

COMESA REGIONAL INVESTMENT AGENCY



**REQUEST FOR CONSULTANCY FIRM PROPOSAL FOR
THE ORGANIZATION OF A SERIES OF WEBINARS ON
INVESTMENT FACILITATION BEST PRACTICES FOR
COMESA DIPLOMATS AND DIASPORA INVESTMENTS
FOR COMESA INVESTMENT PROMOTION AGENCIES**

January 2025

**REQUEST FOR CONSULTANCY FIRM PROPOSAL FOR THE ORGANIZATION OF A
SERIES OF WEBINARS ON INVESTMENT FACILITATION BEST PRACTICES FOR COMESA
DIPLOMATS AND DIASPORA INVESTMENTS FOR COMESA INVESTMENT PROMOTION
AGENCIES**

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 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 investment promotion, facilitation and advocacy in conformity with the COMESA Treaty.

Moreover, in terms of functions, the Charter mentions:

- 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 working missions since its inception have been to promote the COMESA region as an attractive investment destination and to build the capacity of COMESA Member States Investment Promotion Agencies (IPAs) to attract investment.

Furthermore, while 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.

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 29th 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 are Burundi, Comoros, DR Congo, Djibouti, Egypt, Eritrea, Eswatini, Ethiopia, Kenya, Libya, Madagascar, Malawi, Mauritius, Rwanda, Seychelles, Somalia, Sudan, Tunisia, Uganda, Zambia, and Zimbabwe.

The Common Market for Eastern and Southern Africa (COMESA) Secretariat and the European Union (EU) have signed a Grant contribution agreement of EUR 10,000,000 financed under the 11 European Development Fund (EDF), for the implementation of the Regional Enterprise Competitiveness and Access to Markets Programme (RECAMP).

The RECAMP is a four-year action that aims at contributing to increased private sector participation in regional and global value chains. The Programme Overall objective is to contribute to the deepening of regional economic integration in the COMESA region through enhancing the competitiveness of the private sector with the Specific objective to increase private sector participation in sustainable regional and global value chains by increasing access to markets and improving business and investment climate.

RIA in collaboration with COMESA Secretariat is implementing specific activities under the RECAMP, of which this activity is expected to be funded.

CURRENT CONTEXT AND RATIONALE FOR THE WORKSHOP / WEBINAR SERIES

COMESA Member States have made considerable efforts over the past decade to improve their investment climate and strengthen their investment institutional framework. As a result, many COMESA Member States have liberalized their investment regulations and have offered incentives to foreign investors. More importantly, the economic performance of the region has substantially improved. In addition, COMESA National Investment Promotion Agencies (NIPAs) have achieved noticeable improvements in their respective countries' business and investment climate and strengthening their capacities in promoting, facilitating both domestic and foreign investments. COMESA IPAs – among other stakeholders – were able to change the structure of attracted FDI from concentrating on the traditional natural resources sectors, to higher value-added activities such as manufacturing and services. Those industries allowed international investors to supply long-term capital, skills and technology; and African investment created a virtuous circle that encouraged greater foreign investment.

Given the importance of FDI in aiding countries' economic growth, countries started to rely on their diplomatic missions and commercial attaché offices in foreign markets utilizing their proximity to potential investors and their knowledge of the business culture, economic and political conditions in the countries where they are posted. Hence diplomats can help identify potential leads in various sectors, to deliver the promotional messages, and manage the relationship with companies and investors. Furthermore, diplomats plays an important policy advocacy role through channelling the investors' views about the investment climate for their governments' consideration regarding possible reforms to attract more investments.

In times of lower foreign investment flows, another highly important segment of investors that could be considered by the IPAs is their diaspora. As for emerging and developing economies, diaspora have always been considered an important financial source through remittances, which in many countries are the biggest source of foreign currency. This led many IPAs to develop an execute programmes to encourage their nationals aboard to support their countries' economic development not only in the form of direct greenfield investments, but also through utilizing their knowledge, skills and connections.

