



REQUEST FOR EXPRESSIONS OF INTEREST

CONSULTANT TO REBRAND THE BUREAU OF STANDARDS JAMAICA

COUNTRY : JAMAICA
PROJECT NAME : STRATEGIC PUBLIC SECTOR TRANSFORMATION PROJECT
IBRD LOAN NO. : 8406 JM
PROJECT NO. : P146688
COMPONENT : INDUSTRIAL GROWTH AND TRADE FACILITATION
BID NO : 8406JM-COM05A-CQS-001
SELECTION METHOD : CONSULTANTS' QUALIFICATION

The Government of Jamaica (GOJ) has received loan financing from the International Bank for Reconstruction and Development (IBRD) towards the cost of the Strategic Public Sector Transformation Project (SPSTP) and intends to apply part of the proceeds for consulting services. The Project Development Objective (PDO) is to strengthen public resource management and support selected public sector institutions in facilitating a more enabling environment for private sector growth.

The Bureau of Standards of Jamaica (BSJ), an implementing entity with the Ministry of Finance and Planning (MOFP), intends to separate the regulatory functions of the BSJ whereby the Regulatory Division will become a new Compliance and Inspectorate Body. A Consultant is required to develop and implement a plan for the branding/rebranding of the BSJ and the new Compliance and Inspectorate Body based on their new mandates.

The consultancy will have duration of 6 consecutive months.

The Ministry of Finance and Planning now invites eligible firms to indicate their interest in providing the consultancy services. Interested Consultant Firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the services (description of similar assignments undertaken and availability of a skilled team). The short listing criteria are:

- (a) At least 5 years experience in the development and implementation of marketing, branding or rebranding strategy.
- (b) At least 10 years experience working with entities in the field of Standardization, Metrology or related areas.
- (c) At least one year experience working in a developing country.
- (d) Availability of key staff possessing certification or training in relevant areas including project management, marketing, standardization or metrology, business process re-engineering, organizational development and/or analysis, or institutional/ business transformation.
- (e) Successful delivery of business transformation, branding/ rebranding project (s) (as evidenced by testimonial (s))

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's *Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers 2011* ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.

Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications.

A Consultant will be selected in accordance with the Consultants' Qualifications Selection method set out in the Consultant Guidelines. Clarifications to the Request for Expressions of Interest may be obtained by sending an email to spstp@mof.gov.jm, or fax **1(876)932-5977** or mail to the address below.

Expressions of interest along with a copy of the firm's registration certificate must be delivered in a written form to the address below (in person) or by mail, fax or e-mail by **April 17, 2015 at 5:00PM**.

Interested consultants may submit Expression of Interest to:

THE PROCUREMENT AND ADMINISTRATIVE MANAGER
STRATEGIC PUBLIC SECTOR TRANSFORMATION PROJECT
5th Floor, Ministry of Finance and Planning
30 National Heroes Circle
Kingston, Jamaica WI
Tel: 922-8600
Fax: 932-5977
Email: spstp@mof.gov.jm