COMMON MARKET FOR EASTERN AND SOUTHERN AFRICA

REGIONAL INVESTMENT AGENCY (RIA)

REQUEST FOR QUOTATION
Digital Promotion of Sector-Specific Investment Opportunities on the COMESA Investment Map

BACKGROUND

COMESA REGIONAL INVESTMENT AGENCY (COMESA RIA)

The COMESA Regional Investment Agency (COMESA RIA) is a COMESA institution established in 2006 with the mandate to promote COMESA and its Member States as attractive investment destinations and to support investment promotion, facilitation, and advocacy across the region.

As part of its investment promotion efforts, COMESA RIA developed the COMESA Investment Map, a digital platform showcasing investment opportunities across COMESA Member States and providing investors, businesses, and other stakeholders with access to information on priority investment sectors and investment opportunities within the region.

Following the successful implementation of the digital campaign promoting the COMESA Investment Map, COMESA RIA seeks to engage a consultant to continue the digital promotion of the platform through targeted campaigns highlighting sector-specific investment opportunities across COMESA Member States.

OBJECTIVE OF THE CONSULTANCY

The objective of this consultancy is to design and implement targeted digital marketing campaigns to promote sector-specific investment opportunities available on the COMESA Investment Map, enhance the visibility of the platform, and increase its reach among potential investors and other key stakeholders.

SCOPE OF SERVICES

The consultant will be responsible for the following activities:

1. Develop a digital marketing strategy for promoting sector-specific investment opportunities available on the COMESA Investment Map.
2. Design and produce digital promotional materials suitable for Linkedin.
3. Develop and implement targeted digital campaigns highlighting priority investment sectors and opportunities across COMESA Member States.
4. Manage the implementation and optimization of the digital campaign throughout the consultancy period.
5. Monitor campaign performance on LinkedIn and provide recommendations to improve reach, engagement, and visibility.
6. Submit campaign performance reports, including key analytics and recommendations.

DELIVERABLES

- Digital marketing strategy for promoting the COMESA Investment Map.
- Digital promotional materials for sector-specific investment opportunities on Linkedin
- Campaign performance report summarizing:
    - Reach and impressions.
    - Engagement and campaign performance.

WORK PLAN, SCHEDULE AND REPORTING

- The consultancy will be implemented over **six (6) weeks period.**.
- All deliverables will be submitted electronically to COMESA RIA.
- The consultant will work under the supervision of COMESA RIA.

REQUIREMENTS

The assignment requires an individual consultant with the following qualifications:

- Demonstrated experience in digital marketing, communications, investment promotion, or similar assignments.
- Experience in developing and implementing digital marketing campaigns.
- Experience in content development and social media marketing.
- Strong analytical skills with experience in monitoring and evaluating digital campaign performance.

- Experience working with regional institutions, investment promotion agencies, development organizations, or similar institutions will be an added advantage.

ELIGIBILITY OF CONSULTANTS
This consultancy is open to individual consultants who meet the requirements outlined above.

CRITERIA FOR EVALUATION OF APPLICATIONS
The technical proposal will be evaluated according to the following criteria:

No.	Criteria	Score
1.	Demonstrated track record of successful digital campaigns, supported by relevant examples and measurable results	30
2.	Relevant experience in digital marketing, communications, and implementation of digital campaigns	40
3.	Experience working with regional institutions, Investment Promotion Agencies (IPAs), or similar organizations	30

The consultant with the highest technical score and lowest financial offer will be recommended for award. Please note that minimum technical score is 70%. Any bidder that scores below the 70% will not be considered for the financial evaluation.

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: Ms. Engy Abdel Hady
Tel: +202 240 55 421
Fax: +202 240 55 428
Email: eabdelhady@comesaria.org

Please note all tenders must have the tender reference number clearly labelled.
"REQUEST FOR QUOTATION DIGITAL PROMOTION OF SECTOR-SPECIFIC INVESTMENT OPPORTUNITIES ON THE COMESA INVESTMENT MAP"

CLOSING DATE OF TENDER
Tenders must be submitted to the COMESA Regional Investment Agency (RIA) by (15.08.2026, 16:00 hrs (Cairo time).

AWARD OF CONTRACTS
COMESA 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.

Pricing
All prices MUST be indicated in United States Dollars.

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

TECHNICAL QUERIES

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

LANGUAGE OF TENDER:
Proficiency in English is mandatory since the language of this tender is English. Knowledge of one among the other COMESA languages (French) would be preferred.