

INVITATION TO EXPRESS INTEREST IN CONSULTING SERVICES

Country:	Colombia
Project:	Program to Support the Diversification and Internationalization of the Colombian Economy
Operation No.:	IDB Loan No. 4929 / OC-CO
Type of Contract:	Consulting Services
Acquisition No.:	IECOL-22-SBCC-CF
Selection Process:	EXPRESSIONS OF INTEREST – <u>Design and implement PR activities to develop positive stakeholder relations and engage strategically with international journalists with the purpose of strengthening the positioning of Colombia as an attractive FDI destination and as provider of quality knowledge-based services.</u>

On March 9, 2020, the Ministry of Trade, Industry, and Tourism (“MinCIT”) signed Loan Contract No. 4929/OC-CO, “Program to Support the Diversification and Internationalization of the Colombian Economy” (“the Program”) with the Inter-American Development Bank (“the IDB”), the overall objective of which is to contribute to increasing the diversification and internationalization of the Colombian economy to boost the country’s economic growth. The Program is worth a total USD 24 million, with a five-year disbursement period.

The Program includes two components: Component I, “Promoting Exports of Knowledge-Based Services (KBSs),” for USD 10.5 million, seeks to boost external sales of prioritized KBS sectors for this loan Program, which are: i) audiovisual, ii) advertising and marketing, iii) digital animation and video games, iv) publishing and graphics services, v) software and apps, vi) architectural and engineering design, vii) value-added BPO services, viii) education, ix) healthcare (telemedicine) , x) performing arts and xi) music; through the programs of the Ministry of Commerce, Industry and Tourism (MinCIT). This component will mainly finance the design and / or implementation of: i) business strengthening programs, ii) export promotion programs, iii) analysis of gender gaps, iv) institutional strengthening of the entities and Autonomous Patrimonies linked to the MinCIT, v) commercial promotion activities, vi) information platforms to export services, among others.

Component II, “Foreign Direct Investment (FDI) Attraction and Facilitation,” for USD 10 million. This second component seeks to increase efficiency-seeking FDI flows through the implementation and use of new tools to expedite procedures and investment promotion and attraction. This component will mainly finance: i) the development of a single window for investment (VUI, for its Spanish initials), which includes: formulation of the governance model and issuance of the regulatory framework, mapping and simplification of the main investment procedures, digitization of procedures and development of the IT platform, integration of the VUI at the subnational level with a pilot region, among others; ii) design and implementation of new tools to promote and attract efficiency FDI; iii) positioning of the country brand to attract efficiency FDI; iv) strengthening institutions such as MinCIT, ProColombia, and other agencies linked to the Program; v) Establishment of an Investment Ombudsperson.

MinCIT is responsible for implementing and executing this loan program, under the supervision of the Deputy Ministry of Foreign Trade and with technical support from ProColombia and Colombia

Productiva. To perform these tasks, MinCIT has created a Program Coordination Unit to coordinate, plan, and monitor technical and fiduciary aspects of the Program. The Program will also receive support for procurement and financial management from Fiduciaria Colombiana de Comercio Exterior (Fiducoldex S.A.).

The development and execution of this consultancy project will be overseen by ProColombia, the agency responsible for positioning Colombia globally as an attractive destination for FDI and international tourism and as a supplier of world-class products and services, contributing to sustainable growth and building the country's reputation for lawfulness, entrepreneurship, and equality.

Particularly, ProColombia's Communications Department is in charge of increasing Colombia's visibility in target markets and promoting the country in a strategic and innovative way, in order to attract foreign investment, international tourists and promote non-mining energy exports. Among the area's priorities is to maintain, strengthen and generate permanent and relevant communication with both global and specialized media in different regions of the world.

Export Promotion of Knowledge-Based Services Component (KBS)

To support the execution of the Component "Export Promotion of Knowledge-Based Services (KBS)", a strong commitment of the National Government to support entrepreneurs in these prioritized sectors that promote economic development and the generation of employment reaching well-being for all citizens.

