organizations in Kyrgyzstan, organizing and supporting KR exhibitions abroad. Assessment showed that CCI has general review of functions and tasks of conducting exhibitions, without a comprehensive explanation and structure of work that is necessary to deliver quality services at exhibitions and organization of fairs and thus lacks modern knowledge of exhibition management. World practice shows that exhibition industry is significant contributor to the economy of the country, it is important for the CCI to learn world new practices and tools and apply to extent possible to the KR. In order to address this gap CCI requested UNDP to provide international expertise on strengthening capacities of the staff on management of exhibitions and fairs, development of detailed explanation of the functions, service delivery process at exhibitions, organization of fairs, and clearly defining responsibilities; anchoring it in job descriptions of respective departments of CCI. Based on this, a TOR is developed to hire an International Consultant to address the gaps identified above.

1. MAIN OBJECTIVES OF THE PROPOSED ANALYTICAL WORK

The objective of the assignment is to provide advisory support and strengthen capacities of the CCI staff on management of exhibitions; in attraction of target clients and target visitors both from Kyrgyzstan and abroad; on modern aspects in exhibition technologies (design, IT and other technologies); in branding of exhibitions; revising current approaches in communication with target audience and post-exhibitions activities.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED WORK

Under overall supervision of UNDP PMU Sustainable Development Dimension Chief and AfT Project Coordinator in Kyrgyzstan, the International Consultant will closely coordinate its activities and cooperate with Chamber of Commerce and Industry of Kyrgyzstan and other stakeholders.

The International consultant will focus on the following key tasks:

1. Conduct situation and stakeholder analysis through desk review and meetings based on the Needs Assessment and other documents provided. Support with brief Minutes of conducted consultations.
2. Develop and agree capacity development program on managing and organizing of exhibitions with the Chamber of Commerce and AfT country team (Kyrgyzstan). Customize and adopt training materials in accordance with feedback received from the Chamber and AfT team.
3. Provide at least 10-day training in Bishkek for at least 10 staff the Chamber and advisory support to the Chamber during preparation and conducting Agroprodexpo Exhibition in Bishkek on following:
 - a. Communication aspects
 - i. Provide "know-how" on increasing number of target visitors and exhibitors.
 - ii. New trends and best practices in communication of advertising exhibitions (including social media, traditional media and others).

- iii. Analyze and revise current channels of communication for addressing target audience both for universal and specialized exhibitions.
 - iv. Difference in advertisement of exhibitions and fairs.
 - v. Provide techniques in creation messages (story telling) and informational materials on example of selected exhibition (case analysis).
 - vi. Tips of attraction the Media as partners of exhibitions.
 - b. Customer Relationship Management aspects
 - i. Provide knowledge on segmentation of customers of selected exhibition (case analysis).
 - ii. Techniques in attraction of new customers of exhibitions (visitors and exhibitors) and in retaining old customers.
 - iii. Analyze needs of customers of selected exhibition (case analysis) – gender-aggregated approaches.
 - iv. Loyalty programs and other tips for retaining customers of exhibitions.
 - v. Advise on design and development of loyalty programs.
 - vi. Satisfaction of customers and its evaluation.
 - c. Organization and management aspects
 - i. Train on key steps in arranging of exhibitions.
 - ii. Accounting and registration of customers during exhibition.
 - iii. Advise on advisory and technical support of exhibitors and visitors.
 - iv. Arranging non-exhibition activities as part of exhibition process (workshop, roundtables etc.).
 - v. Post-exhibition activities.
 - vi. Income generation. Structure and sources of income from exhibition.
 - vii. Evaluation of effectiveness and efficiency of exhibitions.
 - d. Innovative Solutions and new trends in organization of exhibitions
 - i. Innovation in services provision in exhibitions.
 - ii. Innovations in design and layout of premises.
 - iii. Innovations in media-coverage (presentations, social media, audio and video tools, etc.).
 - iv. IT solutions for exhibitions.
- 4. Submit the final report, endorse it at the Chamber of Commerce and Industry and get approval of UNDP Chief Dimension and AFT Coordinator.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

- Bachelor degree or equivalent in economics/public administration/law/finance/marketing/business administration. A master degree or equivalent in the abovementioned areas is an asset;
- Minimum 3 years of professional work experience as manager of exhibitions in organizations arranging both national and international trade or business exhibitions;
- Minimum 1 year of professional work experience in providing consultations, trainings and capacity development programs in exhibition arrangements is a strong asset;
- Minimum 1 year professional work experience with national / local government and non-government agencies, research institutions or international organizations is an asset;
- Knowledge of English language. Knowledge of Russian or Kyrgyz language is strong asset.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Complete and signed P.11 form as per template;
2. Confirmation of Interest and Submission of financial proposal as per template;
3. Copy of passport;
4. Copy of diploma(s).

