



**Ministry of Economic Development and Trade
Republic of Maldives**

Terms of Reference.

Consultancy Service for branding and event management of Development Bank of Maldives launching event.

Introduction

The Ministry of Economic Development and Trade is seeking a branding and event management consultancy service for Development Bank of Maldives.

Background

Development Bank of incorporated with the objective of fostering economic development

The aim of the Development Bank is to:

Provide funding for infrastructure projects

- (i) Provide funding for infrastructure projects.
- (ii) Invest in sustainable economic and social development, addressing challenges related to financing Public Sector Investment Programs (PSIP) through syndicated financing
- (iii) Encourage retention of foreign exchange within the country's banking system.

The Purpose

The purpose of this RFQ is to invite interested parties to submit a proposal for corporate branding, event branding and event management.

The aim is creating corporate branding for our client, Development Bank of the Maldives and launching the company.

Scope of Services

1. Design and delivery of corporate brand kit in paper and in digital form as follows:
 - Band logo
 - Brand color palette
 - Brand typography.
 - Brand message and slogan.
 - Brand story
 - Templates for formal corporate documents including email signature (footer).
 - Branding for website
2. Design and delivery of branding items for launching event in paper and in digital form.
 - Backdrops
 - Invitation cards
 - Event promotional and marketing materials such as flayer and posters
 - Event promotional video.
 - Social media templates and posts.
3. Development Bank of Maldives launching event management:
 - Launch video
 - Event organizing and coordination
 - Lighting and Sound arrangement
 - Event hosting
 - Event photography videography.
 - Catering
 - Site preparation

Deliverable of Consultancy

All works and services in the scope must be delivered within 35 calendar days from the date of letter of acceptance.

	Deliverable	Deadline
1	<i>Design and delivery of corporate brand kit in paper and in digital form</i>	<i>8th August 2024</i>
2	<i>Design and delivery of branding items for launching event in paper and in digital form</i>	<i>18th August 2024</i>
3	<i>Development Bank of Maldives launching event management</i>	<i>11th September 2024</i>

Eligibility Criteria

Consultancy firms must be registered at the Ministry of Economic Development and Trade to deliver services or services related to the scope of work services stated in this TOR to eligible.

Parties that did not attend the information session will not be eligible to submit proposal.

The following criterion must proposal's documentation.

- Corporate Profile along with tax registration certificate.
- Detailed profile of the firm.
- Profile of key individuals with IDs
- Reference Letters providing evidence for similar projects undertaken.
- Concept and details of service proposed.
- A quotation with proposed price inclusive of any tax.

Scoring

The evaluation of the proposals will be based on the following.

Proposed Concept	30%
Skills and similar experience.	30%
Proposed fee	40%

Confidentiality and Disclosure of Information

The consultant must protect all the confidential information belong to the Ministry of Economic Development and Trade and to the client of the Ministry of Economic Development and Trade.

The consultant shall not disclose such information at any time during the time of consultancy or after the closure of the contract without the written consent of the client of Ministry of Economic Development and Trade unless required by the laws of Republic of Maldives.

In case of failure to adhere to confidentiality policy, The Ministry of Economic Development has the right to terminate any contract entered with the awarded party.

Ownership of Materials

The materials and documents produced by the consultant including concept designs, logo, graphics, templates, photography, videography, promotional and marketing content shall belong to and remain as property of the Development Bank of Maldives and all materials shall be supplied in the prescribed editable formats.

The consultant must hand over all such properties both in paper and in digital or electronic form where necessary in the timeline stated in the deliverables. The Consultant should not replicate or use such properties for any other purposes. The Employee may retain a copy of such property with written consent of the Development Bank of Maldives.

Disputes Resolution

Any disputes arising out of this Contact which cannot be amicably settled between the parties shall be referred to Employment Tribunal in the Republic of Maldives.

Submission Deadline

Submission is open for parties that meet the eligibility and for the parties attended information session.

The proposal must be submitted on **08th August 2024 before 12:00pm** to:

Ministry of Economic Development and Trade
Velaanaage 11th Floor
Ameer Ahmed Magu
Male' Maldives.
Attn: Fathimath Shifa
Administrative and Finance Executive
Tel: +960 3323668