

MINISTRTRY OF TOURSM, INDUSTRY AND COMMERCE

SUPPORT FOR COMPETITIVENESS PROGRAMME

TERMS OF REFERENCE

Consultancy to Support the Establishment of Trade Point Guyana

I. Background

The Government of Guyana (GOG) is working closely with the Private Sector to implement the National Competitiveness Strategy (NCS) to generate new growth and prosperity to deliver more jobs, more exports, and more investment for Guyana.

The **Support for Competitiveness Program (GY-L1006)** is a new \$US27 million programme funded mainly through a loan from the Inter-American Development Bank (IADB). This Program is an intrinsic part of a wider initiative to implement Guyana's **National Competitiveness Strategy**. It focuses mainly on policy reforms, institutional strengthening and public-private dialogue, which would all contribute to improving Guyana's global competitiveness through economic growth, job creation and increased investments.

The above-mentioned goals are to be realized by means of two components: a) a policy based loan component (totalling \$US18m); and b) an investment and technical support component aimed at supporting implementation of policy reforms (totalling \$US9m).

The Guyana Office for Investment (Go-Invest)

The Guyana Office for Investment (GO-Invest) was established under the Public Corporations Act (1994) in 1994 as a semi-autonomous body and comes under the direct purview of the Office of the President. The CEO answers to a Board of Directors which is composed on representatives of both the private and public sectors.

GO-Invest has two main divisions, one responsible for **Investment Promotion and Facilitation**, and the other for **Export Promotion**. Such a structure allows GO-Invest offers a full complement of services to local and foreign investors and exporters. The main activities of Go-Invest include:

Investment Promotion and Facilitation

- Serve as a primary contact for investors and liaising with government agencies throughout the investment process

- Provide investors with a comprehensive summary of steps necessary to commence business operations in Guyana and assisting throughout the process
- Provide information on incentives available to investors and regulations relevant to the sectors of interest
- Develop profiles on investment opportunities in Guyana
- Assist with obtaining factory space or land for investment purposes
- Assist with coordination of joint venture efforts between local and overseas interests
- Advise Government on the formulation of national investment policies and the implementation of such policies

Export Promotion

- Provide current and potential exporters with trade information for the successful exploitation of overseas markets
- Assist exporters in promoting their products through participation in national and international exhibitions and trade missions
- Work closely with exporting organisations to ensure that problems affecting exporters are expeditiously addressed
- Recommend to Government practical measures to stimulate export trade
- Advise the Government on the formulation of national export policies and the implementation of such policies

In addition to the above, by way of a recent Cabinet Decision, Go-Invest has been authorised to expand its functions to include policy advocacy and image building, as well as to introduce a new governance structure to include private sector representatives on its Board.

At the moment, Go-Invest is facing several challenges, including limited resources and inadequate capacity (both human and technical) to perform the above-mentioned functions with maximum efficiency and effectiveness. Furthermore, the institutional framework as well as the organisational structure needs to be revisited to ensure that Go-Invest continues to improve its operations systematically.

Strengthening Go-Invest

Under the “Support for Competitiveness Program the Guyana Office for Investment has been identified for institutional strengthening that would improve the effectiveness and efficiency of the agency. Such support will allow Go-Invest to better serve its clients in the private sector, which has been tasked with the job of producing goods and services that can compete in today’s global market.

Assistance to the agency will be provided under the **Investment and Technical Component of the Programme (sub-component 3)**, which provides for improving the instruments for investment attraction and export promotion and which will contribute

towards raising production standards. The Programme activities to support and strengthen Go-Invest will include the following:

- Establishment of Trade Point Guyana
- Connection to market intelligence software, computer equipment and training materials geared to provide export market information to businesses

II. Scope of Consultancy

In order to execute the above-mentioned activities, the Programme will need to recruit the services of a consultant to undertake the following:

1) Establishment of Trade Point Guyana

- a) Development and submission of membership proposal to the World Trade Points Federation
- b) Design of Business Plan and Operations Manual for Trade Point Guyana (the Centre)
- c) Development of specifications for procuring market intelligence software and overseeing installation of said software
- d) Development of specifications for computer hardware and other equipment for the Centre and overseeing installation
- e) Training of technical staff in use of the equipment and software
- f) Ensuring that the Centre is accessible to relevant government agencies and entrepreneurs
- g) Ensuring that the Centre is operational and running in a sustainable manner

III. Characteristics of the Consultancy

Type of consultancy: Individual

Duration of consultancy: 90 Consulting days over a six month period

Place of work: Georgetown, Guyana (Go-Invest Office)

Qualifications:

The Consultant must be from an IDB member country, fluent in English and should have

- i A post-graduate degree in International Trade, International Business or related field
- ii Knowledge of international trade regulations and practices
- iii Demonstrated experience in setting up Trade Points or similar facilities
- iv Experience working on similar projects in the Caribbean an asset

Consultancy Outputs:

The following outputs would be expected from this consultancy

1. A Work Plan within 5 days of commencement
2. Specifications for resources to establish Guyana Trade Point within 15 days of commencement
3. Development and submission of membership proposal to the World Trade Points Federation within 30 days of commencement
4. Business Plan and Operations Manual detailing operational procedures for Trade Point Guyana within 60 days of commencement
5. Procurement and Installation of Market Intelligence Software
6. Trained Technical Personnel
7. Establishment and operationalisation of Trade Point Guyana
8. Final Report

Consultations: The **Consultant** will work closely with the CEO and staff of Go-Invest and the PEU.

Reporting: The **Consultants** will work under the overall supervision of the CEO, Go-Invest and will report to the Programme Coordinator, Support for Competitiveness Programme

IV. Payment Schedule

- Payment 1 (10%):** - Submission and approval of work plan
- Payment 2 (30%):** - Submission and acceptance of Membership Proposal to the World Trade Points Federation
- Payment 3 (20%):** Submission and approval of Business Plan and Operations Manual
- Payment 4 (30%):** - Establishment of Trade Point Guyana with all other deliverables
- Payment 5 (10%):** - Submission of final report