There is a mature Colombian offer for international markets in the different prioritized KBS sectors, taking into account the availability of capacities in Colombian companies, and human capital with the basic skills required to work in these activities. In the same way, at the regional level the country has competitive labor costs, has a stable macroeconomy, participates in a very broad network of trade agreements that facilitate access to a large number of markets and the current government has prioritized services associated with Orange Economy in their development strategy.

In addition, the program should be focused on strengthening the export capacity of the KBS sectors, increasing exports growth rates, aiming to achieve a relevant rise in sales abroad these sectors, and increasing their contribution to Colombian trade, as well as the country's participation in global markets. Likewise, increase the added value / complexity exports in the sectors to promote the progressive scaling of Colombian exporters in the respective value chains towards stages less based on labor costs and where creative, innovation and differentiation, as well as the quality of the processes and services involved.

Efficiency-Seeking Foreign Direct Investment Attraction Component

FDI's contribution to Colombia's economic growth in the last years has been noticeable. It has become a central pillar of the economy, as well as a source of capital that complements local investment, engendering new job posts and opportunities to obtain higher levels of development.

Nonetheless, the FDI that Colombia receives, which in 2019 was of around USD \$14,000 MM, has been largely concentrated in low value-added extractive activities. To diversify its exports, the country's FDI attraction policy has been reoriented to achieve greater investment that seeks to benefit from production efficiency. This type of investment has the potential to bring about a transformational effect,

fosters the diversification of the economy through an emphasis on more complex, highly sophisticated industries, is export-oriented due through its integration into regional value chains, generates transfers of knowledge and state-of-the-art technologies, and promotes increased productivity and economic growth.

Investment of this sort is closely linked to countries' abilities to provide more competitive conditions and a better business climate, which results in lower risks and costs for investors. These are efficiencies that companies seek out when setting up their operations in a host country and exporting to other markets. In recent years, global competition around attracting and retaining this sort of investment has been growing. Countries have increasingly introduced new measures and aggressive strategies to achieve this end, stepping up their efforts to improve the quality of their institutions and implement measures to facilitate and streamline procedures, requirements, and formalities relating to foreign capital companies setting up and operating in the country.

In this context, *"this component aims to increase the amount of high-efficiency FDI that reaches Colombia, with the aim of promoting the growth of non-mining and energy sectors within the productive basket and thus contributing to increasing the diversification and sophistication of the Colombian economy. This objective will be leveraged through the creation of new incentives for attracting efficiency-seeking FDI, the strengthening of ProColombia as the leading investment promotion agency in the country, and the drafting of a detailed, highly specialized strategy for attracting FDI with the desired levels of effectiveness."*¹

PR activities to promote efficiency FDI and KBS exports in prioritized sectors

PR activities are a means to contribute to the strategic positioning of messages that highlight Colombia as a reliable and attractive destination for efficiency FDI, as well as an exporter of KBS.

This work is focused on the construction and positioning of attractive and powerful narratives in top tier media, and the dissemination of the participation of Colombia in international specialized events in key markets for ProColombia, such as roadshows, trade fairs, summits, among others.

According to an OECD report developed in collaboration with the IDB, at least 90% of IPAs in the 32 OECD member countries pursue image building activities and participate in international PR events. These activities are key to showcase Colombia's advantages for doing business, capture companies' and foreign investors' interest to deepen their understanding of these strengths and motivate them to search for opportunities that can result in an investment decision or in a new opportunity to export. These activities also improve investor's perceptions of Colombia as a business hub and rectify information that could have negatively impacted this perception.

In 2019, ProColombia surpassed the *International Free Press* goal in 46% compared to the previous year, as a result of the activities performed with top tier and specialized international media. For instance, ProColombia was able to highlight publications in Tier 1 media such as the Financial Times, which issued

¹ CONPES Document 3973 of October 18, 2019, "Opinion in favor of the Nation contracting a foreign loan from a multilateral bank for up to USD 24 million or the equivalent in other currencies, to be used to finance the Program to Support the Diversification and Internationalization of the Colombian Economy," p. 24.

a Special Report about Investment Opportunities in the Atlantic Coast. Colombia was also positively portrayed as provider of quality goods and services, as well as an attractive FDI destination in various other publications such as *El País España*, *El Diario ES*, *Yahoo News*, *Entrepreneur México*, *Agencia EFE*, *France24*, *Xinhua News*, *Europa Press*, *Investor Point*, *Nearshore Americas*, to mention only some.

