




Bangladesh Hi-Tech Park Authority
Information & Communication Technology Division
Ministry of Posts, Telecommunications and Information Technology
ICT Tower, Agargaon, Dhaka-1207
www.bhtpa.gov.bd

| Expressions of Interest (EOI) for Marketing, Branding and Communications Consultant (Individual) | | |
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| Government of The People's Republic of Bangladesh | | |
| 1 | Ministry/Division | Information and Communication Technology Division |
| 2 | Agency & Name of Procuring Entity | Bangladesh Hi-Tech Park Authority |
| 5 | Procuring Entity District | Dhaka |
| 6 | Expression of Interest for Selection | Marketing, Branding and Communications Consultant (Individual) |
| 7 | EOI Ref. No. & | 56.02.0000.006.07.180.18-628 Date-19/11/2024 |
| Key Information | | |
| 9 | Procurement Sub-Method | QBS (Quality Based Selection Method) |
| Funding Information | | |
| 10 | Budget and Source of funds | GOB |
| 12 | Duration of advisory service | 12 (Twelve) Month (Renewable up to 01 Year on Basis of Satisfactory Performance) |
| Particular Information | | |
| 14 | EOI schedule Date and time | Interested Applicants may obtain the standard request for application (SRFA) including Term of Reference (TOR) download from the website www.bhtpa.gov.bd |
| 15 | EOI Closing Date and time | EOI shall be submitted 02 (two) hard copies by 17 December, 2024 on or before 3:00 PM |
| Information for Applicant | | |
| 16 | Education Qualification | 1) The consultant must have completed graduation in any relevant disciplines from any reputed university and possess minimum 05 (Five) years' experience in business development or implementation of marketing and branding at a national or international level. BBA(Marketing)/B.Sc. in CSE/ any other ICT related subject will get preference. |
| 17 | Brief Description of the Assignment | 1. Develop and implement BHTPA's Business development and Communications strategy for both local and International arena for strengthening and promoting the <i>BHTPA</i> brand (The HTPs/STPs) and effectively market <i>BHTPA</i> 's work, competencies, incentives to all appropriate stakeholders. 2. Develop, publish and disseminate <i>BHTPA's marketing and promotional</i> materials, and determine the best media to achieve its dissemination goals. 3. Develop, planning and Co-ordinate Entrepreneurship, Innovation and Startup ecosystem and design the operations. 4. See More: Details in ToR (Visit: https://bhtpa.gov.bd) |
| 18 | Experience, Resources & Delivery Capacity Required | 1) The applicant must have experience in design, development and delivery of IT/ITES related Marketing and Business development programs based on international best practices for 07 (Seven) years. The applicant will submit reference(s) from previous employer(s) stating successful completion of delivery 2) The applicant must have distinct success of branding IT based venture/platform. 3) The applicant must have proven excellence of communication skill in any international language. 4) Business travel experience to several countries will be an added advantage. |
| 19 | Mode of Payment | Selected consultant will be paid an attractive remuneration on monthly basis. |
| Procuring Entity Details | | |
| 20 | Name of The Official Inviting EOI | A.K.M. Amirul Islam ndc |
| 21 | Designation of the Official Inviting EOI | Managing Director |
| 22 | Address of the Official Inviting EOI | Bangladesh Hi-Tech Park Authority, 9 th floor, ICT Tower, Agargaon, Dhaka |
| 23 | Contact Details of the Official Inviting EOI | 02-55006975 |
| The Procuring entity reserves the right to accept or reject any or all EOI's. Interested applicants are requested to collect EOI from BHTPA. | | |


19.11.2024

(Rokibul Hasan)
Assistant Director (Procurement)
Bangladesh High-Tech Park Authority