

**COMESA REGIONAL INVESTMENT AGENCY**



**REQUEST FOR PROPOSAL  
TO A WEB-MASTER TO MANAGE AND UPDATE COMESA  
RIA WEBSITE**

**February 2022**

## **REQUEST FOR CONSULTANCY SERVICE TO A WEB-MASTER TO MANAGE AND UPDATE COMESA RIA WEBSITE**

### **1. BACKGROUND**

#### **COMESA REGIONAL INVESTMENT AGENCY (COMESA RIA)**

COMESA Regional Investment Agency was launched in 2006 to promote COMESA Member States and to increase awareness on their investment incentives, opportunities, legislation, practices, major events affecting investments and other relevant information in view of attracting FDI for the sustainable economic development of the COMESA region, in particular infrastructure development.

The objectives of RIA set-out in COMESA RIA's Charter are as follows:

- To make COMESA one of the major destinations for regional and international investors while simultaneously enhancing national investment; and
- To carry out other activities in the area of investment promotion, facilitation and advocacy in conformity with the COMESA Treaty.

Moreover, in terms of functions, the Charter mentions the following specific responsibilities:

- Gather and disseminate information including creation and maintenance of a database and website. RIA will collect and disseminate, through publications and its website, detailed information on policies affecting the business environment, cost of doing business, investment procedures, investment opportunities and other relevant information in Member States.
- Identify and promote investment opportunities, with special focus on projects with regional impact; RIA shall identify and promote infrastructure projects and other investment projects with regional impact.
- Provide training and development support for National Investment Promotion Agencies in Member States and facilitate capacity building programmes at a regional level.
- Support the improvement of the national investment environments in Member States by identifying best practices. RIA shall identify constraints in the investment environment of Member States and make recommendations as appropriate for their removal.
- Promote COMESA as a common investment area; RIA will proactively promote the COMESA and Common Investment Area through several activities including image-building activities abroad, investment missions, website, advertisement and tailor-made public relations programmes.

Beyond what is stated in its Charter, COMESA RIA's goals since its inception have been to promote the COMESA region as an attractive investment destination, avail in-depth economic information, data and statistics to potential regional and international investors, and to build the capacity of COMESA Member States Investment Promotion Agencies (IPAs) to attract investment.

Whereas COMESA RIA's main stakeholders are COMESA Member States' IPAs as reflected in its Board of Director composition, COMESA RIA's main targets have been private sector and main final beneficiaries the general COMESA population.

An important mandate of the Agency is to encourage intra-agency collaboration through identifying successful business models adopted by COMESA National Investment Promotion Agencies (NIPAs) and seek various means to encourage sharing such models among other NIPAs and promote peer-to-peer learning. The desired impact is to enhance collaboration and experience sharing between officials responsible for promoting and attracting FDIs into the region and its individual Member States.

### **The COMESA Region**

COMESA is Africa's largest Regional Economic Community. It was notified as a Regional Trade Agreement (RTA) to the World Trade Organisation under the Enabling Clause on 29<sup>th</sup> of June 1995. As of 2019, COMESA became a fully functioning free trade area. The COMESA Common Investment Area (CCIA) was launched in 2007 and its Customs Union in 2009, both of which are yet to be operational. Moreover, COMESA is working towards becoming a Common Market and a full Economic Community. COMESA is one of the eight regional economic communities recognised by the African Union as the building blocks of the wider African Economic Community, and of the Continental Free Trade Area which was launched in June 2015.

### **COMESA Member States**

Burundi, Comoros, DR Congo, Djibouti, Egypt, Eritrea, Eswatini, Ethiopia, Kenya, Libya, Madagascar, Malawi, Mauritius, Rwanda, Seychelles, Somalia, Sudan, Tunisia, Uganda, Zambia, and Zimbabwe.

## **RATIONALE FOR THE ASSIGNMENT**

### **2. SCOPE AND FOCUS**

#### **Overall objective**

Digital marketing tools continues to be a major focus and growing component of today's marketing tools, with more users signing up every day for websites and applications, the digital realm is exponentially growing.

As a result, businesses worldwide have had to adapt and embrace new practices, accordingly COMESA RIA is now focusing on digital marketing to promote the COMESA Region and COMESA Members States as favorable investment destinations; and knowing that websites are among the best proactive investment promotion tools that is being used by potential investors and FDI stakeholders; hence it is important for COMESA RIA to maintain and continuously update its website to reflect the competitive advantages of the region and its Member States.

