



INTERNATIONAL TRADE CENTRE (ITC)

Major Upcoming Business Opportunity Notice

CALL FOR EXPRESSION OF INTEREST (EOI)

Important: The purpose of this call for EOI is to identify appropriate suppliers who can potentially fulfill the requirements. The present call for EOI does not constitute an invitation to tender. Only suppliers deemed qualified by ITC will receive the invitation to tender.

Reference: Branding strategy and guidelines development for “Brand Bhutan/Grown in Bhutan” initiative

Date of this Call for Expression of Interest (EOI): 26 June 2019

Closing Date for Receipt of EOI at ITC/PS: 10 July 2019

Terms of Reference (summary):

ITC is implementing the EU-Bhutan Trade Support Project, funded by the European Union (EU). The project aims to diversify exports by improving the national trade and investment regulatory framework and increasing the exports of horticulture and textile handicraft products.

In this context, ITC is seeking the services of a competent and relevant organization to develop the strategy, guidelines and criteria of the “Brand Bhutan/Grown in Bhutan” initiative to better promote selected Bhutanese horticulture and agriculture products (ginger, turmeric, mushrooms and yak dairy) in regional and international markets. The technical assistance required entails the development of customized brand guidelines, criteria, and related implementation documentation. The assignment requires strong adaptation to the local context and needs, several stakeholder consultations to ensure ownership and buy-in, and coaching of Bhutanese stakeholders on the methodology used to transfer know-how and contribute to the sustainability of the intervention.

The ideal service provider should have:

1. Proven knowledge of Bhutan horticulture sector and country context, particularly the relevance of Gross National Happiness (GNH) values,
2. Expertise in agro-ecology and organic development, and
3. Justification of references in conducting similar assignments on branding guideline development in the horticulture sector and supporting sustainable agriculture development in South Asia.

ITC Procurement Services invites interested companies to forward their Expression of Interest (EOI) by email before the closing date to:

Procurement Services
International Trade Centre
54-56 Rue de Montbrillant
1202 Geneva
Switzerland
akponton@intracen.org
Website: www.intracen.org

Please indicate your vendor ID number and the reference of this EOI in your response. If not registered with ITC/UNOG or UNGM, please follow the Procedure for Registration as Potential Vendor at www.ungm.org as soon as possible.

ITC reserves the right to change or cancel this requirement at any time during the EOI and/or solicitation process.

Please note that only those companies considered qualified by ITC for this project will be invited to participate in this procurement exercise.

For any further information on ITC, please consult our website: www.intracen.org