

Call for Letter of Expression of Interest for Service request
“Social Media Campaign on Entrepreneurship Promotion”
(Intilaq start-up competition 2021)

The Private Sector Development & Employment Promotion (PSD) Project in Iraq is a multi-donor action commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ), co-funded by the European Union (EU) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

The PSD Project supports governmental efforts of creating conditions for a growth-oriented business and investment climate in central and south Iraq as well as Kurdistan Region Iraq. In addition, the PSD Project supports the creation of employment prospects in the private sector for young Iraqis, especially women and returnees, following an integrated approach that combines labour market-driven skills development and job placement measures as well as entrepreneurship development, and advisory services for MSMEs.

Summary of the requested service:

The Private Sector Development and Employment Promotion (PSD) Project is looking for a service provider that will conduct a social media campaign to introduce the topic of entrepreneurship to young Iraqis.

The social media campaign will be built around a start-up competition for young university students, that is called INTILAQ. The service provider will run the existing social media platforms of INTILAQ to promote entrepreneurship and to motivate students to apply and participate in INTILAQ 2021. In addition, the service provider is supposed to include local social media influencers, and Iraqi entrepreneurs to share their stories and experiences about entering entrepreneurship and the private sector in Iraq.

The social media campaign will accompany INTILAQ during the whole implementation phase from May to November 2021, which consists of the following elements. First, an online application phase for the students. The students that get accepted, will have the opportunity to participate in a two-day training programme at their respective universities. During the two days, the students will learn the basic topics of entrepreneurship (business model development, finance, marketing, design thinking etc.) and will be motivated to create their own business ideas, which the students can submit as a team. Out of the submitted ideas, the top three at each university will be screened by a committee that consists of representatives from the private sector (Zain Iraq, Careem, and Aswar), GIZ, university representatives and the Ministry of Higher Education and Scientific Research (MoHESR). The committee will select the top 15 business ideas that will have the opportunity to participate in a one-month online mentorship program to develop their ideas further and prepare for a pitching day in the end. During the pitching day, a jury will select the best ideas, further supported by GIZ and its partners.

The competition will be implemented mainly directly with the respective 43 universities and a management company. Due to Covid-19 and the related restrictions the PSD project also considers conducting the competition online whenever necessary, which would also affect the social media campaign.

Interested companies, consultancy firms, are kindly requested to express their interest for the above-mentioned agreement, to send a Letter of Interest with following documents:

1. Introduction of the Company.

The company's profile should contain the following:

- a. **The business details** (the company, established date, Location addresses, phone numbers and email addresses).
- b. **Description of business and the range of services implemented by the company (Reference of similar services).**
- c. **Core team details (CVs of the consultants).**
- d. **Certificates, awards, media/ news recognition, partnership (if any).**

2. Provide the copies of original Iraqi legal registration documents, all documents should be updated.
3. Business Bank account data with all details from a local bank (Bank Name, Account Holder, IBAN).
4. Provide Affidavit that the firm has been neither blacklisted by any Government, semi-governmental institute or private institute nor involved in any litigation in the current or during the last two (2) years or a **(self-disclosure)**.
5. Provide a letter directed to GIZ exploring:
 - Your company is interested and will participate in the tender.
 - Full names of owner and representatives, with their signatures' samples.
 - The stamp sample.

This expression of interest is a market search for qualified companies and GIZ keeps the right for appropriate selection of the best qualified companies after this expression of interest the companies might be asked for more detailed information and the criteria of selection will be shared with all selected companies for future demand under this **"PSD – Social Media Campaign on Entrepreneurship Promotion"**.

Interested companies must submit above requirements and the full contact details of their company via email to procurement.iraq@giz.de with the **email subject name**

Social Media Campaign on Entrepreneurship Promotion

The deadline for submission is:

Sunday 06.04.2021

Before 5:00 PM local time.

Yours Sincerely,
Procurement and Contracting Unit
Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH
E procurement.iraq@giz.de
I www.giz.de