### **3. DELIVERABLES**

Expected deliverables are as follows:

- Update and upload COMESA RIA website content for a period of 6 months
- Monitor and report website performance
- Collect website analytics on a monthly basis to ensure constant improvement.
- Perform software updates
- Respond to and troubleshoot all website related issues
- Bug fix
- Minor modifications to the website layout if needed
- Perform Plugin's update

#### 4. REQUIREMENTS

The assignment will require a high-level strategy consultant with the following qualifications and skills

- Minimum 5 years of experience in the field of web development for international companies and development organizations.
- Provided examples of previous work with development organizations would be an asset.
- Excellent command of Coding languages including HTML and CSS.
- Excellent command of Frontend web programming languages and skills such as JavaScript, Ajax and web animation techniques.
- Excellent command of Backend web programming languages such as C# or Java, PHP and Ruby.

#### 5. WORK PLAN, SCHEDULE AND REPORTING

The consultancy is expected to be undertaken during March, May, July, September, October & December 2022.

#### 6. ELIGIBILITY OF CONSULTANTS

This consultancy is open for individual consultants from all over the world with sufficient experience in undertaking tasks and possessing the qualifications stated above in Clause 4 above.

#### 7. COMMENCEMENT AND COMPLETION OF WORK

The assessment is expected to commence on 27<sup>th</sup> of February 2022

#### 8. CRITERIA FOR EVALUATION OF APPLICATIONS

The technical proposal will be evaluated according to the following criteria:

No.	Criteria	Score
1.	Understanding of the TOR A brief discussion indicating the prospective consultants' understanding of the projects' purpose	15
2.	Approach and methodology A discussion of how the prospective consultant proposes to approach the assignment including but not limited to methodology to undertake the assignment and proposed activities	30
3.	Relevant Experience in similar assignments A brief discussion of the firms' past experience in undertaking similar work and brief summary of projects undertaken	35
4.	Education and qualifications of proposed consultant/s CV of expert who will be engaged in the performance of the assignment.	20

The technical proposal will be assigned a weight of 80% and the financial proposal will be assigned a weighted score of 20%.

## **9. SUBMISSION OF APPLICATIONS**

Applications can be submitted through email or courier services and should be addressed to:

COMESA Regional Investment Agency  
3 A, Salah Salem Road,  
Nasr City  
Cairo, Egypt 11562

Attention: Mr. Maged El Kamhawy  
Tel: +202 240 55 421  
Fax: +202 240 55 428  
Email: melkamhawy@comesaria.org

Please note all tenders must have the tender reference number clearly labelled.

### **"REQUEST FOR CONSULTANCY SERVICE TO ORGANIZE COMESA NIPAS' EXPERIENCE SHARING AND NETWORKING SEMINAR"**

## **10. CLOSING DATE OF TENDER**

Tenders must be submitted to the COMESA Regional Investment Agency (RIA) by 20th February 2022 at 16:00 hrs Cairo Time.

Any Tender received by COMESA Regional Investment Agency (RIA) after the deadlines for submission of Bids shall be rejected. There shall be no exception to this requirement.

## **11. AWARD OF CONTRACTS**

The COMESA Regional Investment Agency (RIA) reserves the right to wholly or partially reject or award these contracts to any bidder and has no obligation to award this tender to the lowest bidder.

## **12. PRICING**

All prices MUST be indicated in United States Dollars.

There will be no price variation contract after signing of contract except upon a mutual written agreement between the two prices;

The price quoted shall be covering all the services required by COMESA Regional Investment Agency (RIA) as contained in this Request for Proposal. Prices must be inclusive of all taxes and charges.

Prices must be valid for 30 days from the date of close of tender

**13. PAYMENT:**

Bidders are required to indicate their professional fees in their offers and their payment terms and conditions.

**14. TECHNICAL QUERIES**

For any technical queries related to specifications of work or TOR, kindly contact melkamhawy@comesaria.org

**15. LANGUAGE OF TENDER:**

The language of this tender is English. Tenders submitted in other languages must be accompanied by a translated version in English language.

**Table 2 – Financial proposal Form**

	AMOUNT IN USD
TOTAL PROFESSIONAL FEE	
OTHER RELEVANT EXPENSES	
VATE AND ALL OTHER TAXES	EXCLUSIVE

**Amount in words:**

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