

**Islamic Republic of Afghanistan**

**Ministry of Industry and commerce (MOIC)**

Investment Promotion Directorate

TERMS OF REFERENCE

FOR

The “*Invest in Afghanistan” (IIA) investment promotion Campaign Services*

*[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. This Ministry has separated from Ministry of national economy in 1335 and since then is working independently along with other ministries. 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 decreasing the deficit of balance of trade, increasing economic growth rate and GDP and others need to be planned precise and lay them on priority of the programs as well. According to Afghanistan National Exports Strategy and Afghanistan Productive Strategy, for now one of the key responsibility of MOIC is to increase exports rather than imports, attraction of FDI, promote domestic investments in import substitute industries, Promote and present Afghanistan as potential and favorable destination for investment in the region in which is necessary for MOIC to develop activities and marketing tools mentioned in terms of reference. That is why, the MOIC has planned to run and hire a capable consultant for **The “*Invest in Afghanistan” (IIA) investment promotion campaign*** in accordance to the terms of reference (TOR) of this project to perform the services based on international standards and report it reasonable, documented and well-found for the MOIC.

**Objectives:**

**The “*Invest in Afghanistan” (IIA) investment promotion campaign was launched by Ministry of Industry and Commerce in the past years.*** The objectives of this campaign is to(1) attract Foreign Direct Investments (FDI), (2) Promote domestic investments in import substitute industries, and (3) Promote and present Afghanistan as potential and favorable destination for investment in the region.

# Scope of Works

**The IIA campaign plans to provide detail information to potential investors under single platform and promote the investment opportunities in** (1) Primary sector, (2) Light Industry, (3) Heavy Industry, & (4) Non-Tradable Sector of Afghanistan through following tools:

* A to Z Investment Guide and other marketing materials (translated in English, Chinese, Arabic, Russian, Pashto, and Dari languages)
* IIA Website
* IIA Mobile Apps (IOS & Android)
* Social Media Platforms
* Video clips for promoting investment sectors of Afghanistan

**MAIN ACTIVITIES:**

|  |  |
| --- | --- |
| No. | Activities |
| 1 | **Revise, Update, Design Investment Guide & Package**   * Country Profile * Investment Opportunities * Starting Business in Afghanistan * Investment/Trade License Procedure * Information on laws * Why to invest in Afghanistan * Design of Investment Guide, DVD Cover plus Stickers, Hand Bag, Brochure, & File Folder |
| 2 | **Translation of Investment Guide & Other Promotional Materials into local & International Languages**   * National Languages (Pashto and Dari) * International Languages (English, Chinese, Arabic, and Russian) |
| 3 | **Printing Investment Guide & Other Promotional Materials**   * International Quality Print of Investment Guide in National & International Languages * Soft Copy of Investment Guide in DVD * Print of Brochures, File Folder, DVD Cover plus Sticker & Hand Bag |
| 4 | **Update Develop & Relaunch IIA Website**   * [www.investinafghanistan.af](http://www.investinafghanistan.af) * [www.invest.af](http://www.invest.af) |
| 5 | **Update/Develop and relaunch of IIA Mobile Applications**   * IOS Application * ANDROID Application |
| 6 | **Develop IIA Promotional Video Clips**   * Preparing Content * Info Graphic Video Clip in English (5 Minutes) * IIA TV Ads 2 Clips, Pashto Dari Language (30 Seconds each) * Video clip for website one Clip (15 Seconds) * Promotional Video Clips in 4 Main sectors (3 Minutes length for Each Sector) * Video Clip of success Stories 5 Clips (30 Seconds Each) |
| 8 | **Social Media Awareness & Promotional Campaign**   * Purchase of promotional Spots for IIA pages |
| 9 | **Marketing Strategy**   * Comprehensive 5 years, Step to Step Marketing Plan for Implementing, Operating & Maintaining IIA Campaign * Training for MoIC Employee How to Implement the Strategy (Operating & Maintaining of Social Media, Usage & Maintaining of Websites & Mobile APP) |

