

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ



Ministry of Economic Development and Trade  
Male', Republic of Maldives

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މާލެ، ދިވެހިރާއްޖެ

## Terms of Reference

for

### For Provision of Marketing Consultancy Services to Promote the Creative Economy & Maldives Expo 2025

#### 1. Background

The Creative Economy initiative by Business Center Corporation (BCC) emphasizes the development and promotion of creative industries to stimulate economic growth, innovation, and cultural diversity. As part of the Creative Economy initiatives, the BCC is planning a Maldives Expo 2025 to showcase local products, encourage skill development, and promote the sustainability of local businesses. The Expo will serve as a marketplace to promote and preserve traditional crafts, foster innovation, and support the local economy. Another project under the Creative Economy initiative is the establishment of Creator Hubs in Male' and across the regions. Once completed, the Creator Hubs will serve as focal points for nurturing talent, fostering collaboration, and providing infrastructure and resources for creative professionals and businesses. BCC seeks to engage a marketing consultancy firm to strategize and execute comprehensive marketing campaigns to raise awareness, drive engagement, and promote the opportunities emerging from the Creative Economy projects, including Maldives Expo 2025.

The Government of the Maldives (GoM) has received financing from the World Bank toward the cost of the Maldives: Enhancing Employability and Resilience of Youth (MEERY) Project, and intends to apply part of the proceeds for consulting services. The objective of the MEERY project is to improve the relevance of technical and vocational skills and foster entrepreneurship to promote youth employment in priority sectors. The project is being jointly administered by the Ministry of Higher Education, Labour and Skills Development (MoHELSD) and Ministry of Economic Development & Trade (MoEDT), with a Project Steering Committee that is co-chaired by the MoHELSD and the MoEDT.



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## 2. Objective of the Assignment

The main objective is to seek interested marketing firms to provide consultancy services for promoting various aspects of the Creative Economy, including Maldives Expo 2025. As BCC is engaged in multiple projects aimed at establishing and fostering a thriving creative economy in the Maldives, one of the prominent initiatives includes the establishment of Creator Hubs across 13 regions, with a flagship hub located in Male' with three floors dedicated specifically to creative industries. In addition, Maldives Expo 2025 will serve as a national platform to promote local products, innovations, and craftsmanship, further strengthening the creative economy.

With the purpose of attaining this objective, MoEDT is planning to hire a Marketing Consultancy Services possessing the requisite qualifications and experience.

The assignment involves work and tasks for a monthly retainer, focused on marketing projects, with continuous engagement with key stakeholders throughout the duration of the assignment.

## 3. Scope of Services

The selected marketing firm shall deliver tasks assigned to the satisfaction of the corporation. Timely delivery and high-quality execution of marketing materials and campaigns are essential. The firm must be readily available to accommodate the requirements and provide services at short notice.

### 3.1. Develop and execute Marketing Campaigns

Develop and execute marketing campaigns to promote Creator Hubs, Maldives Expo 2025, and other initiatives of the Creative Economy, that will define, strengthen, and promote the Creator Hubs and Maldives Expo 2025 and effectively market and communicate its benefits and other details to its target audience.



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### **3.2. Design and produce Marketing Collateral**

Design and produce marketing collateral brochures, banners, digital assets, and promotional materials to promote both Creator Hubs and Maldives Expo 2025 and effectively market and communicate its benefits and other details to its target audience.

### **3.3. Photography and Videography Services**

Offer photography and videography services for events and promotional activities related to the Creative Economy and Maldives Expo 2025.

### **3.4. Strategic Event Management and Promotion Activities**

Plan and design setup and promotional activities for effective market and communication of Creative Economy events, including Maldives Expo 2025, organized by BCC.

### **3.5. Production of Larger-scale Promotional Videos**

Design and develop larger-scale promotional videos for key events and projects to showcase the impact and potential of the Creative Economy initiatives and Maldives Expo 2025.

## **4. Key Deliverables**

### **4.1. Inception Report and Workplan Report**

Clearly defining the scope of services, objectives, methodology, approach, and targets for conducting the assignment, along with a detailed, time-bound work plan detailing task assignments, deadlines and the names of responsible individuals

(These reports are to be submitted within days of signing the contract.)

