

## **Call for Expression of Interest (EOI) for a Consultancy Service for Editorial Work (including Graphic Design and Content Creation) of a Success Story Book**

Project No. 17.2029.1-008.00

PROJECT NAME: Private Sector Development and  
Employment Promotion (PSD)

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 Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

The PSD Project supports governmental efforts in creating conditions for a growth-oriented business and investment climate in Federal Iraq as well as the Kurdistan Region of Iraq (KRI). It provides advisory services for economic reforms to government partners. PSD supports fact-based policymaking by promoting the inclusion of private sector representatives and civil society organisations in policymaking processes. In addition, the PSD Project supports the creation of employment prospects in the private sector, entrepreneurship development, and advisory services for MSMEs.

### **Objective:**

The PSD project works with Chambers and Associations (Iraqi Federation of Industry, Iraqi National Business Council, Baghdad, Basra, Nineveh and Diyala Chamber of Commerce, and others) and several line ministries (MoLSA, MOHESR, and others) to develop and implement projects under the national development strategies (Whitepaper for Economic Reforms, Vision 2030). Furthermore, it fosters growth by supporting its partners in developing and facilitating tailor-made training for micro-, small and medium-sized enterprises (MSME).

The support of the project and the extensive cooperations have led to some impressive examples of good practices. Hundreds of MSME could adapt their businesses to market needs, professionalize their operations, and grow in case of economic output and employment creation. Together with its partners, PSD plans to visualize this success by producing a high-quality hardcover book in English and Arabic to highlight this work but, moreover, provide a platform for successful MSMEs to display their path to success. The book shall follow a 'human storytelling approach' and provide PSD and its partners with a product to share their accomplishments with governmental organizations, the international donor community and the European public.

### **The measures of the consultancy services are outlined below with a short description:**

The contractor will be responsible for the overall design of the book. The company will collect stories, review the content, quality control and create a unified storytelling approach. Furthermore, the contractor will be responsible for the book's overall design, which will be published in English and Arabic. Key Deliverables are:

- Collect success stories
  - Contact 15 successful MSME based on a list of companies provided by the PSD project.
  - Compile the information and write a human-based success story for each MSME (around two [A4] pages for each story, three pages including pictures and graphics). The story should reflect the journey of the company, including the initial situation, the support received through the project and its partners, the development of the company and the status quo
  - Provide the final stories after a thorough quality check and in flawless English and Arabic language.
- Design of the book
  - Agree on the format of the book together with the project team. (a detailed outline of the book can be found below)
  - Create a unified design for the book (General Design, Cover Pages, individual design for success stories and interviews). The design should reflect the book's objective to highlight modern and innovative MSME in Federal Iraq as well as the design regulations by PSD and its publishing partners.
  - Create graphics, icons, and charts if necessary.
  - Include the success stories, pictures, and icons to create a high-quality printable version of the book. The project team will provide pictures. In the final version, each success story shall have four pages.
  - Conduct a thorough quality check to ensure wording, grammar, spelling, and the design is of a high standard.
- Handover of high-quality printing file
  - The contractor shall provide a high-quality file for printing as PDF or related file formats required by the printing house.

**The requirements for companies and consultancy firms to participate in this EOI:**

1. Introduction of the firm/company i.e. an organization profile including CVs of the consultancy team.
2. Provide copies of original documents defining the constitution or legal status, place of registration (company certificate), etc. All documents should be updated.
3. Statements of financial capacity showing annual turnover within the last three (3) years (Statement of turnover or annual tax statement of the last three (3) years).

4. Provide 3 references for similar services in Iraq that have been provided to reputable clients in the past 5 years and previous relevant experiences (before 2018) can be listed in the table but it will not be evaluated.

Reference project title	Contract Value	Period from (2018-2022)	Client with reference contact details (email and phone num.)	Place /location	Other remark if any
1.					
2.					
3.					

5. Affidavit that the firm has not been blacklisted by any Government, Semi -Government & private institute nor involved in any litigation in the current or during the last two (2) years must be recently released.
6. Copies of original documents defining the constitution or legal status, place of registration (Company Certificate), principal place of business, and written power of attorney of the signatory (ID of Ministry of Planning), all documents should be up to date.
7. Short CVs about the envisaged key staff to carry out the services including:
- Graphic Designer
  - Content Creator
8. A letter directed to GIZ exploring:
- Full names of owner and representatives, with their signature samples for all stages of tendering and implementation and payment processes with their passports attached.
  - The company can express interest for one measure or more, but it should be mentioned in this letter of interest.

Organizations or individuals being listed on the sanction list are excluded from the tendering. Applications of such organizations or individuals will not be considered as eligible and will be ignored in the tendering process.

Interested companies must submit the above-mentioned documents and the full contact details of their company within a specified date until:

**On Wednesday 17.08.2022 at 14:00 PM**

This expression of interest is a market search for qualified suppliers and companies and GIZ keeps the right for appropriate selection companies for each construction measure based on GIZ's internal audited regulations for procurement and contracting.

Interested companies must submit the above-mentioned documents via email to:

[abeer.al-karawi@giz.de](mailto:abeer.al-karawi@giz.de),

in a proper digital filing order as above listed order, by the owner of the company or an authorized representative, otherwise the company EOI will be considered nonresponsive.

The email subject must be named as below:

**EOI- Consultancy Service for Editorial Work**

Yours Sincerely,

**Abeer Al-karawi**

Administrative Specialist

**Cluster Economic Development and Youth Perspectives**

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