

INVITATION TO QUOTE
(CONSULTING SERVICES – **INDIVIDUAL SELECTION**)

Contracting Entity: Planning Institute of Jamaica

Project Name: Foundations for Competitiveness and Growth Project

Project Loan No. : 9203-JM – Government of Jamaica Counterpart Financing

Project Activity: FCG/GOJ/CON/26 -Export Max – Cohort IV Market Penetration Planning Consultant

The Government successfully engaged the World Bank to extend and expand its 6-year US\$50 million loan facility called Foundation for Competitiveness and Growth Project (FCGP) to allow it to deepen the reform initiatives that had been supported under the Project. Approval was granted for the Additional Financing of US\$10 million from the World Bank and the Government committed to provide a further US\$5 million, thus providing a total of US\$15 million to support the various government entities implementation of investment climate reforms.

The consulting services (“the Services”)

Export Max, which was launched in 2011 by the Jamaica Promotions Corporation (JAMPRO), is an Enterprise Development for Export Growth programme. The programme in its partnership with its stakeholders and sponsors (private & public) has provided economic relief to its MSMEs and the wider export community through various interventions as well as improving access to markets by the removal of barriers impacting trade. The cohort and wider community has also benefited from greater access to working capital via specially negotiated grants/loans/working capital support.

Due to Jamaica’s negative trade balance with its trading partners, there continues to be a strong need for a developmental programme to support export growth. The development of the Market Penetration Plans (MPPs) is a major activation under the Market Penetration Component of the programme which is spearheaded by JAMPRO. It is critical for providing the participants with clear strategic roadmaps to guide them in achieving successful penetration of targeted international markets. Additionally, the MPP will unearth and address specific marketing & sales elements/gaps identified in the Enterprise Development plans. The MPP will also help the programme to streamline funding to better address the needs of the cohort for penetration of target markets increase export sales revenue and to ensure a significant return on investments.

In this regard, position of a Market Penetration Consultant is being procured to assist the programme in achieving its key performance indicators, that of the increase in the number of export markets penetrated, growth in export sales and number of companies now exporting

The intended start date is July 2023 and the anticipated duration is eight (8) months.

The Request for Quotation can be accessed at www.gojep.gov.jm or <https://www.pioj.gov.jm/procurement/>.

The Planning Institute of Jamaica now invites eligible individuals (“Consultants”) to indicate their interest in providing the Services. A Consultant will be selected in accordance with the Public Procurement Act, 2015, the Public Procurement (Amendment) Act, 2018 and the Public Procurement Regulations, 2018. Detailed curricula vitae, in a written form, must be uploaded on or before **March 30, 2023 at 11:59pm**. Submissions will be accepted via the Electronic Government Procurement Portal (www.gojep.gov.jm). No hard copy submission will be accepted.

Further information can be obtained at the address below during office hours 8:30am to 4:00pm local time.

Planning Institute of Jamaica

Attn: Dellue Wint Dawkins - Procurement Specialist

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