

Call for Consultancy Services for:

Title of project:	"Enhancing investment promotion capacities in francophone Least Developed Countries (LDCs)"
Starting date of project:	03/2022
Consultant level:	Senior
Duration of project:	from 03/2022 to 6/2023
Language:	French
Reference Number:	EIFFRALDC-2022/23

Background and Purpose

This is a critical time for foreign direct investment (FDI) and investment promotion agencies (IPAs), and countries may have to seek creative ways to expand and sustain investment where possible. The current situation also offers opportunities for LDCs to attract investment in areas such as health, green economy, and manufacturing of component parts to participate in global or regional value chains taking advantage of shifting geography of FDI. However, as a holistic governmental approach will be imperative to create the right conditions for investments, IPAs have a crucial role to contribute by guiding and supporting the discussions with investors and governments which can lead to new and innovative forms of investment leading to increased inflow of FDI.

The current situation is a timely opportunity to involve investment and trade experts from up to eighteen francophone least developed countries (LDCs) to:

- Assess the current situation, and the short-term and long-term implications on Global Value chains and investment in LDCs as well as drivers for location decisions;
- Elaborate the FDI promotion/retaining challenges caused by COVID-19 and the opportunities it has created
- Partnership and collaboration to effectively support LDCs in investment and value chain integration in view of COVID-19

Building on the experiences and lessons learned from the initial project EIF-WAIPA project "Pilot capacity building for EIF Countries within WAIPA activities" started in early 2020, the World Association of Investment Promotion Agencies (WAIPA), the Enhanced Integrated Framework (EIF) and the Islamic Development Bank (IsDB) came together for this project which aims to enhance investment promotion capacities and capabilities of francophone LDCs. This will be done via the combination of capacity building workshop sessions tailor-made to their needs and enhancement of cooperation among them via various means.

Thus, the project will directly contribute to an investment promotion dialogue in LDC's with the support of the implementing and partnering institutions. It will subsequently contribute to improvement in the business climate and investment conditions as well as to attract sustainable investment and leverage additional resources to development sectors to meet the SDG targets and to enhance the collaboration for investment promotion in the francophone countries and regions. As such, synergies with other or similar projects/events will be actively

sought to support participation of the beneficiaries in relevant events. The program is directly linked to SDG Target 17.5 “Adopt and implement investment promotion regimes for LDCs”.

WAIPA was created in 1995. It was established as an Association under Swiss law. It has been registered in Geneva, as a non-governmental organization. From its very inception, WAIPA has represented an ever-growing number of Member agencies. Through its wide range of activities, WAIPA provides the opportunity for IPAs to network and exchange best practices in investment promotion. WAIPA has always dedicated, and continues to dedicate, time and effort towards building the human resources capacity of its member agencies. Training events have been organized by WAIPA, alone or in coordination with partner organizations. Membership is open to any agency, government body or entity whose prime function is to promote any country, political sub-division of a country or other uncontested territory, as a destination for, or as source of investments”.

Project Objectives and Outcomes

The overall objective is to improve the corporate capacity of francophone LDC IPAs to attract and facilitate sustainable investments. The project will focus on what IPAs can do in specific areas and how can they take a more critical role to attract and facilitate investments, especially in line with SDGs. Cooperation between IPAs and relevant ministries from different socio-economic development levels as well as with relevant international organizations will be targeted. The impact of the COVID-19 pandemic on global investment trends and inflows into LDCs will also be considered and related challenges and opportunities will be addressed.

Specifically, the project is expected to make significant contributions to the skills and capacities of participating francophone LDC IPAs and national implementation units (NIUs) and their technical knowledge. Capacity building activities will target to strengthen IPA/NIU to IPA/NIU cooperation not only for investment promotion but also investment facilitation and policy advocacy through experience sharing sessions with best performing IPAs in targeted areas to exchange the know-how with LDC IPAs to help them to attract sustainable investments.

The following outcomes are targeted:

- Enhanced capacity of stakeholders to develop investment-friendly policies to attract investment in strategic value chains in francophone LDCs
- Improved coordination among IPAs to promote concrete investment promotion dialogue for Francophone LDCs

We are thus inviting proposals from consultants for the work assignment described below from 03/2022 to 06/2023.

The proposal should consist of:

- Letter of Interest
- CV outlining relevant knowledge and experience with IPAs and International Organizations
- Work plan outlining proposed action by the consultant, sources of information to be used, timeline and tools to be employed by the consultant;

- Financial offer¹

In evaluating the proposals for the assignment, attention will focus first and foremost on the technical elements. From those proposals deemed suitable in terms of the criteria mentioned below, WAIPA shall select the proposal that offers the organization best value for money.

Specific Tasks:

The Consultant is expected to:

- formulate and execute a training program in French formed of 5 three day sessions (online and physical) for investment professionals from a range of francophone IPAs in particular on their role in attracting sustainable investments, with the outcome to enhance the capacity of stakeholders to develop investment-friendly policies to attract investment in strategic value chains in francophone LDCs;
- to conceptualize together with WAIPA and to conduct 3 two-hour online roundtable events in French to discuss current investment-policies;
- to support WAIPA in conducting pre-event and post-event surveys and analysing the collected data;
- engaging with the beneficiaries pre- and post-events.

Timeframe:

The Consultant is expected to work with WAIPA starting from 03/2022 to 06/2023. Working days required for preparation for the assignment shall be indicated in the budget proposal.

Deliverables:

The scope of services under this assignment includes the following main tasks in form of trainings (online and in person) of IPAs on the following topics (see above under “specific tasks”). The consultant is expected to conduct the trainings him/herself in person and in French. The consultant is however also encouraged to include experience sharing sessions and to invite other resource people in order to provide perspectives from different stakeholders of the FDI lifecycle such as professionals from the private sector, academia as well as IPAs. The consultant is expected to align with the overall content suggested by WAIPA. Moreover, the consultant is expected to conceptualize and moderate several online round table events and support WAIPA in conducting surveys and analysing the data as well as to engage with the beneficiaries of the project throughout the duration of the project. Finally, the consultant is expected to formulate a written report at the end of the project.

Reporting:

The consultant reports to the Project Lead, the Acting Executive Director of WAIPA

Competencies/Key Requirements:

- Degree in a business-related discipline;
- Fluency in oral and written French and English;
- In-depth knowledge and significant work experience in the field of Foreign Direct Investment (FDI) and Investment Promotion;
- Demonstrated track record in Leadership, Strategic Planning & Project Management;
- Experience with government relations in a multilateral environment, experience with investment promotion agencies and international organisations desirable;

¹ Travel and accommodation will be covered separately

- Experience in the private sector;
- Extensive experience in strategic and change management processes;
- Proven ability to work in demanding, deadline-driven environments;
- Awareness of the trends, issues, laws and regulations related to the marketing of niche investment opportunities in international markets;
- Commitment to equality and diversity;
- An effective communicator – innovative, creative, well structured and forward thinking.

Applications must be submitted latest by 15/03/2022 to the following address:
ismail.ersahin@waipa.org

Evaluation

The application is evaluated on the basis of:

1. Profile and competencies, as indicated in the Letter of Interest and CV
2. Value for money – on the basis of the profile, the suggested work plan and the financial offer.