Hence, there is a need to build the capacities of COMESA diplomats on the different tools and techniques in investment promotion and attraction as well as COMESA NIPAs on recent strategies and programmes to encourage their diaspora to investment in their respective countries.

2. OBJECTIVE OF THE CONSULTANCY

The overall objectives of this assignment are as follow:

- I. Strengthen the capacity of COMESA diplomats on world best practices in investment promotion and attraction to aid efforts made by their National Investment Promotion Agencies.
- II. Strengthen the capacity of COMESA NIPAs on strategies and policies necessary to encourage diaspora to invest in their home country.

Outputs

1. Investment Promotion and Attraction for Diplomates ; the participants are able to:
 - The importance of FDI (inward and outward) in supporting the economic development of countries.
 - FDI and the whole-of-government approach to ensure the success of FDI promotion and attraction efforts.
 - Investment promotion cycle and services provided by various government agencies with a special focus on the role of diplomatic missions and commercial attaché offices, including but not limited to the following:
 - Image building and country branding as the location of choice
 - Continuous informational support on key industries and investors in targeted sector, investors' views on investment in their respective countries for policy advocacy purposes, potential lead management, support in designing and delivering value proposition and promotional messages, etc.
 - Creation and management of business networks for information collection and facilitation of future investments.
 - Coordination of proactive investment missions and events.
2. Diaspora Direct Investments; the participants are able to:
 - Understand the importance of diaspora in overcoming the perceived risks regarding investments in their countries, as well as motivating foreign investors to investment.
 - Understand regional and international best practices in encouraging diaspora direct investment.
 - Strategies, policies and services necessary to engage with diaspora.
 - How to measure the success of their diaspora targeted strategies and services.

3. SCOPE OF SERVICES

- A. The consultancy firm is expected to conduct the project as follows:
- i. Investment Promotion and Attraction for Diplomates: Conduct a series of virtual capacity building program (four (4) regional webinars; two (2) groups, two (2) webinars for each group)) for COMESA diplomats. The webinars are expected to cover various aspects of investment promotion and attraction including, but not limited to the following:
 - introduction to Foreign Direct Investment (FDI) and the importance role it plays to achieve national development goals.
 - Investment promotion and facilitation cycle and the role of NIPAs and other government agencies in each phase, with special focus on the role of diplomats and commercial attaché offices in the following:
 1. Identification of potential investors, investor targeting and lead generation
 2. Building and delivering country value proposition
 3. Image building and country branding campaigns
 4. Lead management
 5. Coordination and implementation of investment promotion missions and follow up
 6. Coordination of pre and post country visits.
 7. The role of networks and intermediaries to strengthen promotional messages and country positioning
 8. Proactive Aftercare services
 9. Policy advocacy and FDI; and
 10. Any other topic that could be seen relevant by the implementing company
 - ii. Diaspora Direct Investments: two (2) regional virtual capacity building webinars for COMESA NIPAs. The webinars are expected to cover various aspects of proactive aftercare programmes and investment facilitation best practices including the following:
 - Introduction to diaspora and the role they play to achieve their home country's national goals.
 - Recent successful regional and international tools and services to stimulate diaspora direct investments
 - Strategies and policies adopted by IPAs and governments to encourage diaspora direct investments
 - regional and international case studies and business models used to attract diaspora investments.
 - on the practical implementation of investor aftercare systems
 - Measurement of impact of diaspora attraction programmes and strategies
- B. Preparation and Execution Activities:
- Identify a short list of successful models and best practices for both Investor Aftercare systems and investment facilitation best practices in COMESA Member States and globally.
 - Review reports of international organizations experienced in the field and summarize the main findings for use in the supporting materials.
 - Collect data on reinvestment numbers in the region and globally and prepare to highlight the role of diplomats in facilitating the attraction of FDI as well as the role of diaspora direct investment.
 - Design the workshops / webinars flow and methodology in collaboration with COMESA Regional Investment Agency (RIA).

