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**To Enhancing Digital Government & Economy Project  
Bangladesh Computer Council (BCC)  
Information and Communication Technology Division  
Ministry of Posts, Telecommunications and Information Technology  
ICT Tower, Plot # E-14/X, Agargaon, Dhaka-1207, Bangladesh**

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**Terms of Reference  
For  
Selection of Consultant for Digital Economy and International Business  
Development  
(Contract Package No: EDGE-S14)**

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**December 2023**

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**1. Background**

The People's Republic of Bangladesh has received for a Credit from the International Development Association (IDA) – a member of the World Bank Group – for financing the cost of the Enhancing Digital Government and Economy (EDGE) Project, being implemented by the Bangladesh Computer Council (BCC). BCC intends to apply part of the IDA Credit to select a competent, qualified, and experienced firm (the Consultant) to provide consulting services for Digital Economy and International Business Development. The EDGE project's overall objective is to improve the efficiency and cybersecurity of the digital economy and increase digitally enabled employment and raise revenues of the IT industry. The Project consists of four (4) major components to be implemented by BCC:

**Component 1 – Enabling Environment for Digital Economy:** The key tasks under this component are:

- ICT Governance and Sustainability.
- Change and Stakeholder Management; and
- Digital Leadership Academy (DLA)

**Component 2 - Public Sector Support for Digital Economy:** The key tasks under this component are:

- Cloud Platform (CP) for Digital Economy
- Public Sector Capacity Building; and
- Mainstreaming Bangladesh National Digital Architecture (BNDA)

**Component 3 - Private Sector Support for Digital Economy:** The key tasks under this component are.

- Digital Economy Coordination.
- Hire and Train Program for 20,000 Youth and Women
- Strengthening and Promoting the IT / Digital Economy-Enabling Industry
- Digitalization of Small and Medium-Enterprises (SMEs); and
- Establish Research and Innovation Centers.

**Component 4 - Project Management Support:** This component will be to support BCC to manage and implement the EDGE project effectively and efficiently. The project works on creating an enabling environment for digital government and the digital economy. By attaining the Digital Bangladesh vision, the IT-ITES industry of Bangladesh has been making a remarkable contribution to Bangladesh's economy. The IT-ITES industry should be aligned with necessary business opportunities and overseas branding and promotional activities. The EDGE project, funded by World Bank and Government of Bangladesh (GoB), will ensure an integrated, cloud-computing digital platform for all government agencies, and improve cybersecurity- this is expected to result in savings of \$300 million in the public sector's IT investments. In the private sector, businesses will benefit from the development activities focused, industry promotion programs, and opportunities to learn from global IT companies.



## Objective

The main objective of this assignment is to scale up the export markets for and revenue earnings by the IT firms (including ITES, BPO or digital device manufacturer) operating in Bangladesh.

## Implementation Phases:

The assignment will be implemented in two phases. The first phase will be implemented tentatively between July 2024 to June 2025 (12 months) and the second phase of the assignment will be implemented between tentatively July 20225 to June 2027 (18 months). The continuation in the second phase is subject to the extension of the project beyond September 2025.

## Key Performance Indicator (KPI)

The KPI of the assignment will be divided into two phases under the project scope and timeframe. The details are as follows:

Phase – 1: US\$50 million worth aggregate export revenue has to be earned by the participating IT firms out of the activities, which will be implemented by the consulting firm under this assignment.

Phase – 2: Another US\$150 million worth aggregate export revenue has to be earned by the participating IT firms out of the activities, which will be implemented by the consulting firm under this assignment.

## Scopes of Service:

Overall scopes of service as following and associated deliveries will be divided into two phases of the project implementation timeline. Detail reflection of the deliverables and associated man months (proposed) is given in the delivery segment:

- 1. Bangladesh Offshore Outsourcing Scaleup and Transformation (Boost) Strategy**

The consulting firm will assess the strength and weakness of the IT industry in Bangladesh to be coupled with the global IT market opportunities by applying appropriate survey and research tools, techniques and methodologies. Eventually, the firm will prepare (in consultation with BCC, trade associations and other stakeholders) and execute a comprehensive IT export industry scaleup “Boost” strategy incorporating, *inter alia*, market diversification, market penetration, client acquisition, product/ service diversification, potential merger/ acquisition opportunities, FDI attraction in the IT sector, improvement in enabling business environment and such other issues in order to fully harness the global IT business opportunities. As a part of the industry assessment, the firm will study around two (02) hundred IT firms operating in Bangladesh and identify two tiers of firms, such as (i) Leading Ten (L10), (ii) Take-off Twenty (T20) and (iii) Future Fifty (F50), which will be onboarded in this program as the industry partners. The partner firms will be given an array of supports from the Project through the consulting firm that include but not limited to the followings:

  - (i) Support to Leading Ten (L10) IT Firms: The consulting firm will prepare tailor-made international business development plan and execution strategy along with

the business transformation strategy, for each of the L10 firms in order to expand their market or increase their business revenue. Besides, the firm will provide extensive mentoring and coaching support to each of the L10 firms in order to raise the business revenue multiple times. These L10 firms will get a preferential access to the global CEO outreach and B2B match-making events to be organized under this program and extensive marketing and business development support by the firm and international business development hubs to be setup under this program.