Taking this context into account, hiring a PR Agency to carry out these activities is an important element to achieve the goals set in both Components of the *Program to Support the Internationalization and Diversification of the Colombian Economy*. Currently, it will be key that both the design and the positioning of these messages are oriented towards the implementation of the policies and plans drawn up for the economic recovery of the country, in particular, for this consultancy, those aimed at attracting Efficiency FDI and KBS in the prioritized sectors (software and mobile applications, audiovisual, BPO, animation and video games, publishing and graphics, advertising and marketing, architecture and engineering, education, health, performing arts and music).

This exercise of strategic communication will facilitate FDI attraction activities, as it acknowledges and announces Colombia's advantages, incentives and opportunities for foreign investors. Likewise, it can show the export supply of Colombia as a KBS provider in different strategic markets, capturing companies' and investors' interest in Colombia as an important commercial ally.

Accordingly, this consultancy Project contemplates the following two phases:

- A planning phase, where the consultancy firm ("the Firm") will formulate two detailed Communication Plans, designed to attend the communication needs of ProColombia and impact target markets for FDI attraction and KBS exports. During this phase, the firm will also propose a workplan that will be executed between the Firm and ProColombia, including aspects such as objectives, messages, audiences, tactics, schedule, expected results and deliverables. A fundamental aspect of this phase will be the definition of the input that ProColombia will deliver and the pieces that the Firm will have to create to comply with the Communications Plan in its entirety. In this phase, ProColombia and the Firm will also agree on communication channels, as well as presentation (format) and approval of the reports that will be submitted throughout the consultancy project according to the workplan.
- Once all strategic messages and the list of general and specialized media in target markets are defined, the dissemination/broadcasting and the positioning of investment opportunities and exportable supply of KBS phase begins. During this second phase, the Firm will execute the workplan and will follow up periodically on all activities in order to obtain the project's objectives. This means the positioning of all content and messages in top tier and specialized international media, arranging interviews with ProColombia's spokespeople, outreach activities for press trips, among other dissemination/broadcasting activities.

The Ministry of Commerce, Industry and Tourism (MinCIT) through the Colombian Foreign Trade Fiduciary – (FIDUCOLDEX) acting as spokesperson and administrator of the ProColombia Trust, through which the resources of the Support Program for the Diversification and Internationalization of the Colombian Economy are executed, invites eligible entities / consulting firms to express their interest in providing related services with: **Design and implement PR activities to develop positive stakeholder relations and engage strategically with international journalists to strengthen Colombia's positioning as FDI destination and as provider of knowledge-based services.** Interested entities must provide information that indicates that they are qualified to provide services in relation to executed contracts

that demonstrate experience in jobs and conditions similar to the services required, availability of personnel with the relevant knowledge, among others.

Only entities / consulting firms may express interest individually or in a Participation Association, Consortium or Association -APCA-. For the purposes of establishing the short list, the nationality of the firm will be that of the country in which it is legally constituted or incorporated and in the case of APCA, it will be the nationality of the firm that is designated as representative.

The consulting firm will be selected according to the method of Selection Based on the Qualifications of Consultants - SCC established in Document GN-2350-15 "Policies for the selection and hiring of consultants financed by the Inter-American Development Bank". The criteria for selection of the short list are those related to the necessary qualifications and experience of the firm.

