

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-99-SCC-CF
Selection Process:	<u>EXPRESSIONS OF INTEREST - Identify international good practices, national diagnosis and regulatory roadmap to knowledge-based services that allow increasing exports</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 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)

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.

Identify international good practices, national diagnosis and regulatory roadmap to knowledge-based services that allows increasing exports

The Ministry of Commerce, Industry and Tourism has within its functions leading, coordinating, formulating and evaluating business development and foreign trade policy of goods, services and technology. For the generation of a suitable context for the promotion of the export of services, a regulation is required according to the realities of the cross-border exchange of services.

In this context, the objective of this consultancy is to identify both best international practices and reforms or regulatory modifications that should be carried out in Colombia to increase exports of Knowledge-Based Services - KBS, understood for this study: software and mobile applications, audiovisual, BPO, animation and video games, publishing and graphic industry, advertising and marketing, architecture and engineering, education, health, performing arts and music.

In this way, the consultancy must identify good practices developed in other countries (minimum two), which are benchmarks in regulatory matters or good practices, for each of the sectors mentioned above, and which have been successful in increasing of exports of these services, generating greater employment and innovation and adapting to the new dynamics of services exports.

To advance in this process, the consultant will begin by reviewing the initial study carried out by the IDB for the Orange Economy¹ in order to update or guarantee that its regulatory references remain the

¹ Diagnóstico para la actualización de la estrategia de Internacionalización de los servicios asociados a la Economía Naranja en Colombia (julio 2019) final y preliminares (documento en *Word* y *Power Point*)

same as those required by Colombia at this time, and justify the reasons why these countries should be considered benchmarks.

Subsequently, it is essential to recognize the Colombian regulatory framework and the barriers to exports of the sector at the national level, as well as recommendations on regulatory, policy, incentive and other issues, which allow increasing exports of knowledge-based services.

In accordance with the foregoing, the diagnosis and recommendations to be financed within Component I of "Export Promotion of Knowledge-Based Services (KBS)" includes the following phases²:

1. The first stage will focus on the review of the initial study carried out by the IDB for the Orange Economy³ in order to update or guarantee that its regulatory references continue to be the same as those required by Colombia at this time. Subsequently, an updated diagnosis of the leading or reference countries in regulatory issues will be carried out, at least two per sector, for knowledge-based services, understood as software and mobile applications, audiovisual, BPO, animation and video games, publishing and graphic industry, advertising and marketing, architecture and engineering, education, health, performing arts, and music.
2. A second stage will identify the Colombian regulations and the existing regulatory barriers in general and for each of the sectors.
3. A third stage will make specific recommendations regarding the regulatory framework and its technical support to generate greater exports, even proposing specific regulatory projects for each initiative and its technical justification. The objective will be to identify regulatory barriers and incentives that Colombia must adopt to promote exports of knowledge-based services.

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: **Identify international good practices, national diagnosis and regulatory roadmap to knowledge-based services that allows increasing exports.** 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.

² Documento CONPES 3973 del 18 de octubre de 2019, p. 36.

³ Diagnóstico para la actualización de la estrategia de Internacionalización de los servicios asociados a la Economía Naranja en Colombia (julio 2019)

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 object of the contracts provided must show experience in Colombia and other countries, in consulting and advice in the identification of public policies, measures or regulations aimed at promoting exports of knowledge-based services, experience in regulatory framework generating public policy and / or knowledge of the regulatory framework related to some of the aforementioned sectors.

For the purposes of the short list, priority will be given to companies that demonstrate more specific experience in the following sectors: software and mobile applications, audiovisual, BPO, animation and video games, publishing and graphics industry, advertising and marketing, architecture and engineering, education , health, performing arts and music.

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 \$ 50,000 (Fifty 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 objective of the consultancy is to identify both the best international practices, adopted by countries that will be taken as a reference, as well as the modifications that Colombia must make in its regulatory framework, to increase the exports of Knowledge-Based Services, understood for this study as 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.

To advance on these issues, the consultancy should review the study carried out by the IDB for the Orange Economy carried out in 2019, in order to update or guarantee that its regulatory references remain the same as those required by Colombia at this time, updating this regulatory framework. It must include a minimum of two (2) countries that it considers regulatory benchmarks by sector and the reasons for considering them as benchmarks for Colombia.

Subsequently, it is essential to recognize the Colombian regulatory framework and the barriers to exports of the sector at the national level, in this way, the consultancy must make recommendations on regulatory, policy, incentive or other issues, with their respective technical justifications that allow increasing knowledge-based services exports.

The expected result of the consultancy is as follows:

- Updated diagnosis of the countries considered regulatory benchmarks in knowledge-based services, at least two (2) per sector, understood for this study as: software and mobile applications, audiovisual, BPO, animation and video games, publishing and graphic industry, advertising and marketing, architecture and engineering, education, health, performing arts, and music.
- Identification of regulations and existing barriers in Colombian regulations to growth in the export of the aforementioned services. Specific recommendations, with their technical support, against the regulatory framework to generate greater exports, including regulatory proposals for each initiative.

The results described above must respond to the operational considerations of the Program, previously agreed with the MinCIT, ProColombia, and the Project Coordination Unit and validated by the Inter-American Development Bank.

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

1. Updated diagnosis of the countries considered regulatory benchmarks in knowledge-based services, at least two (2) per sector, understood for this study as: software and mobile applications, audiovisual, BPO, animation and video games, publishing and graphic industries, advertising and marketing, architecture and engineering, education, health, performing arts and music.
2. Regulatory mapping in Colombia for the aforementioned sectors.
3. Roadmap of regulatory reforms and its technical support that allows generating greater exports for these sectors.

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



1. Updated diagnosis of the countries considered regulatory benchmarks for knowledge-based services. In the first stage, it will focus on the review of the initial study carried out by the IDB for the orange economy in order to update or guarantee that its regulatory references continue to be the same as those required by Colombia at this time and in the second stage, a diagnosis will be carried out update of the leading or benchmark countries in the sector in regulatory matters at least two (2) for each knowledge-based service, understood as software and mobile applications, audiovisual, BPO, animation and video games, publishing and graphic industry, advertising and marketing, architecture and engineering, education, health, performing arts and music.
2. Identification of barriers and existing regulations in Colombian regulations in general and for each of the sectors mentioned above.
3. Specific recommendations regarding the regulatory framework and its technical support to generate greater exports, including regulatory proposals for each initiative and its technical justification.

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 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

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

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):
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)