

**GOVERNMENT OF SAINT LUCIA**  
**DEVELOPING SAINT LUCIA'S SERVICES SECTOR**  
**SERVICES MARKETING CONSULTANCY**  
**REQUEST FOR EXPRESSIONS OF INTEREST**

**1. BACKGROUND**

1.01 The Government of Saint Lucia has received financing by way of a grant from the Caribbean Development Bank (CDB) pursuant to the CARIFORUM-EU CARICOM Single Market and Economy (CSME) Standby Facility for Capacity Building under the 10<sup>th</sup> European Development Fund (EDF) in an amount not exceeding the equivalent of two hundred and seventy-one thousand, eight hundred and sixty-six United States dollars (USD271,866) towards the cost of the *Developing Saint Lucia's Services Sector Project*. The Saint Lucia Coalition of Services Industries Inc. (SLCSI), the Executing Agency of the Project, intends to apply a portion of the proceeds of this financing to eligible payments under a contract for which this invitation is issued, pursuant to the Financing Agreement between CDB and SLCSI.

1.02 Payments by CDB will be made only at the request of SLCSI and upon approval by CDB, and will be subject in all respects to the terms and conditions of the Financing Agreement. The Financing Agreement prohibits withdrawal from the financing account for the purpose of any payment to persons or entities, or for any import of goods, if such payment or import, to the knowledge of CDB, is prohibited by a decision of the United Nations Security Council taken under Chapter VII of the Charter of the United Nations. No party other than SLCSI shall derive any rights from the Financing Agreement or have any claim to the proceeds of the financing.

**2. SCOPE OF CONSULTANCY AND ELIGIBILITY CRITERIA**

2.01 The SLCSI now intends to procure consultancy services for a Services Marketing Specialist.

2.02 The objective of the consultancy to enhance the capacity of service providers to export services to CARICOM markets. The duration of the assignment is expected to be over a period of nine (9) calendar months.

2.03 The SLCSI now invites eligible individual consultants to submit Expressions of Interest indicating qualifications and experience required to provide these consultancy services.

2.04 The Consultant shall be eligible to participate if:

- (a) he or she is a citizen or a *bona fide* resident of an eligible country; and
- (b) in all cases, the consultant:
  - (i) has no arrangement and undertakes not to make any arrangements whereby any substantial part of the net profits or other tangible benefits of the contract will accrue or be paid to a person not a citizen or *bona fide* resident of an eligible country;
  - (ii) is not bankrupt or insolvent or in the process of either, or having their affairs administered by the Courts, has not entered into an arrangement with creditors, or

is in any analogous situation arising from similar procedures provided for in their national legislation or regulations;

- (iii) has not been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
- (iv) has not been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the EU's financial interest;
- (v) is not guilty of misrepresentation in supplying the information required as a condition of the participation in the procedure or if they fail to supply this information; and
- (vi) does not expose a conflict of interest.

2.05 Consultants from Saint Lucia and other member countries of CDB, as well as EU Member Countries, which are not CDB Member Countries, and other countries which are eligible under EU procurement provisions,<sup>1</sup> will be eligible to participate in these procurement opportunities.

### **3. SELECTION CRITERIA**

3.01 In the assessment of submissions, consideration will be given to:

- (a) qualifications and experience, including:
  - (i) Post-graduate degree in Business Administration, Economics, International Marketing, International Trade, or a related field;
  - (ii) At least 10 years' experience in international marketing/export of services;
  - (iii) Significant and direct experience in private sector capacity building and the design and implementation of export development programme, preferably targeted at service enterprises;
  - (iv) Sound working knowledge of the marketing policies and strategies employed by countries with developed service sectors (i.e., best practices in export development);
  - (v) Sound understanding of the opportunities for and challenges to growth of the services sector in the Caribbean, particularly within the context of CSME;
  - (vi) Sound gender analysis skills as evidenced by prior experience with integrating gender in trade policies, strategies and/or projects;
  - (vii) Experience with leading trade missions; and
  - (viii) Prior experience within CARICOM is highly desirable.

### **4. SUBMISSION OF EXPRESSIONS OF INTEREST**

4.01 Expressions of Interest must be submitted in English and electronically by email to [Yvonne.agard@slcsi.org.lc](mailto:Yvonne.agard@slcsi.org.lc) in pdf format no later than 17:00 hours Saint Lucia time on Friday, 30 October 2015. The email subject line should state "**Expression of Interest – Services Marketing**"

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<sup>1</sup> External action financial instruments and European Development Fund, Rules on participation in procurement procedures and grants, [a2a\\_ecprogrammes\\_eligibility2014\\_2020\\_en.doc](#), page 7 of 11.

**Consultancy**” and the email body must state the name and address of the applicant. The Expression of Interest will be deemed to have been received at the time that it is received by the Executive Director. The burden of proving receipt of the e-mail will be on the applicant and will not be met solely by a read receipt or sent items report generated by the bidder’s computer. In addition, three (3) hard copies of the Expressions of Interest must be received at the first address below and one (1) hard copy must be sent simultaneously to CDB at the second address below. The sealed envelope containing each submission should include the name and address of the applicant and shall be clearly marked **“Expression of Interest – Services Marketing Consultancy.”** SLCSI reserves the right to accept or reject late applications or to cancel the present invitation partially or in its entirety. It will not be bound to assign any reason for not short-listing any applicant and will not defray any costs incurred by any applicant in the preparation and submission of Expressions of Interest.

**5. SELECTION METHOD**

5.01 Following the assessment of submissions, the most technically capable and appropriately experienced applicant will be invited to negotiate a contract to provide the consultancy services.

**6. REQUEST FOR INFORMATION**

6.01 All information or request for information must be submitted in English. Further information may be obtained from the first address below between 8:30 - 17:00 hours Monday to Friday.

1. Ms M. Yvonne Agard  
Executive Director  
Saint Lucia Coalition of Services Industries  
Inc.  
#19 Orange Park  
Commercial Centre  
Bois d'Orange, Gros Islet  
P.O. Box Choc 8056, Castries  
Tel: (758) 452 7864  
Email: [Yvonne.agard@slcsi.org.lc](mailto:Yvonne.agard@slcsi.org.lc)

2. Procurement Officer  
Caribbean Development Bank  
P.O. Box 408  
Willey  
St. Michael  
**BARBADOS, W.I.**  
Tel: + (246) 431-1600  
Fax: + (246) 426-7269  
Email: [procurement@caribank.org](mailto:procurement@caribank.org)