

## INVITATION TO EXPRESS INTEREST TO CONSULTING SERVICES

Country:	Colombia
Project:	Diversification and internationalization support program of Colombian economy
Operation No.:	IDB Loan No. 4929 / OC-CO
Type of Contract:	Consulting Services
Acquisition No.:	IECOL-43-SCC-CF
Selection Process:	<u>EXPRESSIONS OF INTEREST - Identification of good practices and good references for the international promotion of Knowledge-Based Services</u>

On March 9, 2020, Loan Agreement No. 4929 / OC-CO was signed with the Inter-American Development Bank (IDB) "*Program to Support Diversification and Internationalization of the Colombian Economy*", (hereinafter "the Program"), whose general objective is to contribute to greater diversification and internationalization of the Colombian economy to boost the country's economic growth. The program accounted USD \$ 24 million, with a disbursement period of five years.

The Program consists of two components. Component I "*Export Promotion of Knowledge-Based Services (KBS)*", 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 "*Attraction and Facilitation of Foreign Direct Investment (FDI)*", accounted USD \$ 10 million, seeks to increase efficient FDI flows, through the implementation and use of new tools to streamline procedures, and the promotion and investment attraction. This component will mainly finance: i) the development of the One-stop shop for investor attention (VUI), which includes: formulation of the governance model and issuance of the regulatory framework, mapping and simplification of the main investment processes, digitization of procedures and development of the platform IT, 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 efficient FDI; iii) positioning of the country brand to attract efficiency FDI; iv) institutional strengthening of the MinCIT, ProColombia and other entities linked to the program; v) Establishment of the figure of the Investment Ombudsperson.

The implementation and execution of this loan program is in charge of MinCIT, under the leadership of the Vice Ministry of Foreign Trade (VCE) and with technical support of ProColombia and Colombia Productiva. To fulfill its function, the MinCIT has structured a Project Coordination Unit (PCU) in charge of the coordination, planning and technical and fiduciary monitoring of the program. Additionally, it has the support of the Colombian Foreign Trade Fiduciary (Fiducoldex S.A.) for the procurement and financial management of the Program.

### Export Promotion of Knowledge-Based Services Component (KBS)

Knowledge-Based Services are a strategic bet of the National Government for the diversification of the economy and the economic growth of the country, being one of the priority sectors in the commercial policy proposed in the National Development Plan (PND) 2018-2022<sup>1</sup>. The KBS have potential to contribute to the diversification of the country's exportable offer, to the generation of jobs with high added value and with it, to a more sustainable economic growth. For this, it is essential to have information tools that support businessmen to increase SBC exports in markets with purchasing potential, expanding the export business fabric and facilitating their insertion in international markets.

For this reason, the main activities of the Program include the implementation of sophisticated programs to promote internationalization and development tools for access information for export promotion, for companies in the following prioritized KBS sectors by the National Government: software and mobile applications, audiovisual, BPO, animation and video games, publishing and graphic industry, advertising and marketing, architecture and engineering, education, health (telemedicine), performing arts and music. Their prioritization responds to their high content of innovation, creativity and intensive use of intellectual capital that makes them potential services to enter international markets and global value chains.

It is essential to mention that the development and execution of this Program activity will be coordinated by ProColombia; This is the promotion agency that is in charge of promoting Colombian exports, international tourism, and foreign investment to Colombia. The role that ProColombia plays in the country's economy is decisive, so projects and alternatives are constantly being structured that can benefit the different clients that are addressed by the organization.

In addition, the program should be focused on strengthening the export capacity of the prioritized KBS sectors, increasing the growth rates of exports, with the aim of achieving a relevant jump in foreign sales of these sectors, and raising its contribution to total Colombian trade, as well as the country's participation in global markets. Likewise, increase the added value / complexity of exports in the sectors to promote the progressive escalation of Colombian exporters in the respective value chains towards stages less based on labor costs and where creative, innovation and differentiation capacities weigh more, as well as the quality of the processes and services involved.

### Identification of good practices and good references for the international promotion of Knowledge Based Services

The objective of this process is to identify for the international promotion of Knowledge-Based Services (KBS) good practices implemented in countries where it has been developed with greater success in each subsector, with the aim of implementing in Colombia the best strategies for a most successful positioning in the promotion of the country in the prioritized sectors.

"Good practice" is defined as any experience that has been shown to work well and produce good results and therefore is recommended as a model. It is a successful practice, which has been tested and validated, in a broad sense, which has been repeated and which deserves to be shared in order to be adopted.

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<sup>1</sup> PND 2018-2022 “*Pacto por Colombia, Pacto por la Equidad*”

For this analysis, it is essential to begin by knowing the strategies, mechanisms and actions implemented so far by ProColombia to determine new and best practices to implement.

Once you have extensive knowledge of the strategies and practices that have been carried out in ProColombia, you should detail why each country is a benchmark for the international promotion of the subsector(s), broadly identifying which are the good practices applied in each market and provide recommendations and improvements to the country's current international promotion strategy in KBS.

For the development of this consultancy, some sectors and target markets have been prioritized, highlighting that if countries other than those mentioned with potential in the promotion of Knowledge-Based Services are identified, it is essential to add them.