Documents with a subject "PMU 16/015: International consultant on development and introduction of technologies in managing and organization of exhibitions" should be submitted no later than 15:00 pm (local time), 04 July 2016 by the address indicated above.

NOTE: Incomplete proposals will be rejected at the moment of evaluation

5. FINANCIAL PROPOSAL

Lump sum contracts:

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including travel, per diems, and number of anticipated working days).

Preferred currency of proposal: USD

Travel:

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket and daily allowance exceeding UNDP rates. Should the IC wish to travel on a higher class he/she should do so using their own resources.

The Individual Contractor under the terms of this Contract includes his/her travel:

The assignment requires one round-trip travel to Bishkek, Kyrgyzstan for 32 days in total (31 overnights).

Please include all travel-related costs while preparing your financial proposal.

6. EVALUATION

Individual consultant will be evaluated based on the methodology of cumulative analysis.

The award of the contract of individual consultant should be made to the person whose offer has been evaluated and determined as:

- a) Responsive/compliant/acceptable, and
- b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

Total score=Technical Score + Financial Score

Technical Criteria weight - 70%, 700 scores maximum

Financial Criteria weight - 30%. 300 scores maximum

Only candidates obtaining a minimum of 490 from 700 point in the Technical part of evaluation would be considered for the Financial Evaluation.

The lowest technically qualified proposal receives 300 points and all the other technically qualified proposals receive points in inverse proportion according to the formula:

$P=Y*(L/Z)$, where

P=points for the financial proposal being evaluated

Y=maximum number of points for the financial proposal

L= price of the lowest price proposal

Z=price of the proposal being evaluated

The selection of candidates will be done in 3 stages:

1st stage: Prior to detailed evaluation, all applications will be thoroughly screened against eligibility criteria (minimum qualification requirements) as set in the present TOR in order to determine whether they are compliant/non-compliant:

Eligibility Criteria	
1	Bachelor degree or equivalent in economics/public administration/law/finance/marketing/business administration
2	Minimum 3 years of professional work experience as manager of exhibitions in organizations arranging both national and international trade or business exhibitions

2nd stage: Technical Evaluation/Interview

Short-listed candidates will be evaluated based on the following criteria:

Criteria	Weight	Max. Point
Technical:	70%	700
Education, including:		Maximum 130 points:
Bachelor degree or equivalent in economics/public administration/law/finance/marketing/business administration		100
A master degree or equivalent in the abovementioned areas is an asset		30
Experience, including:		Maximum 480 points, including:
Minimum 3 years of professional work experience as manager of exhibitions in organizations arranging both national and international trade or business exhibitions		150
<i>For experience more than 3 years - 20 points per every extra year in the abovementioned area but not more than 80 points in total</i>		80
Minimum 1 year of professional work experience in providing consultations, trainings and capacity development programs in		100

<p>exhibition arrangements is a strong asset</p> <p><i>For experience more than 1 year - 5 points per every extra year in the abovementioned area but not more than 30 points in total</i></p>		30
<p>Minimum 1 year professional work experience with national / local government and non-government agencies, research institutions or international organizations is an asset</p> <p><i>For experience more than 1 year - 5 points per every extra year in the abovementioned area but not more than 25 points in total</i></p>		95 25
Skills/competencies, including:		Maximum 90 points, including:
<p>Verbal and written knowledge of English language</p> <p>Writing: Easily –25 points Not easily –12 points</p> <p>Speaking: Fluently –25 points Not fluently –12 points</p>		50
<p>Verbal and written knowledge of Russian language</p> <p>Writing: Easily –10 points Not easily –5 points</p> <p>Speaking: Fluently –10 points Not fluently –5 points</p>		20
<p>Verbal and written knowledge of Kyrgyz language</p> <p>Writing: Easily –10 points Not easily –5 points</p> <p>Speaking: Fluently –10 points Not fluently –5 points</p>		20

3rd stage: Financial evaluation (according to the method described above):

Only candidates obtaining a minimum of 490 points from 700 points at the Technical

<i>Evaluation/Interview would be considered for the Financial Evaluation.</i>		
Financial	30%	300

The candidate achieving the highest cumulative score for both Technical and Financial evaluations will be recommended by the Evaluation Committee for contracting.

ANNEXES

ANNEX 1 - INDIVIDUAL CONSULTANT TERMS OF REFERENCES

ANNEX 2 – CONFIRMATION OF INTEREST AND SUBMISSION OF FINANCIAL PROPOSAL

ANNEX 3 – SAMPLE CONTRACT FOR THE SERVICES OF AN INDIVIDUAL CONTRACTOR

ANNEX 4 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS