

**COMESA REGIONAL INVESTMENT AGENCY**



**REQUEST FOR CONSULTANCY FIRM PROPOSAL  
ORGANIZE COMESA IPAs' INVESTMENT OPPORTUNITY  
IDENTIFICATION WEBINAR SERIES**

**February 2021**

## **REQUEST FOR CONSULTANCY SERVICE TO ORGANIZE COMESA IPAs' INVESTMENT OPPORTUNITY IDENTIFICATION WEBINAR SERIES**

### **1. BACKGROUND**

#### **COMESA REGIONAL INVESTMENT AGENCY (COMESA RIA)**

COMESA Regional Investment Agency was launched in 2006 to promote COMESA Member States and to increase awareness on their investment incentives, opportunities, legislation, practices, major events affecting investments and other relevant information in view of attracting FDI for the sustainable economic development of the COMESA region, in particular infrastructure development.

The objectives set-out in COMESA RIA's Charter are as follows:

- To make COMESA one of the major destinations for regional and international investors while simultaneously enhancing national investment; and
- To carry out other activities in the area of investment promotion, facilitation and advocacy in conformity with the COMESA Treaty.

Moreover, in terms of functions, the Charter mentions:

- Gather and disseminate information including creation and maintenance of a database and website. RIA will collect and disseminate, through publications and its website, detailed information on policies affecting the business environment, cost of doing business, investment procedures, investment opportunities and other relevant information in Member States.
- Identify and promote investment opportunities, with special focus on projects with regional impact; RIA shall identify and promote infrastructure projects and other investment projects with regional impact.
- Provide training and development support for National Investment Promotion Agencies in Member States and facilitate capacity building programmes at a regional level.
- Support the improvement of the national investment environments in Member States by identifying best practices. RIA shall identify constraints in the investment environment of Member States and make recommendations as appropriate for their removal.
- Promote COMESA as a common investment area; RIA will proactively promote the COMESA and Common Investment Area through several activities including image-building activities abroad, investment missions, website, advertisement and tailor-made public relations programmes.

Beyond what is stated in its Charter, COMESA RIA's working missions since its inception have been to promote the COMESA region as an attractive investment destination and to build the capacity of COMESA Member States Investment Promotion Agencies (IPAs) to attract investment.

Furthermore, while COMESA RIA's main stakeholders are COMESA Member States' IPAs as reflected in its Board of Director composition, COMESA RIA's main targets have been private sector and main final beneficiaries the general COMESA population.

#### **The COMESA Region**

COMESA is Africa's largest Regional Economic Community. It was notified as a Regional Trade Agreement (RTA) to the World Trade Organisation under the Enabling Clause on 29<sup>th</sup> of June 1995. As of 2019, COMESA became a fully functioning free trade area. The COMESA Common Investment Area (CCIA) was launched in 2007 and its Customs Union in 2009, both of which are yet to be operational. Moreover, COMESA is working towards becoming a Common Market and a full Economic Community. COMESA is one of the eight regional economic communities recognised by the African Union as the building blocks of the wider African Economic Community, and of the Continental Free Trade Area which was launched in June 2015. COMESA Member States are Burundi, Comoros, DR Congo, Djibouti, Egypt, Eritrea, Eswatini, Ethiopia, Kenya, Libya, Madagascar, Malawi, Mauritius, Rwanda, Seychelles, Somalia, Sudan, Tunisia, Uganda, Zambia, and Zimbabwe.

The Common Market for Eastern and Southern Africa (COMESA) Secretariat and the European Union (EU) have signed a Grant contribution agreement of EUR 10,000,000 financed under the 11 European Development Fund (EDF), for the implementation of the Regional Enterprise Competitiveness and Access to Markets Programme (RECAMP).

The RECAMP is a four-year action that aims at contributing to increased private sector participation in regional and global value chains. The Programme Overall objective is to contribute to the deepening of regional economic integration in the COMESA region through enhancing the competitiveness of the private sector with the Specific objective to increase private sector participation in sustainable regional and global value chains by increasing access to markets and improving business and investment climate.

RIA in collaboration with COMESA Secretariat is implementing specific activities under the RECAMP, of which this activity is expected to be funded.

#### **CURRENT CONTEXT AND RATIONALE FOR THE EVENT**

COMESA Member States have made considerable efforts over the past decade to improve their investment climate and strengthen their investment institutional framework. As a result, many COMESA Member States have liberalized their investment regulations and have offered incentives to foreign investors. More importantly, the economic performance of the region has substantially improved. In addition, COMESA National Investment Promotion Agencies (NIPAs) have achieved noticeable improvements in their respective countries' business and investment climate and strengthening their capacities in promoting, facilitating both domestic and foreign investments. COMESA IPAs – among other stakeholders – were able to change the structure of attracted FDI from concentrating on the traditional natural resources sectors, to higher value-added activities such as manufacturing and services. Those industries allowed international investors to supply long-term capital, skills and technology; and African investment created a virtuous circle that encouraged greater foreign investment.

