

# UNIDADE DE GESTÃO DE PROJECTOS ESPECIAIS

## CABO VERDE TECHNOLOGY PARK – PHASE II

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**REPUBLIC OF CABO VERDE**  
**MINISTÉRIO DAS FINANÇAS**  
**UNIDADE DE GESTÃO DE PROJETOS ESPECIAIS**  
**REQUEST FOR EXPRESSIONS OF INTEREST**  
**(CONSULTING SERVICES – FIRM SELECTION)**

**COUNTRY:** CABO VERDE

**PROJECT:** Cabo Verde Technology Park (CVTP) – Phase II

**PROJECT ID No.:** P-CV-GB0-004

**DATE:** August 01, 2024

**NOTICE NUMBER:** EOI – 013/CVTP-II/UGPE/2024

**ASSIGNMENT TITLE:** Marketing & Communication Strategy for TechPark CV

1. The Government of Cape Verde (GOVCV) has requested funding from the African Bank to prepare and implement the Cape Verde Technology Park Project - Phase II (PTCV - II), as part of the Government of Cape Verde's strategy for the ICT sector and the Strategic Program for the Information Society (PESI), which aims to promote innovation and business development, serving as a lever for the country's growth. It also aims to boost the ICT sector, positioning Cape Verde as an international services center and as a "gateway to Africa" for the sector's major international companies.
2. The objective of this Consulting Services (“the Services”) is to ensure the effective communication and widespread distribution of information about TECHPARK’s initiatives, achievements, and events to relevant stakeholders and the general public, highlighting its role as a technology and digital hub in the Atlantic, a gateway to West Africa, and a destination for the diaspora and digital nomads, thereby enhancing visibility, engagement, and impact. Please note that the TechPark will be reaching a diverse target group with different spoken languages (French, Portuguese and English) all marketing and branding

materials must consider this. The scope of work for this assignment includes but is not limited to competitor analysis study, content creation for website and social media pages, developing a communications manual, amongst others.

3. The detailed Terms of Reference (TOR) for the assignment shall be requested at the address e-mail given below, from 8 a.m. until 4 p.m. (local time), during the working day or can be found at the following website <https://ugpe.gov.cv> ; [www.mf.gov.cv](http://www.mf.gov.cv).
4. The implementing agency, Unidade de Gestão de Projectos Especiais – UGPE, now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the services. Interested consultants must provide information indicating that they are qualified to perform the services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). Consultants may constitute joint-ventures to enhance their chances of qualification.
5. Eligibility criteria, establishment of the short-list and the selection procedure shall be in accordance with the African Development Bank’s “Procurement Policy and Framework for Bank’s Group Funded Operations”, dated October 2015, which is available on the Bank’s website at <http://www.afdb.org>.
6. Interested Consultants may obtain further information at the emails address below from 8 a.m. until 4 p.m. (local time), during working days.  
Email: [debora.vieira@mf.gov.cv](mailto:debora.vieira@mf.gov.cv); [edna.fernandes@mf.gov.cv](mailto:edna.fernandes@mf.gov.cv); [karine.tavares@mf.gov.cv](mailto:karine.tavares@mf.gov.cv)  
C/c: [nuno.gomes@mf.gov.cv](mailto:nuno.gomes@mf.gov.cv); [carlos.delgado@techpark.cv](mailto:carlos.delgado@techpark.cv).
7. Expressions of interest must be delivered in the English, to the address or by e-mail below, indicating the title of the assignment and the name of the project, **by August 21, 2024**.  
Email: [debora.vieira@mf.gov.cv](mailto:debora.vieira@mf.gov.cv); [edna.fernandes@mf.gov.cv](mailto:edna.fernandes@mf.gov.cv); [karine.tavares@mf.gov.cv](mailto:karine.tavares@mf.gov.cv)  
C/c: [nuno.gomes@mf.gov.cv](mailto:nuno.gomes@mf.gov.cv); [carlos.delgado@techpark.cv](mailto:carlos.delgado@techpark.cv).

Unidade de Gestão de Projetos Especiais | Ministério das Finanças

Attn: Nuno Gomes – UGPE Coordinator

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