

Terms of Reference (ToR)

Topic: Preparation of Investment Promotion Strategy

Background

'Investment Development' is one of the 10 special initiatives of the Honorable Prime Minister. Under her able leadership, Bangladesh has graduated to the status of a developing country from a least developed country. As per the goal of the 8th Five Year Plan to become a middle-income country by 2031 and a developed country by 2041, there is no alternative to increasing the local and foreign investment in the private sector to 3% of GDP which is currently below 1% of GDP. For attracting local and foreign investors, different ministries, agencies and IPAs (Investment Promotion Agencies) come forward with a number of initiatives. So, a common guideline is urgently required for unanimous and identical actions for investment promotion.

Bangladesh Investment Development Authority (BIDA) is the apex private investment promotion and facilitation agency of Bangladesh. It is mandated to promote and facilitate investment in Bangladesh. As per BIDA act 2016, major activities of BIDA include to identify sectors and opportunities for industrial investment in the private sector and to widely disseminate them at home and abroad and to develop and implement specific strategies for the development of industrial investment in the private sector. As a part of its strategic initiatives, BIDA intends to develop a comprehensive Investment Promotion to attract both local and foreign investments, ensuring transparency, efficiency and an investment friendly environment which will establish Bangladesh as an attractive destination for investment.

Objectives

The main objective of this assignment is to develop an Investment Promotion that aligns with international best practices, enhances the ease of doing business, and promotes sustainable and inclusive economic growth in Bangladesh. The guideline should provide clear and concise information on the investment process, incentives, and support services available to potential investors.

Tawsif
01/01/2024
Md. Tawsif Rahman
Senior Web Editor (Senior Assistant Secretary)
Bangladesh Investment Development Authority
Prime Minister's Office
Government of the People's Republic of Bangladesh

Specific Objectives:

1. Develop a set of comprehensive Investment Promotion Strategy for Bangladesh.
2. Facilitate a conducive environment for both domestic and foreign investors.
3. Promote transparency, efficiency, and simplicity in investment procedures.
4. Enhance the competitiveness of Bangladesh as an attractive investment destination.

SCOPE OF WORKS:

1. Conduct a thorough analysis of existing investment policies and regulations in Bangladesh.
2. Identify gaps, challenges, and areas for improvement in the current investment framework.
3. Review international best practices in investment promotion and benchmark against global standards.
4. Consult with relevant government agencies, private sector stakeholders, and international organizations to gather input and feedback.
5. Develop a draft of the Investment Promotion Guideline, including specific recommendations for policy and procedural enhancements.
6. Organize workshops and stakeholder consultations to validate and refine the draft guidelines.
7. Incorporate feedback and finalize the Investment Promotion Strategy for submission.

METHODOLOGY:

1. Extensive review of literature, field visits, survey, consultations and meetings with Government Authorities, existing and upcoming business chambers and its related stakeholders;
2. Private and public organizations around the country will be visited to collect primary data and information through interacting with structured, unstructured and open ended questionnaires;
3. Secondary information about investment promotion and potentiality of Bangladesh and other nations of the world will be collected from both external and internal entities;

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Joint Secretary (Senior Assistant Secretary)
Bangladesh Investment Development Authority
Prime Minister's Office
Government of the People's Republic of Bangladesh

4. Primary and Secondary data about different facilities to be collected to assess the productivity of local industries and to evaluate the standard of local companies;
5. Professional participations will be conducted through Information, Questionnaire and Interviews; and
6. Meeting and discussion with the key personnel of stakeholders i. e, Line Ministries, Executing Agencies, IPAs and Stakeholders as well as other entities.

TERMS & CONDITIONS:

1. Presentation of research methodology/inception report in front of BIDA officials;
2. Submission of Draft Report;
3. Well Printed draft research report (hard & soft copy);
4. Time to Time monitoring by concern authority; and
5. Submission of well printed research report (hard & soft copy).

DELIVERABLES:

1. An inception report on the agreed methodology detailing plan and disposition of the study;
2. A draft report in accordance with the Scope of Work (Sow);
3. A draft final Report;
4. Presentation / dissemination workshop of findings/analysis / draft report to the concern authority;
5. A final report incorporating feedback from the dissemination workshop; and
6. Defense of the study shall be given to the BIDA executive committee.

REQUIREMENTS:

A. Requirement of Consulting Firm (National) (Time-Based):

The Consulting Firm shall have a general experience of at least 5 (five) years and practical experience with proven assignment record in Bangladesh with different govt. bodies. The EOI shall be evaluated on the basis of the following documents:

- I. Legal documents of the firm (Registration of Firm, TIN, VATs, trade license, etc.);
- II. Availability of key professionals for conducting similar types of assignments;
- III. Financial resources of the firm (Turnover of last three years) supported by audit reports;
- IV. Experience of the firm in similar task/assignments (example of past experience of similar nature and for complexity including cost and duration of the assignment);
- V. Support Services of the firm (office space, support staff, equipment)

Tawsif

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B. Requirement of Individual consultants:

The firm should engage consultants with following qualifications:

Position	Qualification	Experience Required
Team Leader	Team Leader should have post-graduation degree from any subject of Business faculty/ Economics or relevant subjects.	Team Leader should have minimum 10 years' experience in study/consulting area focus on business/investment or relevant field having adequate experiences to similar work with and/or within the government is a prerequisite.
Deputy Team Leader	Deputy Team Leader should have post-graduation degree from any subject of Business faculty/ Economics or relevant subjects.	Deputy Team Leader should have 5 years' experience in the business and socio-economic study having strong communication and liaison with the relevant Line Ministries and Executing Agencies will be preferred.
Economist/ Market Analyst	Graduation (4 years) in Economics or business administration or relevant subjects from any recognized university.	5 years' experience in consultancy firm or business promotion area having report writing skills.
Data Analyst/ Statistician	Graduation (4 years) in Statistics or relevant subjects from any recognized university.	Data Analyst should have 5 years' experience and excellent quantitative and qualitative data analysis, report designing, communication and report writing skills.

TIME FRAME:

The contract shall remain valid for 4 (four) months from the date of signing. All the deliverables must be submitted by the given timeline. The working plan and timeline will be developed upon discussion with the procurement office.

BUDGET AND PAYMENTS:

The budget with VAT and IT should be detailed in the financial proposal and should be consistent with national competitive rates. Payments modes are 30% in inception report, 30% in draft report and 40% after submission of final report.

The Procuring Entity reserves the right to accept or reject all or any of the portions of research activities without assigning any reason whatsoever.

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Md. Tawsif Rahman
Senior Web Editor (Senior Assistant Secretary)
Bangladesh Investment Development Authority
Prime Minister's Office
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Submission Address

All proposals should be submitted to:

Director
Marketing and Communication
Bangladesh Investment Development Authority (BIDA)
Biniyog Bhaban
Plot no.- E-6/B, Agargaon, Sher-E-Bangla Nagar, Dhaka

Enquiries

For any enquiries regarding this ToR, please contact

Director
Marketing and Communication
Bangladesh Investment Development Authority (BIDA)
Biniyog Bhaban
Plot no.- E-6/B, Agargaon, Sher-E-Bangla Nagar, Dhaka

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