The outbreak of COVID-19 pandemic resulted in a dramatic decline in FDI flows worldwide. According to UNCTAD, FDI inflows collapsed in 2020 by 42% from USD1.5 trillion in 2019 to an estimated USD859 billion, reaching the lowest level since 1990s. FDI inflows in Africa was declined by 18% during the same period. UNCTAD also expected that FDI flows to remain weak due to uncertainty over the evolution of the COVID-19 pandemic, with 5 – 10% decline in 2021. This is mainly due to the mitigation measures that countries have imposed such as lockdowns and travel restrictions among others. In response, countries and Investment Promotion Agencies (IPAs) have taken swift measures to support and protect both domestic and foreign investments. The measures include moving part of services online and granting additional incentives to investors in specific sectors, among others.

It is now important for IPAs, regional and international organizations in the FDI field to prepare for the post-COVID-19 era. COMESA Regional Investment Agency (RIA) has been playing its part. Its activities – investment promotion and capacity – building of COMESA IPAs – served as enablers which had indirect impacts on the generation of investments in the region and the ability of Member States to generate investments. An important mandate of COMESA RIA is promote investment opportunities/projects available in the region at both country and regional levels. In doing so, COMESA RIA has been collaborating with COMESA NIPAs and COMESA Secretariat to collect, categorize, publish and promote investment opportunities available in COMESA Member States, as regional ones. The collected investment opportunities were designed in a form of an annual publication that is being circulated among FDI stakeholders including potential investors through RIA's organized events, COMESA RIA's partners' events, RIA's online platform and social media channels. Furthermore, online campaigns were designed targeted potential investors per sector.

However, it is important to note that without a comprehensive investment project/opportunity offer, the aforementioned efforts will not be as effective as expected. Hence, there is a need to build the capacities of COMESA NIPAs on different techniques and world best practices in investment opportunity profiling so that potential investors (new and existing) can be provided with concrete options for greenfield investments or re-investments.

## **2. OBJECTIVE OF THE CONSULTANCY**

The overall objective is to strengthen the capacity of COMESA National Investment Promotion Agencies (NIPAs) in identifying, collecting data and information, packaging and promoting comprehensive investment project/opportunity offer for potential investors.

### **Outputs**

- The participants are able to:
  - Understand what is an investment opportunity;
  - Identify bankable Investment project/investment opportunities in line with country's development agenda;
  - Data/information needed to create a complete investment opportunity profile;
  - Best practices in investment opportunities profiling and projects identification;
  - Build investment opportunity profiling templates;
  - Data frequently required by investors to facilitate their investment-decision making process;
  - How to present a comprehensive investment project/opportunity offer for an investor;
  - How to collect, categorize, publish and promote investment opportunities available in their respective Member State; and
  - Efficient techniques to create awareness of existing investment opportunities and attracting investors.

## **3. SCOPE OF SERVICES**

Given the outbreak of COVID-19 pandemic, travel restrictions imposed by countries worldwide, and the importance and higher impact of physical presence workshops, the consultancy firm is expected to deliver (not limited to) the following:

- 1) A series of online workshops (webinars) to COMESA NIPAs. The webinars are expected to cover various aspects of investment opportunities profiling including the following:
  - a. Introduction/definition of investment opportunities;

- b. Importance of investment opportunity/project profiling including practical examples from the COMESA region and worldwide;
  - c. Extended and summarized investment opportunity/project templates to be used through various investment promotion and facilitation stages;
  - d. Packaging investment opportunities/projects;
  - e. Tools and techniques necessary to promote investment projects during and post COVID-19.
- 2) Given the limitation of online capacity building webinars and to allow greater levels of interaction between the experts and participants, the COMESA Member IPAs were grouped as follows:
- Group 1: Egypt, Tunisia, Libya, and Sudan
  - Group 2: Eritrea, Ethiopia, Djibouti and Somalia
  - Group 3: DR Congo, Burundi, Comoros
  - Group 4: Uganda, Kenya, Rwanda
  - Group 5: Zambia, Zimbabwe, Malawi, Eswatini
  - Group 6: Madagascar, Seychelles and Mauritius

It is expected that each group shall receive the training as mentioned above. It is also important to note that some of the groups may require French interpretation during the webinars.

- 3) Preparation and Execution Activities:
- Identify a short list of successful models and best practices for Investment opportunities profiling in COMESA Member States and globally.
  - Consider seeking support from international organizations and private sector experienced in the field.
  - Design the webinars flow and methodology in collaboration with COMESA Regional Investment Agency (RIA).
  - Invite Heads and CEOs of Member NIPAs implementing successful Investment opportunities profiling models to speak at the webinars in collaboration with COMESA RIA, if needed.
  - Design the webinars' detailed flow and structure for 1.30 – 2 hrs. per webinar.
  - Design and prepare all relevant supporting materials for sessions and participants.
  - Organize interactive sessions with a view to putting the theory into practice
  - Capture and document the webinars proceedings.
  - Document the outcome of the webinars.
  - Develop and circulate Needs Assessment and evaluation survey among event participants, receive and categorise responses.
  - Manage the registration and troubleshoot participation issues with the assistance RIA.
  - Produce a final report of professional standard for publication and dissemination to participants and key stakeholders following each webinar series.

