



Government of The People's Republic of Bangladesh
Prime Minister's Office
Bangladesh Investment Development Authority (BIDA)
Biniyog Bhaban

Plot # E-6/B, Agargaon, Sher-E-Bangla Nagar, Dhaka – 1207, Bangladesh
www.bida.gov.bd



Invitation for Expression of Interest (EOI) for Selecting of Research /Consulting Firm

1	Ministry/Division	Prime Minister's Office
2	Agency	Bangladesh Investment Development Authority (BIDA)
3	Name Of Procuring entity	Director (Investment Research & Economic observatory)
4	Title Of Service	Invitation for Expression of Interest (EOI) for Selecting of Consulting Firm for Following Research Activities on: "Identifying the strengths and potentials of the Automobile sector in Bangladesh"
5	Procuring entity District	Dhaka
6	Expression of interest for selection of	Research/consulting firm
7	EOI Reference	03.08.2680.209.06.103.20- 168
8	Date	01.10.2023
Key Information		
9	Procurement method	Selection of Fixed Budget (SFB)
Funding Information		
10	Budget and Source of Fund	GOB
Particular Information		
11	Program/APP Code	-
12	Tender closing date and time	15. 10. 2023 at 3:00 PM
Information for applicant		
13	Experience and Resources required	<ol style="list-style-type: none">1. Legal documents of the Firm (Registration of Firm, Tin, Vats, Trade licence etc).2. The firm should have experience of at least 10 years in market research or social studies.3. Availability of key personnel (mentioned in the part b) in regular payroll for conducting market research or social studies of assignment)4. Support Services of the firm (office Space, Support staff, equipment)5. Financial resources of the firm (turnover of last three years)6. experience of the firm in similar task/assignment (example of past experience of similar nature and for complexity including cost and duration of the assignment)7. Financial statement supported by audit report for last 3 (three years) Firms should met the above-mentioned requirements but all firms must have legal presence in Bangladesh. Detailed requirements are described in TOR
14	Interested firms may obtain further information from the undersign office from 9:00 AM to 4:00 PM on any working days before the closing date and time. Firms are required to submit 2(two) copies of EOI and a forwarding letter in a sealed envelope labelled "EOI for selection of research/consulting firm with the name to the address state below *Terms of Reference (ToR) in this regard can be found at www.bida.gov.bd	
15	Association with Foreign Firm	Not encouraged
PROCURING ENTITY DETAILS		
16	Name of the Official inviting EOI:	Suman Chowdhury, Deputy Secretary
17	Designation Of the Official inviting	Director (Investment Research & Economic observatory)
18	Address of official inviting EOI:	Plot # E-6/B, Agargaon, Sher-E-Bangla Nagar, Dhaka – 1207, Bangladesh
19	Contact details of Official inviting EOI:	Phone: +880244826776, email: researchbida@gmail.com
<ul style="list-style-type: none">• Interested firms are invited to submit their EOI according to the Government prescribed format indicating that they are qualified to perform the services, details of experiences and required qualifications stated above• The Procuring Entity reserves the right to accept or reject all or any of the EOI without assigning any reason whatsoever		

(Suman Chowdhury)

Director (Investment Research & Economic observatory)
Bangladesh Investment Development Authority
Phone: 880244826776
email: researchbida@gmail.com

Terms of Reference (ToR)

Research initiative by Bangladesh Investment Development Authority (BIDA)
“Identifying the strengths and potentials of the Automobile sector in Bangladesh”

1. BACKGROUND

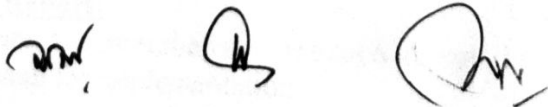
Bangladesh - one of the fastest growing economies in the world, has set a strategic goal to emerge as a developed country by 2041. To achieve this goal, the country has adopted the Smart Bangladesh policy, the key to achieving which lies in creating a smart economy. Bangladesh is therefore strategically focused on developing new knowledge-based sectors for industry and export diversification, especially ahead of its graduation from Least Developed Country (LDC) status by 2027. There are several export-diversification sectors identified in Bangladesh's Industrial Policy 2022 including the sector for Automobile Manufacturing and Services.

