



**MINISTRY OF DIGITAL ECONOMY & ENTREPRENEURSHIP
YOUTH, TECHNOLOGY, AND JOBS PROJECT
REQUEST FOR EXPRESSIONS OF INTEREST
The Hashemite Kingdom of Jordan
Youth, Technology, and Jobs Project
Project ID: P170669**

**Assignment Title: Consultancy Services for Assessing the Impact of Free Trade Agreements (FTAs) on Investment in Jordan's ICT Sector
Activity Reference #: JO-MODEE-466804-CS-QCBS**

The Ministry of Digital Economy and Entrepreneurship (MoDEE) has received financing from the International Bank for Reconstruction and Development (The World Bank) toward the cost of the Youth, Technology, and Jobs Project, and intends to apply part of the proceeds for consulting services. The consulting services ("the Services") is for conducting:

Mapping Existing FTAs/Comprehensive FTA Analysis:

- Identify and map all FTAs between Jordan and other regions/countries.
- Summarize FTA provisions relevant to ICT and technology sectors.
- Evaluate benefits (e.g., cost savings, operational facilitation) of FTAs for investors.

Assessing Competitive Advantage:

- Identify competitor countries (e.g., talent hubs, outsourcing destinations, similar FTAs).
- Benchmark Jordan's ICT sector against competitors (e.g., India, Poland, Morocco, Egypt).
- Highlight Jordan's competitive advantages (e.g., skilled workforce, cost-effective operations, innovative technologies).
- Identify ideal geographies for investment targeting in areas like ITO/BPO, game development, and e-sports.

Creating Investment Promotion Materials:

- **Targeted Investment Guide:**
 - Develop a guide tailored to specific regions/countries, showcasing FTA benefits (short and full versions in Arabic and English).
- **Case Studies:**
 - Showcase successful foreign investments in Jordan's ICT sector and the role of FTAs.
- **Narrative and Benchmarking Report:**
 - Create consistent messaging and benchmarking reports emphasizing Jordan's strengths and competitive advantages.

Workshops:

- Conduct two workshops to present findings and deliverables:
 - **Internal:** For MoDEE, other ministries, and the Royal Hashemite Court's economic team.
 - **External:** For private sector stakeholders, NGOs, and ecosystem partners.

Developing a Digital Portal:

- Build an interactive portal to calculate FTA benefits for investors, featuring:
 - Searchable database of FTA benefits (e.g., tariff schedules, product-specific rules of origin).
 - Cost-benefit analysis tools for investors.
 - Multi-language support and user-friendly interface.

The detailed Terms of Reference (TOR) for the assignment can be found at the following website: <https://www.modee.gov.io/en/modules/advancedtenders>

The Ministry of Digital Economy and Entrepreneurship (MoDEE) now invites eligible **consulting firms /Joint ventures or associations/Investment Promotion firms** (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services, as per the shortlisting criteria below:

| Criterion | Relevant Documentation to be provided in EOI |
|---|---|
| Demonstrated experience in investment promotion and legal frameworks around investment promotion. | Case studies or project summaries of at least 3 completed projects related to international trade, investment promotion, or FTAs. |
| Strong research and analytical capabilities to assess economic and competitive advantages. | A minimum of 3 sample reports, benchmarking studies, or economic analyses prepared by the firm. |
| Expertise in developing tailored marketing materials and interactive tools. | Examples of previous investment guides, marketing collateral, or digital platforms developed for similar projects. |

The EOI package should not exceed **20** pages in total and should consist of:

1. Package should consist of documentation that demonstrates the company’s qualifications above

Note: Key staff will not be individually evaluated at the shortlisting stage.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” September 2023 setting forth the World Bank’s policy on conflict of interest. Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

The following is not normally be included in the same Shortlist with *private sector firms*:

- UN Agencies; or
- State-owned enterprises (SOEs) or institutions and not-for-profit organizations (such as NGOs, and universities), unless they operate as commercial entities that meet the requirements of Paragraph below:

State-owned enterprises (SOEs) or institutions of the Borrower's country **may be eligible** to compete and be awarded contracts in the Borrower's country only if they can establish, in a manner acceptable to the Bank, that they:

- are legally and financially autonomous;
- Operate under commercial law; and
- Are not under supervision by the agency contracting them.

A Consultant will be selected in accordance with the **Quality Cost Based** Selection method set out in the Procurement Regulations.

For questions and further information, please submit by email to YTJ_tenders@modee.gov.jo , by 16, **February, 2025**. Answers will be published at the following website: <https://www.modee.gov.jo/en/modules/advancedtenders>

Expressions of interest must be submitted in a signed and searchable PDF format by email to YTJ_tenders@modee.gov.jo by **13:00** hours on **25, February, 2025**

Disclaimer: Prior to the execution of the contract, the awarded consultant is required to settle the stamp fees, calculated at 0.006 of the contract value.

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