#### **4. DELIVERABLES**

Expected deliverables are as follows:

- Finalized agenda/program of activities for the webinars, developed in consultation with RIA.
- PowerPoint presentation/s and other materials (handouts, etc.) presented during the event.
- Event executed.
- A pre-event press release to announce the webinars and its expected outcomes on COMESA NIPAs in collaboration with COMESA RIA.

- A post-event press release on the event proceedings, outcomes, participation and recommendations in collaboration with COMESA RIA.
- Report including proceedings of the webinars, key outcomes, evaluation of participants on the webinar content and delivery, analysis of the needs assessment surveys and identification of future capacity building needs.
- Certificate of participation of all webinar series participants.

## **5. WORK PLAN, SCHEDULE AND REPORTING**

The consultancy is expected to be undertaken during the period of 1<sup>st</sup> of May 2021 to 1<sup>st</sup> of October 2021. The reporting structure will be:

- Submission of an inception report two days after signing the contract
- Submission of a report two week following the delivery of the webinar for each group.
- Submission of a final report two weeks following the finalization of the full program.

## **6. REQUIREMENTS**

**The assignment will require a consultancy firm with the following qualifications:**

- Demonstrated experience in Foreign Direct Investment field in Africa through the execution of consultancy project with African IPAs, preferably COMESA IPAs.
- Demonstrated experience in the preparation, organization and execution of capacity building webinars.
- Demonstrates strong internal capacity and resources to undertake the assignment.
- Strategic relationships with regional and international organizations related to Foreign Direct Investment promotion, attraction and policies.
- Demonstrated knowledge on the impact of COVID-19 on IPAs operations and FDI promotion, facilitation and general policies.

## **7. ELIGIBILITY OF CONSULTANTS**

This consultancy is open only to firms/companies which are effectively established in the COMESA Region, ACP and EU member countries with sufficient experience in undertaking tasks and possessing the qualifications stated above in Clause 6 above.

## **8. COMMENCEMENT AND COMPLETION OF WORK**

The assessment is expected to be implemented during the period 1<sup>st</sup> of May 2021 to 1<sup>st</sup> of October 2021.

## **9. CRITERIA FOR EVALUATION OF APPLICATIONS**

The technical proposal will be evaluated according to the following criteria:

No.	Criteria	Score
1.	Adherence to the TOR	20
2.	Approach and methodology	30
3.	Relevant Experience in organizing FDI capacity building webinars	30
4.	Relevant experience in working with COMESA /African IPAs	20

The technical proposal will be assigned a weight of 80% and the financial proposal will be assigned a weighted score of 20%.

#### **10. SUBMISSION OF APPLICATIONS**

Applications can be submitted through email or courier services and should be addressed to:

**COMESA Regional Investment Agency  
3 A, Salah Salem Road,  
Nasr City  
Cairo, Egypt 11562**

**Attention: Mr. Mahmoud Mahgoub  
Tel: +202 240 55 421  
Fax: +202 240 55 428  
Email: [mmahgoub@comesaria.org](mailto:mmahgoub@comesaria.org)**

Please note all tenders must have the tender reference number clearly labelled.

***"REQUEST FOR CONSULTANCY SERVICE TO ORGANIZE COMESA IPAs'  
INVESTMENT OPPORTUNITY IDENTIFICATION WEBINAR SERIES"***

#### **11. CLOSING DATE OF TENDER**

Tenders must be submitted to the COMESA Regional Investment Agency (RIA) by 10<sup>th</sup> of March 2021.

#### **12. AWARD OF CONTRACTS**

COMESA RIA reserves the right to wholly or partially reject or award these contracts to any bidder and has no obligation to award this tender to the lowest bidder.

#### **13. PRICING**

All prices MUST be indicated in United States Dollars.

There will be no price variation contract after signing of contract except upon a mutual written agreement between the two prices.

The price quoted shall be covering all the services required by COMESA RIA as contained in this Request for Proposal. Prices must be inclusive of all taxes and charges.

Prices must be valid for 30 days from the date of close of tender.

#### **14. PAYMENT:**

Bidders are required to indicate their professional fees in their offers and their payment terms and conditions.

#### **15. TECHNICAL QUERIES**

For any technical queries related to specifications of work or TORs, kindly contact [mmahgoub@comesaria.org](mailto:mmahgoub@comesaria.org)

**16. LANGUAGE OF TENDER:**

Proficiency in English is mandatory since the language of this tender is English. Knowledge of one among the other COMESA languages (French) would be preferred.