#### **4.1.1. Provide a summary of monthly activities, progress, and any issues encountered, including visuals and presentations as needed to update key stakeholders.**

### **4.2. Final Completion Reports for each project completed, detailing the outcomes and any recommendations for future work.**



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## 5. Institutional Arrangements, Reporting, and Supervision

The work will be carried out under the supervision of the Project Director of MEERY Project. The work will be directed by Business Center Corporation (BCC).

The selected marketing firm shall deliver tasks to the satisfaction of MoEDT and BCC. Progress of the work carried out is required to be submitted to MoEDT by monthly reports within a week following the end of each month and a final report within 2 weeks of end of the contract.

Timely delivery and high-quality execution of marketing materials and campaigns are essential. The firm will be required to attend all relevant meetings arranged by MoEDT and BCC and must be readily available to accommodate the requirements and provide services at short notice.

The marketing firm must designate an individual focal point who will be the primary liaison with MoEDT and BCC. MoEDT and BCC will also assign an official to coordinate all matters pertaining to the consultancy with the designated focal point from the selected firm.

## 6. Timeline

The selected firm is expected to complete this assignment by 31<sup>st</sup> December 2025 including time for feedback from the relevant stakeholders.

## 7. Qualifications of the Firm

The Marketing firm is expected to have knowledge and experience in the relevant field. Interested firms must submit the following documents/information to demonstrate the qualifications and experience of their team members and their responsiveness to this TOR.

- 7.1. Expression of interest letter signed by all designated team members acknowledging and accepting their respective roles in this assignment
- 7.2. 5 years of experience in carrying out 5 or more similar assignments such as campaigns, expos, event planning, developing and implementation of marketing/communication strategies within the last 5 years (Provide documentary evidence of such assignments and experience)
- 7.3. Successfully produced and published marketing materials, with 3 years of experience in creating product marketing collateral for both web and print, and



provide documentary evidence of such assignments and experience.

- 7.4. Worked in at least one assignment for a Donor Funded Project (Provide documentary evidence of such assignments and experience)
- 7.5. Must be a registered Firm in the Maldives (Provide copy of the Certificate of Registration)
- 7.6. The Curriculum Vitaes of all key staff members indicating all experience from similar projects as stated in TOR

### 8. Key Staff for the Assignment

To carry out the tasks mentioned in the deliverables, the minimum key staff of the consultancy firm is required to have the following qualifications and must submit written documentation stating availability of each key staff proposed team for the assignment.

#	Position	Minimum Required No.	Qualification Requirement	Minimum Experience Requirement
1	Team Leader	1	Postgraduate Degree in Marketing, Public Relations, Business Development or Communication.	<ul style="list-style-type: none"> <li>• 5 years of experience in marketing, media relations, business development or public relations.</li> <li>• Excellent analytical and strategic thinking skills with demonstrated experience of writing, developing, and executing marketing and communications strategies.</li> <li>• Demonstrated experience working with media outlets, influencers, and other key stakeholders and building positive relationships.</li> </ul>



				<ul style="list-style-type: none"> <li>• Experience in leading and managing marketing and public relations teams.</li> <li>• Fluency in English and Dhivehi.</li> </ul>
2	Event Manager	1	Undergraduate degree in Marketing, Public Relations, Business Development or Event Managing, or related field.	<ul style="list-style-type: none"> <li>• 3 years of experience in PR, Marketing and/or Event Managing field.</li> <li>• Proven track record of organizing and executing various types of events (corporate, weddings, exhibitions, etc.).</li> <li>• Experience in budgeting, marketing, client communication, and team management.</li> <li>• Knowledge of event software, tools, and platforms for coordination.</li> <li>• Fluency in English and Dhivehi.</li> </ul>
3	PR Staff	1	Undergraduate degree in Marketing, Public Relations, Business Development or Mass Communication, Digital Marketing or related field.	<ul style="list-style-type: none"> <li>• 3 years of experience in PR, Marketing and/or or communications, content writing field.</li> <li>• Experience in usage of new interactive media technology, social media for public information and good knowledge and experience in handling of web-based management systems.</li> </ul>