These entities / consulting firms must present:

1. Expression of interest letter. (Annex 1).
2. General background of the firm that demonstrate its organization. Maximum three (3) pages in single space and size 11 font (Annex 2).
3. Financial statements and notes with the cutoff date of 31st of December 2019, signed by the legal representative, accountant and / or fiscal auditor with the corresponding opinion.
4. Experience of the firm (Annex 3):
 - a. Entities / firms must list a minimum of three (3) and a maximum of five (5) contracts with public and / or private entities, from the 1st January 2015, for which the firm was legally hired, or as one of the main Entities / firms that are members of an association.
 - b. The object of the contracts provided must show experience in PR services to engage with general and specialized media outlets and publications in America, and Europe and Asia, including activities such as: development of communication plans, or communications strategy, or creation of communication pieces, or placements in news publications, periodicals, magazines, radio stations and tv channels in various countries.
 - c. The firm must show that it has offices, personnel or alliances with other agencies in the markets that ProColombia is interested in targeting to position key messages. These are: USA, UK, Spain, China, France, Mexico and Chile.
 - d. For the purposes of the short list, priority will be given to companies that demonstrate specific experience providing PR services to agencies or investment, export and tourism promotion agencies in other countries, that are similar to ProColombia.

NOTA 1: The contracts must have a term of performance of no more than (4) months and be finalized by the date of submission of the expression of interest.

NOTE 2: Information on the firm's experience that exceeds the maximum allowed will not be taken into account, only the first five (5) experiences listed in Annex 3 will be considered.

NOTE 3: In case the object of the contract is not sufficiently clear, it is important that its scope be detailed.

The consulting firm that is selected in the process must be able to provide to the Program Coordinating Unit - PCU, before signing the contract, all the documents that prove the experience of the firm.

In the case of expressions of interest presented by an APCA, a written statement with the intention of forming the APCA must be submitted, signed by the legal representatives of the organizations that were to form it.

The documents presented must be in Spanish. In the event that the documents are presented in another language, they must be accompanied by the respective translation.

DESCRIPTION AND SCOPE OF THE CONSULTANCY

The consulting services consist of positioning key messages to promote efficiency-seeking FDI and KBS exports in prioritized sectors, and thereby, contribute to the economic recovery of Colombia. Equally important, these services should foster the development of solid and durable relationships with media in the markets that are of interest for the Investment and Exports VPs of ProColombia.

The expected result of the consultancy is the successful implementation of a PR strategy that positions Colombia as a destination for FDI and for KBS exports in prioritized sectors, through which Colombia achieves publications in Tier 1 media such as *CNN*, *New York Times*, *Telegraph*, *The Guardian*, *Le Figaró*, *Excelsior*, *O Globo*, just to cite some examples, as well as publications in specialized media.

The results described above must respond to the operational considerations of the Program, previously agreed with the MinCIT, ProColombia and the Project Coordination Unit.

The products that are expected to be obtained are, broadly, the following:

1. Workplan and schedule of activities, specifying the timeframes necessary to satisfactorily complete the project deliverables. Particularly, the schedule should consider (i) key event dates that will serve as platforms to position key messages and (ii) detailed planning of prior activities required to obtain the highest impact in target markets and sectors.
2. Communications plan and PR strategy that will allow to position Colombia as a strategic market for FDI attraction and for KBS exports for prioritized sectors, highlighting its advantages as a post COVID-19 destination and for the recovery of the economy.
3. List of international media with which the Firm will work the communications plans, including print and online media, radio and independent journalists, both general and high impact, as well as specialized in economics, foreign direct investment, site selection, technology and Industries 4.0. This “wishlist” must be previously validated and approved by ProColombia.
4. Messaging matrix.
5. Releases and press materials on relevant subjects effectively placed/broadcasted.
6. Periodic reports with continuous updates about international media trends and outlook.
7. Weekly media and press-clippings monitoring report, as a result of the dissemination activities or of activities or activations that the Firm proactively proposes. All activities must have an impact on all target markets.

8. Monthly reports following up on the return of investment ROI – *Free Press*, to be informed about the real results of the planned and implemented strategies.
9. Plans to invite international journalists and organize press trips focused on FDI attraction and promotion of Colombian exports of KBS, identifying (i) names and contact information of journalists that will be invited, (ii) dates and format of press trips, (iii) target messages for each visit.
10. Final report of the PR plan, compiling each strategy performed per area (FDI and KBS exports) and the final results, considering the results expected from the consultancy. The final report should specify summoned journalists, impacted media (printed articles or Web / columns / tv or radio publications) and the number of interviews achieved with spokespeople of ProColombia.

