

Islamic Republic of Afghanistan

Ministry of Industry and commerce (MOIC)

Export Promotion Directorate

TERMS OF REFERENCE

FOR

(Branding and promotional material for Afghanistan’s exports)

*[Lump Sum*]

Contract Reference No: MOIC/QCBS/CS/99/002

Fiscal Year: 1399

# Background:

Ministry of industry and commerce is one of the key organizations in Afghanistan Islamic republic government. In the present time, based on article number 10th of constitution law, the ministry has set activities in accordance to free market economy system and private sector support and development. Some key and very important duties of ministry of industry and commerce are as follows:

Registration of business and their license issuance, creating business environment and opportunities across the country, attracting the (FDIs), Preparing policies for supporting domestic productions and industries, developing industrial parks and making effective supporting policies and procedures in this field. Holding national and international exhibitions for introducing Afghan productions and market creation, encouraging MSMEs across the country, creating roadmap for trade improvement and equilibrium of balance of payment, policies on export promotion (substitute of import), creation of trade and transit relations and signing agreements with the counties, air corridor arrangements and other related activities. Currently, MOIC is committed to focus more on private sector development and domestic investment so it can approach the goals mentioned above. Substantially, reaching the determined economic indexes such as increasing of balance of trade, economic growth rate, export promotion and finding alternative markets and others need to be planned precise and lay them on priority of the programs as well.

Vision: The foundation for creating a flexible, proficient and viable private sector which is the driving force behind inclusive and sustainable economic growth and ensuring poverty reduction in the country.

Mission: Active contribution in the growth of the country's economy through encouragement and support of the private sector with the participation of relevant authorities.

# General Information

The project was developed by Ministry of Industry and Commerce of the Government of Afghanistan (GoA). The assistance provided under the project aims at supporting the international trade and to enhance domestic and foreign investments in the country. Accomplishment of the project objectives will support the achievement of the priorities outlined in the Afghanistan National Development Strategy and reduction of poverty through employment generation, and revitalization of the private sector.

Overall Program is assisting the Government of Afghanistan in:

* Reactivating economic activity
* Branding Afghanistan competitive products
* Internationalization of products
* Indicating a positive picture of Afghanistan
* Alternative markets for Afghanistan products
* Supporting the transition from a state-owned and managed economy to a modern, private sector-led economy
* Creating an enabling business environment for international and local investors;
* Supporting the competitiveness of Afghanistan exports in international markets.

Furthermore, the project will directly and indirectly impact the followings:

* Establishment/expansion of value chains by clustering similar or linked industries
* Stimulation and absorption of new technologies through technology parks
* Incubation of new businesses
* Catalyzing economic activity in specific locations
* Provision of stable infrastructure and competitively priced land and services for businesses
* Stimulation of export industry through establishment of tax free zones, bonded warehouses and efficient trading and transport infrastructure and trade related services
* Assurance of security for business investments and assets through the location specific provision of security services
* Concentrating the location of industries for improved municipal zoning, urban planning and/or environmental impact management

# The objectives

Production of original / high quality graphic design materials to disseminate and promote Afghan products. The designing company will develop branding guideline, promotional materials, video content, other marketing products and print of promotional materials.

# Scope of Services

The consulting company will develop branding guideline for export promotion and will travel to various places to get original photographs and video shots of the places, products, processes, gathering data and pictures regarding the values, norms and culture of Afghanistan from various places for the development of promotional material.

Detail of the work is as below:

# Deliverables of the Assignment:

The consulting company should closely work with Export Promotion Department (EPD) of MoIC and should provide reports in accordance to the schedule, from the progress of the work.

Deliverables are expected as follow:

1. *Developing national brand logo and creative ideas campaign*

* Designing a valuable Logo as cover all Afghanistan Production sectors.
* Developing and propose several slogans for Export in order to be added in the logo

1. *Developing branding guideline for Afghanistan export and promotional materials*

* Developing brand color, designs and patterns (branding).
* Applying the branding on promotional materials such as factsheet, brochure, booklet, flyers, pen, calendar, T-shirt, mug etc. for each sector of NES separately.
* Using the developed new developed brand logo in the promotional material.

1. *Capture photos*

* Capture original pictures for promotional materials from various places and products
* After using the related pictures in the promotional material, its all raw material should be handed over/ submitted to EPD.

1. *Developing Video (positive image of Afghanistan)*

* Developing a video clip to show positive image of whole Afghanistan, such as geographic position, landscapes, cultivations, mining, industries, cultures, values and other positive images.
* The content of clip should be original
* This clip should be in Full HD
* This clip should be in utmost 30 seconds.