The Automobile Sector can contribute strongly to Bangladesh's transition to a dynamic knowledge-based economy by catalyzing human capital development, creating a substantial number of high-skilled jobs, becoming a conduit for the transfer of advanced technologies, fostering a culture of entrepreneurship to develop a local supply chain and by boosting the country's global competitiveness by showcasing technological and engineering capabilities. Therefore, Bangladesh has developed the Automobile Industry Development Policy, 2021 with the aim of becoming an automobile manufacturing hub by 2030. The policy provides tax and financial incentives to encourage more domestic/foreign/joint venture investment and thereby expand local production of commercial, passenger vehicles and auto parts in Bangladesh that is globally competitive and environmentally sustainable.

As the apex investment promotion agency of Bangladesh, the Bangladesh Investment Development Authority (BIDA) has been promoting the Automobile and Auto Parts sector in various strategic markets. Also, as the government's lead advocate for business-friendly policies and lead coordinator of policy reforms, BIDA has been advocating industry-specific policy recommendations for the Automobile Sector to boost investor confidence and encourage more foreign/domestic investment. However, a reliable and thorough analysis of Bangladesh's potential as a producer of automobile/auto parts and as a market for automobile/auto parts-along with the benchmarking of industry capabilities/policies/regulatory environment and the identification of strategic global investors for sector outreach- are essential for delivering effective investment services including marketing, facilitation, and policy advocacy. Therefore, BIDA has conceptualized a research initiative with the following objective and scope:

2. OBJECTIVE

The primary objective of this study is to comprehensively assess the current state of the automobile and auto parts sector in Bangladesh, focusing on its potential for attracting investment and advocating for policy reforms. The study aims to provide evidence-based insights that support the role of the Government of Bangladesh in fostering sustainable growth, innovation, and competitiveness within the sector.



3. SCOPE OF WORK

3.1 Sector Analysis:

Conduct a thorough analysis of the current automobile and auto parts sector in Bangladesh, including market trends, production capacity, import/export dynamics, and key players. Evaluate the sector's contribution to the national economy, job creation, and technology adoption.

3.2 Investment Potential Assessment:

Identify specific areas within the sector that hold potential for attracting domestic and foreign investments. Evaluate factors such as demand-supply gaps, technological advancements, and areas with high growth prospects. Provide insights into how investments can enhance sector capabilities and contribute to economic development.

3.3 Policy and Regulatory Review:

Analyze the existing policies and regulations governing the automobile and auto parts sector. Identify challenges and opportunities for growth and investment. Propose recommendations for policy reforms that can foster a more conducive environment for industry expansion and innovation.

3.4 Competitive Landscape:

Benchmark the Bangladeshi automobile sector against global best industry practices, incentives structure, cost of doing business and emerging trends. Assess the strengths, weaknesses, opportunities, and threats within the sector, both domestically and internationally.

3.5 Value Chain Assessment:

Examine the entire value chain of the sector, from raw materials to end products. Identify opportunities for vertical integration, local manufacturing, and collaboration with suppliers and distributors. Highlight areas where domestic capabilities can be developed or enhanced.

3.6 Technology and Innovation Analysis:

Investigate the adoption of advanced technologies and innovation practices within the sector. Identify areas where technology transfer and research and development can lead to enhanced competitiveness. Highlight the potential for collaboration with research institutions and universities.

3.7 Sustainability and Environmental Impact:

Evaluate the sector's environmental footprint and assess its potential for adopting sustainable practices. Explore the feasibility of transitioning towards electric vehicles, energy-efficient manufacturing processes, and waste reduction strategies.

3.8 Investment Promotion Strategy:

Develop a targeted investment promotion strategy that highlights the sector's potential, attractive investment opportunities, and value proposition for investors. Outline marketing and outreach approaches that can effectively attract domestic and foreign investments.

3.9 Policy Advocacy Recommendations:

Based on the research findings, propose a set of actionable policy recommendations to relevant government authorities. These recommendations should focus on mitigating challenges, providing incentives, and creating an enabling regulatory environment to promote sector growth and innovation.

3.10 Stakeholder Engagement:

Engage with key stakeholders, including industry associations, government agencies, academia, and international organizations. Gather insights, collaborate on data collection, and ensure alignment with the interests of the Government of Bangladesh.

3.11 Report:

Prepare a comprehensive research report that includes findings, analysis, recommendations, and a roadmap for implementation.