				<ul style="list-style-type: none"> <li>• Excellent writing skills with a keen eye for detail, ability to research and produce high-quality content on various topics, proficiency in storytelling and narrative development.</li> <li>• Fluency in English and Dhivehi.</li> </ul>
4	Graphic Designer	1	Undergraduate degree in Graphic Design, Digital Art, Multimedia Technology, or relevant field.	<ul style="list-style-type: none"> <li>• Successfully carried out 5 or more works similar to assignment within last 3 years.</li> <li>• Proficiency in graphics design software with experience in developing different types of digital content.</li> <li>• Fluency in English and Dhivehi.</li> </ul>
5	Animators / Editors	1	Undergraduate degree in Digital Animation, or relevant field.	<ul style="list-style-type: none"> <li>• Successfully carried out 5 or more works similar to assignment within last 3 years.</li> <li>• Proficiency in animation software with experience in developing different types of digital content.</li> <li>• Fluency in English and Dhivehi.</li> </ul>
6	Photographer / Videographer	1	Undergraduate degree in photography, visual arts, film, videography, or multimedia production or	<ul style="list-style-type: none"> <li>• professional photography / videography positions of 3 years of experience in video production.</li> <li>• Successfully carried out 5 or more works similar to assignment within last 3 years.</li> </ul>



			relevant field.	<ul style="list-style-type: none"> <li>• Familiarity with photo and Video editing software such as Adobe Photoshop, Lightroom, or Capture One, Adobe Premiere Pro.</li> <li>• Fluency in English and Dhivehi.</li> </ul>
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## 9. Selection and Evaluation Criteria

### 9.1. Technical Requirements:

9.1.1. Following is the Minimum Requirements that the Firm must provide with documentary evidence to prove the validity of the information:

9.1.1.1. **Experience in Marketing and Communications:** Proven experience in developing and executing marketing and communication strategies for large-scale events or initiatives, such as expos or promotional campaigns and have successfully completed similar assignments

9.1.1.2. **Production of Marketing Collateral:** Demonstrate track record of producing high-quality marketing collateral, including brochures, banners, digital assets, and promotional materials for both web and print. Examples of prior work must be provided as part of the application.

9.1.1.3. **Experience in Event Marketing:** Experience in marketing and promoting events, particularly in the creative economy, public relations, or business development sectors. This includes experience in event planning, strategic promotion, and collaboration with key stakeholders.

9.1.1.4. **Digital and Social Media Expertise:** Show evidence of strong expertise in digital marketing, including social media campaigns, content creation, and engagement strategies that effectively reach target audiences. Proven success in online marketing campaigns must be demonstrated through analytics, metrics, or case studies.





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9.1.1.5. **Experience:** Previous experience of the applicant must be demonstrated in the CV of the proposed key personnel. To that end, the applicant must submit a full CV for each of the proposed personnel.

(Qualification must be demonstrated with the documents/certificates.)

## 10. Payment Terms

The consultancy firm will be paid as a retainer basis per month.

## 11. General Conditions

- All the reports submitted to the client will be electronic copies. It must be noted that the copyright for all marketing/communication materials and reports and other intellectual property created as part of this project shall vest exclusively in MoEDT which would be free to use without restrictions for the purpose.
- The key staffs must be willing to undertake travel (if required)
- MoEDT will not acquire or supply any tools necessary to carry out the scope of operation.
- Any travel, equipment or materials needed to accomplish this TOR will be covered by the consultancy firm.

## 12. Confidentiality, Ethics and Conflict of Interest

The selected Consultancy firm undertakes to comply with the World Bank's rules regarding corrupt and fraudulent practices, conflict of interest and confidentiality. The Consultancy firm shall maintain confidentiality on all sensitive information obtained during the assignment and shall not publish wholly or in part the findings or such information, without prior written consent by the Client. Any draft reports and other documents produced by the consultancy firm will be discussed and cleared with the Client before their final issue.