1. *Developing Video (for 6 sector of NES value chain)*

* Developing video clip for 6 sector of NES and each sector with one separate video clip.
* This clips should contain the value chain of each sector, from the starting point of the production to the ending, and selling point in the international market as final commodity. For instance; in agri-products from the cultivation, growth, harvesting, process, packaging and labeling, transporting to local and international market and its mode of transport (air and land) and finally sale of it in the international market.
* The content of clip should be original
* This clip should be in Full HD
* This clip should be in between 2:30 – 3:00 minutes.

1. *Developing the website and all mobile application*

* [www.Ibuyafghan.com](http://www.Ibuyafghan.com)
* mobile application for both IOS and Android

1. *Printing of promotional material*

* After developing the draft of the logo, branding designs and promotional material and acquiring the final approval from top management, the video clip of Positive image of Afghanistan and 6 sectors videos should write in flash drives separately {positive image of Afghanistan in one flash drive and 6 sector clips in other flash drive)
* The promotional material should be printed after final designs approved by the top management.
* Amount:
* 2,000 flash drives for video clip of positive image of Afghanistan (8 GB)
* 2,000 flash drives for video clip of 6 sectors (8GB)
* 5,000 units each promotional material (those materials which are approved to print)
* Promotional material should be developed for each sector separately.

# Methodology:

As part of the technical documentation supporting their RFP for this assignment, prospective consultant should specify the methodologies they will use for conducting the above listed outputs/deliverables, unless clearly indicated in the previous sections of this document. These methodologies would need to be approved by MoIC prior to the survey commencement. Since the pre-feasibility study is closely related to other work done on industrial Parks by international development partners in Afghanistan, the consultants should rely on information from previous studies and surveys, already carried out in the frame of this project or conducted in the country in relevant fields. These sources will be made available by MoIC on the occasion of the contract inception meeting and will have to be augmented by field investigations undertaken by the consultant for the specificities of the alternate selected sites. The pre-feasibility and feasibility studies will be based on three elements: (i) desk study of available literature relevant to the deliverables; (ii) field visits for data collection with regard to the technical analyses (iii) in depth qualitative and quantitative data collected from the field visits and literature as to the institutional support and business models that could be adopted for the industrial park. The above will require a high degree of interaction with local authorities and business organizations, including the Governor’s office, the Provincial Council, the Provincial Investment Commission, the Chamber of Commerce, business services providers and universities. In addition, particular attention should be paid by the consultant, where relevant, to regionally-established park (Pakistan, Iran, India, Uzbekistan, etc.) seen as potential competitors/possible technical references. Each output/deliverable, as elaborated above, should be the subject of specific sub reports that will be reviewed and approved by MoIC.

# Reporting of the Project:

* The Consultant will be working in close cooperation with the client staff and continuously inform on the progress of the assignment.
* The Consultant shall prepare various reports/documents at the time and with the copies of report for printed versions as indicated below:

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| --- | --- | --- |
| Report/ Document | duration / day | Number of copies |
| Inception report (visit of site, staffing and office documentations, progress report, activity break down, mobilization and other administrative activities) | 10 Days after NTP | One soft+ One Hard |
| Developing national brand logo and creative ideas campaign. | 20 |  |
| Developing branding guideline for Afghanistan export and promotional materials. | 20 | Soft + Hard |
| Photography | 20 | Soft + Hard |
| Developing Video (positive image of Afghanistan) | 20 | Soft + Hard |
| Developing Video (for 6 sector of NES value chain) | 20 | Soft + Hard |
| Printing of promotional material | 20 | Soft + Hard |
| Final Report and Submission of the Assignment to the EPD. | 20 | This should be presented by the consultant and submit total assignments based on TOR. |

# Consultant will submit an Inception Report within 10 days from notice to proceed (NTP). This report shall contain the preliminary findings, site and staff preparation and an updated work plan. Further details of the content of this report will be agreed upon during contract negotiations between the MOIC and the Consultant.

# Language :

* The consultant must prepare and submit copies of the report to the client (MOIC) as a final report in English language for further utilization of the export promotion directorate on behalf of Ministry of industry and commerce.

# Staffing and Skill Mix Needed

* Ability to conceptualize, plan and execute innovative ideas;
* Displays open, co-operative behavior with other team members
* Remains calm and in control, and good humored even under pressure;
* Responds positively to critical feedback and differing points of view;
* Sets priorities, produces quality outputs,
* Meets deadlines and manages time efficiently.
* Excellent oral and written skills.
* Must be able to translate between science/tech and international development
* Excellent communication skills, organized (dealing with many stakeholders)
* Planning/organizational skills
* Have the ability of content writing

# MOIC RESPONSIBILITY

* The General Directorate of Industrial Parks of MOIC will provide all available data in hand to the consultant.
* EPD’s Project Manager (PM), will be the focal point for the consultant introducing the sites for the consultant and create harmony between MOIC and related provinces and security of its personnel are the responsibility of the Consultant.