**Deliverables:**

**ACTIVITIES TO BE PERFORMED BY HIRED COMPANY:**

**A) Revise, Update, Design IIA Bi-Fold Flyer, DVD Cover with sticker, file folder.**

**B) Revise, Update, Design IIA Investor Guide Content:**

1. Information regarding Afghanistan necessary for Investment decision making:

1. Afghanistan Country Proﬁle
2. Geographic Proﬁle
3. Demographic Proﬁle
4. Economic Proﬁle
5. Infrastructure

2. Why Invest in Afghanistan?

3. Investment Opportunities in following sectors:

1. Primary Sector (Agriculture, farming, Forestry, Fishing & Mining)
2. Light Industry Sector (Food, Beverages, Textiles, Clothing & Leather, Wood Paper & Printing, Miscellaneous & unallocated)
3. Heavy Industry Sector (Rubber Products & Chemicals, Non-Metallic Minerals, Metals, Machinery & Energy)
4. Non-Tradable Sector (construction, public utilities, Transport, communication, & Services)

4. Information on Laws considered while making investment decisions:

1. Afghanistan Private Investment Law
2. Commercial Law
3. Taxation in Afghanistan

5. Starting a Business in Afghanistan

1. Investment/Trade License Procedures
2. Work Permit Procedures
3. Taxation Procedures
4. Customs Procedure
5. Industrial Parks Land Allotment Procedures

6. Useful Links for Potential Investors

**C) Translation of Investment Guide & Other Promotional Materials into local & International Languages:**

1. English
2. Chinese
3. Russian
4. Arabic
5. Dari
6. Pashto

**D) Design of Investment Guide, DVD Cover Plus Stickers, Hand Bag, Brochure, & File Folder.**

**E) Printing Investment Guide & Other Promotional Materials**

1. International Quality Print of Investment Guide in National & International Languages 1000 copies for each language (sample & quality of printing paper will be provided).
2. Soft copies of Investment Guide and other materials in DVD 1000 copies for each language.
3. Print of Brochures, File Folder, DVD Cover plus Sticker & Hand Bag (sample & Quality of Printing Paper will be provided).

**F) Update Develop & Relaunch IIA Website, Mobile APP**

1. IIA websites
   1. [www.investinafghanistan.af](http://www.investinafghanistan.af)
   2. [www.invest.af](http://www.invest.af)
   3. www.\*\*\*\*\*\*\*\*\*.com
2. IIA IOS Application
3. IIA ANDROID Application

**G) Develop IIA Promotional Video Clips**

1. Preparing Content
2. Info Graphic Video Clip in English (5 Minutes)
3. IIA TV Ads 2 Clips, Pashto Dari Language (30 Seconds each)
4. Video clip for website one Clip (15 Seconds)
5. Promotional Video Clips in 4 Main sectors (3 Minutes length for Each Sector)
6. Video Clip of success Stories 5 Clips (30 Seconds Each)

**H) Marketing Strategy**

* Comprehensive 5 Years, Step to Step Marketing Plan for Implementing, Operating & running IIA Campaign.
* Training for MoIC Employee How to Implement the Strategy (Operating & Maintaining of Social Media, Usage & Mainlining of Websites & Mobile APP).

# Key Personnel:

The project should be delivered by company having a staff who are essential to carrying out the work of a project, typically those responsible for conduct & Reporting of Research, Data Collection, Designer for Booklet-Website-Mobile App, video editing & Marketing Etc.

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| --- | --- | --- | --- | --- |
| **No** | **Position** | **No.** | **Experience** | **Description** |
| **01** | Project Manager | 1 | 5 | S/he will have a minimum Master’s Degree. |
| **02** | Website Developer | 2 | 3 | S/he have at least experience of developing of 2 websites. |
| **3** | Mobile App Developer | 2 | 3 | S/he have at least experience of developing of 2 Mobile App. |
| **4** | Researcher | 3 | 4 | S/he will have a minimum bachelor Degree. |
| **5** | Creative Designer | 2 | 3 | Having Background & Experience of Creative designing. |
| **6** | Video Creator & Editor | 2 | 3 | Having Background & Experience of TV Ads Video Making & Editing. |
| **7** | Marketing Manager | 1 | 5 | S/he will have a minimum bachelor Degree, Preferable Marketing |