- Invite Heads and CEOs of IPAs implementing successful models for both types of webinars in collaboration with COMESA RIA, if needed.
- Design the webinars' detailed flow and structure (2 – 3 hrs. per webinar).
- Design and prepare all relevant supporting materials for sessions and participants.
- Organize interactive sessions with a view to putting the theory into practice
- Develop and circulate Needs Assessment and evaluation survey among event participants, receive and categorize responses.
- Manage the registration and troubleshoot participation issues with the assistance RIA.
- Capture and document the webinars proceedings, especially the outputs of the interactive parts of the webinar in a final report.
- Produce and submit a final report of professional standard following the conclusion of the webinars.

4. DELIVERABLES

Expected deliverables are as follows:

- Finalized agenda/program of activities for the webinars, developed in consultation with RIA and delivered two weeks before the workshop / first webinar.
- PowerPoint presentation/s and other materials (handouts, etc.) presented during the event.
- Event executed and documented (photos, screen captures, recoding of the sessions, outputs of participants).
- A pre-event press release to announce the webinars and its expected outcomes on COMESA NIPAs in collaboration with COMESA RIA.
- A post-event press release on the event proceedings, outcomes, participation and recommendations in collaboration with COMESA RIA.
- Report including proceedings of the webinars, key outcomes, evaluation of participants on the webinar content and delivery, analysis of the capacity assessment surveys and identification of future capacity building needs.
- Certificate of participation of all webinar series participants.

5. WORK PLAN, SCHEDULE AND REPORTING

The consultancy is expected to be undertaken during the period of 1st February – 15th April 2025. The reporting structure will be:

- Submission of an inception report two weeks after signing the contract.
- Submission of the agenda and PowerPoint presentations two weeks prior to the execution of the webinars
- Submission of a final report two weeks following the finalization of the full programme.

6. REQUIREMENTS

The assignment will require a consultancy firm with the following qualifications:

- Demonstrated experience in Foreign Direct Investment field in Africa through the execution of consultancy project with African IPAs, preferably COMESA IPAs.
- Demonstrated experience in the preparation, organization and execution of capacity building webinars.
- Demonstrates strong internal capacity and resources to undertake the assignment.
- Strategic relationships with regional and international organizations related to Foreign Direct Investment promotion and facilitation, aftercare and policies.

7. ELIGIBILITY OF CONSULTANTS

This consultancy is open only to firms/companies which are effectively established in the COMESA Region, ACP and EU member countries with sufficient experience in undertaking tasks and possessing the qualifications stated above in Clause 6 above.

8. COMMENCEMENT AND COMPLETION OF WORK

The assessment is expected to be implemented during the period February 2025 to April 2025.

9. CRITERIA FOR EVALUATION OF APPLICATIONS

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

No.	Criteria	Score
1.	Adherence to the TOR	20
2.	Approach and methodology	30
3.	Relevant Experience in organizing FDI capacity building webinars	30
4.	Relevant experience in working with COMESA /African IPAs	20

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

10. 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. Mahmoud Mahgoub
Tel: +202 240 55 421
Fax: +202 240 55 428
Email: mmahgoub@comesaria.org**

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

"REQUEST FOR CONSULTANCY FIRM PROPOSAL FOR THE ORGANIZATION OF A SERIES OF WEBINARS ON INVESTMENT FACILIATION BEST PRACTICES FOR COMESA DIPLOMATS AND DIASPORA INVESTMENTS FOR COMESA INVESTMENT PROMOTION AGENCIES"

11. CLOSING DATE OF TENDER

Tenders must be submitted to the COMESA Regional Investment Agency (RIA) by 27th January 2025, 16:00hr, Cairo time.

12. 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.

13. 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 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.

14. PAYMENT:

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

15. TECHNICAL QUERIES

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

16. 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 and/or Arabic) would be preferred.