# Duration of the assignment:

The assignment is expected to last for the duration of **(5)** calendar months from sign of the contract as of the following schedule.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Activities | Timeline | | | | | | | |
|  | **May** | **Jun** | **July** | **Aug** | **Sept** | **Oct** | **Nov** | **Dec** |
| Developing national brand logo |  |  |  |  |  |  |  |  |
| Developing marketing material & branding |  |  |  |  |  |  |  |  |
| Video (positive image of Afghanistan) |  |  |  |  |  |  |  |  |
| Video (NES Sectors value chain) |  |  |  |  |  |  |  |  |
| Printing developed marketing material |  |  |  |  |  |  |  |  |
| Delivering |  |  |  |  |  |  |  |  |

# Consultant Coordination and Logistics:

The Consultant should specify resources available to fulfil the requirements of the Terms of Reference. The consultant should assign a team lead for the whole duration of the contract, a team leader and a pool of technical experts (see annexes below) working both home and Provincial-based as well as a project area coordinator in the project target area until the finalization of all the expected work. The Consultant’s bid documentation should provide a complete list of personnel deployed to undertake the services, their qualifications and the functions they will assume. The qualifications of the bidder’s proposed staff will be assessed by MoIC as part of the technical proposal evaluation. Based on this assessment and below-listed requirements, MoIC reserves the right to suggest changes in the consultant’s pre-selected personnel. The proposer’s team lead will report to the MoIC Export promotion Directorate, on the status of the project and the activities undertaken. Close coordination is expected between the consultant’s personnel and MoIC field staff. The first mission should be no later than 10 days after the signature of the contract, as an inception mission to be held with the field level management of the MoIC project. Three intermediate missions should be planned as project review meeting and a final mission should be held to present findings to MoIC. Following the inception meeting, an inception report will be produced by the consultant and will outline the approved project work plan and specify agreed methodologies for carrying out the work envisaged in the present assignment. The consultant should report activities during the implementation of each assignment to the Export Promotion of MOIC and technical experts.

# Key Personnel requirements: (Key areas of specialty)

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| --- | --- | --- | --- | --- |
| No | Position | # of Expert | Qualification and Experience | working days for consultants |
| 01 | Project Manager | 1 | S/he will have a minimum Master’s Degree qualification in Economics, Management, Public Administration or the same . The consultant should at least hold 7 years of similar experience. | 180 |
| 02 | Professional graphic designer | 2 | Bachelor’s Degree in Art, graphic design or similar, expert in designing software’s with the experience of at least 3 years or Secondary School Graduate with minimum experience of 7 years in the related area. | 150 |
| 03 | Professional photographer | 2 | Bachelor's degree in photography art preferred, Proven experience as a photographer in a competitive industry, Excellent verbal and written communication skills, detailed knowledge of photography art and lighting, Strong creative presence and artistic flair, Able to follow instructions clearly to achieve desired results, flexible to travel to locations as required of the job, familiarity with professional cameras | 120 |
| 04 | Professional video taker and editor (video producer) | 2 | Bachelor’s degrees in video capturing and video editing and at least three to five years of professional experience in the aforementioned industries. familiarity with professional cameras, various HD and SD formats, preproduction/planning, studio and field production, lighting/grip , Audio format mixers, compression, EQ, effects processors, audio recording techniques for studio and field, multi-track and waveform editing. digital video editing, still and motion graphics design, and video compression for multiple delivery platforms, mastered in operating a camera and using editing software such as Final Cut Pro X, Adobe After Effects or Adobe Premiere. | 120 |
| 05 | Professional content writer | 2 | A minimum bachelor's degree in Communications, Marketing, Journalism, or related field with a minimum of 3 years’ experience, proven content writing or copywriting experience, working knowledge of content management systems, proficient in all Microsoft Office applications, excellent writing and editing skills, the ability to work in a fast-paced environment and handle multiple projects concurrently, effective communication skills, excellent knowledge of native languages (Dari & Pashto) and English | 150 |

# Obligation, duties and responsibilities of the client

* Background documentation and materials as appropriate.
* Comments on the draft versions of various logos, designs, patterns, clips, and all promotional material which are developed by the consultant company
* Review the creative and production of all advertising and promotional materials intended for an external audience to ensure that a consistent image and message is being maintained
* A technical review team to provide input to the development of the deliverables detailed