4. METHODOLOGY

- **Stakeholder Interviews and Surveys:** Engage with key stakeholders, including industry representatives, government officials, academia, investors, and technology experts.
- **Primary Data Collection and Analysis:** Gather and analyze quantitative data on aspects such as production volume, imports/exports, market size, employment, and technology adoption.
- **Value Chain Mapping:** Create a detailed map of the value chain for the automobile and auto parts sector, identifying key components, processes, and players.
- **Comparative Analysis:** Conduct a comparative analysis of the Bangladeshi sector against global counterparts with successful automobile industries, considering factors such as policy frameworks, financial and non-financial incentives, cost of doing business, technology adoption, and market penetration.
- **Policy Analysis:** Review existing policies and regulations related to the sector, including import duties, taxation, safety standards, and environmental regulations.
- **Case Studies:** Select relevant case studies from Bangladesh and other countries that have successfully attracted investments and implemented favorable policies for the automobile sector/auto parts.
- **Technology Assessment:** Evaluate the technological landscape of the sector, focusing on innovation trends, research and development initiatives, and the potential for technology transfer.

5. DELIVERABLES

1. Inception Report on the agreed methodology detailing plan and disposition of the research plan;
 2. Draft Report in accordance with the Scope of Work (SoW) and a Presentation on the highlights of the Draft Report;
 2. Draft Final Report and Presentation of findings/analysis/draft report to BIDA and relevant stakeholders in dissemination workshop;
 5. Final Report incorporating all feedback from the dissemination workshop.
- *For each deliverable, soft and hard copy must be submitted*

6. TERMS & CONDITIONS

1. On-time execution of responsibilities and delivery of deliverables without failure;
2. Performance of contracted jobs and responsibilities within agreed budget and plans;
3. Presentation of research methodology/inception report in front of expert panel; and
4. Time to Time monitoring by the Marketing and Communication wing

7. REQUIREMENTS

A. Requirements for Consulting Firm (National)

The Consulting Firm shall have a general experience of at least 07 (seven) years and practical experience with proven assignment record in our country with different govt. bodies. The Expression of Interest (EOI) shall be evaluated on the basis of the following documents:

- Legal documents of the firm (including but not limited to Registration of Firm, TIN, VATs, trade license, etc.).
- The firm should have experience of at least 07(seven) years in market research or social studies.
- Availability of key personnel (see Part B) in regular payroll for conducting market research or social studies of assignments.
- Financial resources of the firm (Turnover of last three years).
- Experience of the firm in similar task/assignments (example of past experience of similar nature and for complexity including cost and duration of the assignment).
- Support Services of the firm (including but not limited to office space, support staff, equipment).
- Financial Statement supported by audit report for the last 3 (three) years.

B. Requirement of Individual and Experts

The Consulting Firm should have human resources/ experts with following qualifications:

Position	Qualification	Experience
Team leader	Team Leader should have excellent academic background in B.Sc. and M.Sc. in engineering/mechanical engineering preferably in automotive engineering and with post-graduation.	Team Leader should have minimum 10 years' experience in research study/consulting area focus on Business/ investment/automobile or a relevant field etc. Adequate experiences of market research/economic analysis of industries or sectors with and/ or within the government is a prerequisite.
Deputy Team Leader	Deputy Team Leader should have Master's degree in economics/ marketing/ automotive engineering with acute knowledge on scientific research.	Deputy Team Leader should have 5(five) years' experience in the automotive marketing and study along with strong communication and liaison with the relevant line ministries and executing agencies.
Technical Expert	Technical Expert should have B.Sc.and M.Sc. in Automotive Engineering/ Mechanical/ Environmental Engineer graduate from recognized institutions.	Technical Expert should have 5 years' experiences in the automotive industry along with strong communication and liaison with the relevant line ministries and executing agencies.
Data Analyst	M.Sc. in Statistics or Social Sciences with data analysis skills using computer aided analytical tools.	Data Analyst should have 5 years' experience and excellent quantitative or qualitative data analysis expertise, presentation, communication and report writing skills using English as medium of communication.

8. TIMEFRAME

The contract shall remain valid for 4 (four) months from the date of signing of contract. All the deliverables must be submitted by the given timeline. The working plan and timeline will be developed upon discussion with the procurement office.

9. COORDINATION AND LOGISTICS

The experts of the firm may be based in any part of Bangladesh; however, there might be requirements for visiting outside Dhaka, Chattogram, Khulna, Rajshahi divisions (all over Bangladesh or respective economic hub) for which the consultant will be reimbursed with the required expenses according and within the proposed budget. The firm will be responsible for logistics, including office equipment, computer, software and transportation required for the research. Number of associates and a detailed plan of field visits must be mentioned in the financial proposal, which can be finalized during the inception phase of the assignment.