**Timeline of the Assignment:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Activity | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| 1. *Revise, Update, Design Investment Guide & Package* | | | | | | | | | | |
| 1 | Country Profile |  |  |  |  |  |  |  |  |  |
| 2 | Investment Opportunities |  |  |  |  |  |  |  |  |  |
| 3 | Starting a Business In Afghanistan |  |  |  |  |  |  |  |  |  |
| 4 | Investment/Trade License Procedures |  |  |  |  |  |  |  |  |  |
| 5 | Information on Laws |  |  |  |  |  |  |  |  |  |
| 6 | Why to Invest in Afghanistan |  |  |  |  |  |  |  |  |  |
| 7 | Hire an Outside Company |  |  |  |  |  |  |  |  |  |
| 1. *Translation of Investment Guide & Other Promotional Materials into local & International Languages* | | | | | | | | | | |
| 1 | Translation of Investment Guide in 4 International & 2 National Languages |  |  |  |  |  |  |  |  |  |
| 2 | Design of Investment Guide, DVD Cover Plus Stickers, Hand Bag, Brochure, & File Folder |  |  |  |  |  |  |  |  |  |
| 1. *Printing Investment Guide & Other Promotional Materials* | | | | | | | | | | |
| 1 | International Quality Print of Investment Guide in All National & International Languages |  |  |  |  |  |  |  |  |  |
| 2 | Soft Copy of Investment Guide in DVD and other Information of IIA |  |  |  |  |  |  |  |  |  |
| 3 | Print of Brochures, File Folder, DVD Cover plus Sticker & Hand Bag |  |  |  |  |  |  |  |  |  |
| 1. *Update Develop & Relaunch IIA Website* | | | | | | | | | | |
| 1 | [www.Investinafghanistan.af](http://www.Investinafghanistan.af) |  |  |  |  |  |  |  |  |  |
| 2 | [www.invest.af](http://www.invest.af) |  |  |  |  |  |  |  |  |  |
| 3 | www. |  |  |  |  |  |  |  |  |  |
| 1. *Update Develop & Relaunch of Mobile APP* | | | | | | | | | | |
| 1 | IOS Application |  |  |  |  |  |  |  |  |  |
| 2 | ANDRIOD Application |  |  |  |  |  |  |  |  |  |
| 1. *Develop IIA Promotional Video Clips* | | | | | | | | | | |
| 1 | Preparing Content |  |  |  |  |  |  |  |  |  |
| 2 | Info Graphic Video Clip in English (5 Minutes) |  |  |  |  |  |  |  |  |  |
| 3 | IIA TV Ads 2 Clips, Pashto Dari Language (30 Seconds each) |  |  |  |  |  |  |  |  |  |
| 4 | Video clip for website one Clip (15 Seconds) |  |  |  |  |  |  |  |  |  |
| 5 | Promotional Video Clips in 4 Main sectors (3 Minutes length for Each Sector) |  |  |  |  |  |  |  |  |  |
| 6 | Video Clip of success Stories 5 Clips (30 Seconds Each |  |  |  |  |  |  |  |  |  |
| 1. *Social Media Campaign* | | | | | | | | | | |
| 1 | Purchase of promotional Spots for IIA pages |  |  |  |  |  |  |  |  |  |
| 1. *Marketing Strategy* | | | | | | | | | | |
| 1 | Comprehensive 5 years, Step to Step Marketing Plan for Implementing, Operating & maintaining IIA Campaign.  One month Training for MoIC Employee How to Implement the Strategy (Operating & Maintaining of Social Media, Usage & Mainlining of Websites & Mobile APP) |  |  |  |  |  |  |  |  |  |

# Language of the Assignment:

The language for performing of **The “*Invest in Afghanistan” (IIA) investment promotion Campaign*** will be English as an international language.

**Duration of the Assignment:**

The Duration for completing this project is **(3) calendar months**, from sign of the contract. The (1) Training MoIC Employees how to Implement Marketing Strategy for Operating & Maintaining IIA Campaign will take additional 1 month.