To achieve the objectives, the consultant will develop at least the following activities, which it will perform on two phases:

Phase 1 – Planning

Develop detailed Communication Plans, designed to attend the communication needs of ProColombia and impact target markets for FDI attraction and KBS exports. The activities during this phase will, in general, be the following:

1. Design a Communications Plan to position Colombia as an attractive destination for FDI, highlighting its comparative and competitive advantages and potential as strategic destination for nearshoring. The main target markets to place/broadcast strategic messages in 2021 are: the US, UK, Spain, China and Chile, among others that may be relevant vis-a-vis ProColombia's FDI attraction strategy.
2. Design a Communications Plan to position Colombia as a KBS exporter, highlighting the sectors/topics of videogames, BPO, software and audiovisual production. The main target markets to place/broadcast strategic messages in 2021 are: the US, UK, France and Mexico, among others that may be relevant vis-a-vis ProColombia's KBS export promotion strategy.
3. Build, jointly with ProColombia, a list of international media with which the Firm will work the communications plans. This "wishlist" must be previously validated and approved by ProColombia.
4. Develop key messages and other communication pieces (press releases, videos, graphics, interview questionnaires, among others), based on the input provided by ProColombia.

Phase 2 – Execution

Once all strategic messages and the list of general and specialized media in target markets are defined, the dissemination/broadcasting and the positioning of investment opportunities and exportable supply of KBS phase begins. The activities during this phase will, in general, be the following:

1. Conduct pitchings of press releases and news relevant to the two areas involved, as well as disseminations of contents in general and specialized media, and in the media included in the wishlist (press releases, stories, success cases, columns)
2. Follow-up periodically and comply with the schedule set up for each Communications Plan.

3. Carry out daily requests to international media, including provision of information and relevant materials for publication in these media.
4. Arrange *one-on-one* interviews with ProColombia's spokespeople, and columns, to achieve preponderant spaces in top tier and/or specialized media.
5. Proactively propose activities and activations for the dissemination/broadcasting of messages.
6. Reach out and invite international journalists, as well as plan and follow up on press trips to Colombia, so that the media acquire first-hand knowledge of foreign investment opportunities and the exportable supply of KBS of Colombia in the prioritized sectors. These trips must be scheduled when appropriate, considering any applicable sanitary restrictions related to the COVID-19 pandemic.
7. Weekly news monitoring report, that must include the corresponding ROI – Free Press (AVE) Value.
8. Proactively pitch stories, releases and success cases to media.
9. Perform activities to reinforce media loyalty, particularly with target media.
10. Support the planning, outreach/announcement and follow-up of press trips to Colombia, so that the media get to know first-hand about Colombia's investment opportunities and its KBS exportable supply.

CONSULTATION AND OBTAINING RELATED INFORMATION

Interested parties can obtain more information via email: adquisicionesbid@fiducoldex.com.co

DELIVERY OF EXPRESSIONS OF INTEREST

Expressions of interest must be received only by email, no later than twenty nine (29) day of January of 2021 at 5:00 p.m. (Bogota D.C., Colombia). Expressions of interest will not be received in physical form. The Expression of Interest must be addressed to:

Sirs

PROGRAM COORDINATING UNIT - PCU

Support for the Diversification and Internationalization of the Colombian Economy

Attention: Ana Lucia Noguera

UCP Manager

Email: adquisicionesbid@fiducoldex.com.co

It is recommended to send the statement in advance of closing time to anticipate technical failures that may arise.

Warning: The presentation of expressions of interest does not constitute any right for the interested parties, nor any obligation to carry out contracting processes for FIDUCOLDEX, THE MINISTRY OF COMMERCE, INDUSTRY AND TOURISM or for the IDB.