Sector	Countries
Software & TI	Chile India Corea United States Canada Germany
BPO	India Costa Rica Philippines Mexico
Video game	Japan Germany Canada United States Mexico Finland
Animation	Japan India Korea France Canada Argentina United States
Audiovisual	Mexico Japan China India Spain France United States Canada Argentina
Creative industries	United Kingdom Korea France
Graphic and editorial communication	Mexico Spain Argentina Germany

Taking into account the aforementioned segmentation, it is very important that the consulting process focuses on gathering information on good practices for the international promotion of KBS that can respond specifically to each of the countries and sectors already indicated. contemplating at least the following:

1. Analysis of the countries mentioned above, indicating why each one is a reference in the international promotion of the sector in question and, if necessary, add or delete countries that have been identified with potential.
2. Carry out a study where the good practices identified in each of the sectors and countries are established. In this study, the strategies and results that demonstrate effectiveness of the practices should be detailed.
3. Indicate the recommendations and possible improvements for Colombia to better promote the country in each sector, referring to strategies and tools.
4. Identify the events and actions where Colombia should be in each sector to have a better position in the world.
5. Refer new strategies applied by pioneer countries in the international promotion of KBS, taking into account the changes derived from the situation.

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: Identification of good practices and good references for the international promotion 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. Presentation of expression of interest letter. (Annex 1).
2. General antecedents 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 ten (10) 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 purpose of the contracts provided must be related to advising and / or gathering information to promote countries in knowledge-based services.

For the purposes of the short list, special importance will be given to firms that have previous experience providing consultancies in at least three (3) of the sectors mentioned in the list. Additionally, it is vitally important to have experience working with promotion agencies in the prioritized countries.

It should be mentioned that the firm / Entity may express interest depending on its experience for one, several or all of the sectors already mentioned and for one, several or all of the prioritized countries.

However, priority will be given to those firms that show interest in collecting information for all prioritized sectors and countries and / or that can cover the vast majority of selected countries and sectors.

These contracts must have an execution period of no less than four (4) months and be finalized on the date of presentation of the expression of interest. The aggregate total value of all contracts must not be less than USD \$ 100,000 (One Hundred Thousand United States Dollars).

NOTE 1: Information on the firm's experience that exceeds the maximum allowed will not be taken into account, the first ten (10) experiences listed in Annex 3 will be taken into account.

NOTE 2: 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 make available 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 correspond to: Identifying benchmarks and good practices implemented for the international promotion of knowledge-based services in countries where it has been developed most successfully and providing recommendations and improvements for the promotion of Colombia in these sectors.

The expected result of the consultancy is as follows:

- Delivery a document (Presentation and report) detailing why each of the countries has successfully positioned itself internationally in the subsector, specifying good practices, including strategies, actions and tools and providing recommendations and improvements to the current process of ProColombia.
- It is vitally important to include new strategies applied by pioneer countries in the international promotion of KBS, taking into account the changes derived from the situation.

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

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

1. At the beginning of the consultancy, the work plan and schedule must be included, where it is specified for each Sector and / or market, what will be the methodology, times and structure for gathering information.
2. Study (Document) where the results of the pioneer countries in the international promotion of the sector are specified, why each one is a reference in the international promotion of the sector in question and, if necessary, add or delete countries that have been identified with potential.
3. Analysis (document) where the good practices identified in each of the sectors and countries are established, in this study the strategies and results that demonstrate the effectiveness of the practices should be detailed, in addition to referring to new strategies applied by the countries pioneers in the international promotion of KBS, taking into account the changes derived from the situation.
4. Document indicating the recommendations and possible improvements for Colombia to promote better the country in each sector, referring to strategies and tools.
5. Document identifying the events and actions where Colombia should be in each of sector to have a better position in the world.

To achieve these objectives, the consultant will develop at least the following activities:

1. Map the strategies and actions implemented in ProColombia for KBS. ProColombia will provide detailed information on the strategies and actions previously implemented.
2. Initial validation of the countries selected as pioneers in the international promotion of KBS and the development of a document identifying why they are references. If necessary, the inclusion of new countries that are identified with potential in the international promotion of the referred services.
3. Identify good practices that are evidenced in excellent export results for the country and international recognition, with their respective recommendation for ProColombia.
4. Partial deliveries of the information collected to be validated by the Technical Coordination of the Project in terms of its form and substance.
5. Have the disposition to hold face-to-face and / or virtual meetings for feedback on the information collected in order to structure plans, adjustments and corrections.

## CONSULTATION AND OBTAINING RELATED INFORMATION

Interested parties can obtain more information via email:

[adquisicionesbid@fiducoldex.com.co](mailto:adquisicionesbid@fiducoldex.com.co)

## DELIVERY OF EXPRESSIONS OF INTEREST

Expressions of interest must be received only by email, no later than March 4, 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

**UNIDAD COORDINADORA DEL PROGRAMA- UCP**

Support for the Diversification and Internationalization of the Colombian Economy

Attention: Ana Lucia Noguera

UCP Manager

Email: [adquisicionesbid@fiducoldex.com.co](mailto: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**

Directora de Contratación

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

**UNIDAD COORDINADORA DEL PROGRAMA- UCP**

Support for the Diversification and Internationalization of the Colombian Economy

Attention: Ana Lucia Noguera

UCP Manager

Bogotá, D.C.

PROCESS: IECOL-43-SCC-CF - Identification of good practices and good references for the international promotion 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 UCP 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"> <li>* Brochures</li> <li>* Legal documents (certificate of existence and legal representation)</li> <li>* Others</li> </ul>

### ANNEX 3 FIRM EXPERIENCE

PROCESS: **IECOL-43-SCC-CF** - Identification of good practices and good references for the international promotion of Knowledge-Based Services.

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):
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)	Duration of the contract (months):	% Participation in the APCA (if applicable)