PAOLA ALEJANDRA SANTOS VILLANUEVA

Legal Director of Special Businesses
Fiducoldex S.A.

ANNEX 1

LETTER OF PRESENTATION OF EXPRESSION OF INTEREST AND SWORN DECLARATION

[NOTE: In the event that the expression of interest is presented in APCA, this declaration must also be presented by the representative of each of the entities / firms that comprise it]

City and date

Sirs

PROGRAM COORDINATING UNIT - PCU

Support the Diversification and Internationalization of the Colombian Economy

Attention: Ana Lucia Noguera

UCP Manager

Bogotá, D.C.

PROCESS: IECOL-22-SBCC-CF - Design and implement PR activities to develop positive stakeholder relations and engage strategically with international journalists to strengthen Colombia's positioning as FDI destination and as provider of knowledge-based services

On behalf of [NAME OF THE FIRM, APCA, etc.], I express my intention to participate in this process, in accordance with the conditions established in this expression of interest.

I also declare that:

- I have full powers to contract and engage the representation of [NAME OF THE FIRM, APCA, etc.] in accordance with the certificate of existence and legal representation.
- For this process, I as a natural person and the firm that I represent named [NAME OF THE FIRM, APCA, etc.] participate only in this expression of interest.
- I understand that this expression of interest does not constitute an obligation for the MinCIT, Fiducoldex or the IDB.

- Neither I am a natural person nor [NAME OF THE FIRM, APCA, etc.] which I represent, incurs in any cause of disability and incompatibility, of those established in the Political Constitution, in the policies of the IDB, or in those established in the Law, which prevent our participation.

We expressly authorize the PCU of IDB Loan No. 4929 / OC-CO to verify all the information included therein.

Likewise, I indicate as a place where I will receive notifications, communications and requirements related to this process, the following:

Name of the legal representative:

Tax ID of the Firm:

Address:

Telephone:

City:

Country:

e-mail:

[SIGNATURE OF LEGAL REPRESENTATIVE]

ANNEX 2

DATA AND GENERAL BACKGROUND OF THE FIRM

Company name	
Tax ID	
Address	
Phone number	
e-mail	
Name of legal representative	
Availability of personnel with relevant knowledge	
Years of general experience	
Years of specific experience in similar projects	
List of attachments (at this stage only simple copies are requested) (this is a referential relationship)	<ul style="list-style-type: none"> * Brochures * Legal documents (certificate of existence and legal representation) * Others

ANNEX 3 FIRM EXPERIENCE

PROCESS: **IECOL-99-SCC-CF** - Identify international good practices, national diagnosis and regulatory roadmap to knowledge-based services that allow increasing exports.

In the following format, provide information on each of the jobs for which your firm was legally hired, or as one of the main entities / firms that is part of an association, to provide consulting services similar to those requested under this job.

EXPERIENCE No. 1

Object of the contract:	Approximate value of the contract (expressed in the currency in which it was signed and in Colombian Pesos):
Work team	Work team and roles of those who participated in the development of the contract
Country: Place within the country:	Duration of the contract (months):
Employer Name:	Address:
Initiation date (month / year): End date (month / year):	Name of associated consultants, if any:
Summary job description:	
Name, address, telephone, e-mail of a contact for verification purposes.	
<p>List only those tasks for which the consultant (the interested firm) was legally hired by the client as a company or was one of the partners of the company. The tasks completed by the individual experts of the Consultant working independently or through other Entities / consulting firms CANNOT be presented as relevant experience of the Consultant or the consultant's associates or sub-consultants, but can be presented by the experts themselves in their resumes.</p> <p>The consultant should be prepared to verify the experience presented by submitting copies of relevant documents and references if requested by the client.</p>	

Note: Fill in the same table for experience No.1, for experience No.2 and the following.

CONSOLIDATED EXPERIENCE OF THE FIRM
(Include all experiences mentioned in Annex 3)

Employer Name:	Object of the contract:	Contract value (expressed in original currency and in Colombian Pesos)	Duration of the contract (months):	% Participation in the APCA (if applicable)