- (ii) Support to Take-off Twenty (T20) Firms: The consulting firm will subdivide the T20 companies among different clusters. Then it will prepare and implement a cluster-based business development plans and execution strategies. Besides, T20 firms will also receive mentorship and coaching support from the consulting firm to enhance their capacity to serve in the global markets efficiently and maintaining standards. These firms will also get support from the international business development hubs and may be offered to participate in CEO outreach and match-making events according to the nature and scope of those events.
- (iii) Support to the Future Fifty (F50) Firms: The consulting firm will prepare and advocate a common business development plan and execution strategy, limited and combined coaching, mentoring, access to global CEO outreach program, B2B match-making events, and such other pertinent activities to be undertaken under this scope.

## **2. Global CEO Outreach, B2B Matchmaking and Tradeshow**

The consulting firm will prepare a comprehensive IT market expansion plan and organize networking/ B2B matchmaking events engaging CEOs / CXOs/ founders / business leads of the large and potential clients in the global IT/ ITES/ BPO markets.

The firm will organize at least twenty-five (25) events of such nature and scope in the destination markets for a minimum of 30 companies (in line with the achievement target) and bring at least forty (40) CXOs/ prominent technology or business leaders/ founder/ similar personality in Bangladesh. The firm will prepare, maintain, share and follow up the outcomes of such events with all the parties involved. The firm will help each of the partner IT firms prepare their pitch decks, value propositions, talking points, promotional materials and other necessary collaterals well ahead of each event. The firm will identify major international IT trade shows as well as prepare an annual calendar for the CEO outreach programs and help the partner IT firms for effective participation in those shows, such as preparing promotional materials, showcasing activities, networking and engaging opportunities.

The firm will organize, and setup required meetings / stakeholder engagements / conversations with a minimum of 125 CEOs/CXOs/business leads of global client companies or buyers of IT services and products and 50 NRBs in leading positions in global tech companies or buyers of IT services and products and any other related stakeholders for a minimum of 5 partner IT firms during the aforesaid events in the destination markets.

(Note: BCC / EDGE Project will coordinate with a separate logistics and travel firm for overseas travels and logistics supports for BCC / EDGE Project Officials / Government



Officials / selected IT/ITES firms. However, this does not include the consulting firm who is going to work in the global business development)

### **3. Global Branding, Media Engagement and PR Activities**

The consulting firm will identify the unique value propositions offered by Bangladeshi IT industry and other prominent economic sectors as well as prepare a comprehensive promotion strategy with media execution plan, which includes but not limited to the followings:

- (i) The firm will publish at least ten (10) Op-Eds/ success stories/ news articles highlighting the potentialities, strength and successes of our IT industry in the reputed international business media outlets, such as TechCrunch, Bloomberg, Wallstreet Journal or similar. The content and media selection will be finalized in consultation with BCC/ PIU.
- (ii) The firm shall prepare and implement an extensive promotion and branding plan in the appropriate social/ digital media, such as LinkedIn, twitter, influential business/ technology blogs/ forums. The firm will publish and boost on social media at least 30 blog posts by global CEOs/CXOs/tech influencers of appropriate length and quality highlighting our IT industry to reach at least 100,000 appropriate audiences in total.
- (iii) The firm shall prepare at least three (3) global standard audio visuals in consultation with BCC/ PIU and other stakeholders each with a length of at three (3) minutes highlighting our IT industry as well as the economic opportunities offered, and successes achieved by Bangladesh. The primary language of these Avs will have to be English along with subtitles in five more languages (i.e: Bangla, Japanese, Chinese, French, Spanish). The firm will also arrange to broadcast at least parts of those AVs in the internationally influential broadcasting media, such as CNN, BCC or similar and the total aggregate broadcasting time count will be at least ninety (90) minutes during the project period.
- (iv) The firm will publish at least 4 analyst reports highlighting the success stories, industry developments and updates, to promote the digital readiness of the country to cater to the global IT markets. These analysts' reports can be published by the firm itself or can be done in partnership with third party analyst firms those publishes regular indexing and analyst publications.
- (v) The firm will also arrange at least 15 webinars, inviting global leaders / professionals in the IT Industry and highlight the growth story of Bangladesh in the ICT Sector.

### **4. Setting up Two International Business Development Hubs**

The consulting firm will set up two international business development hubs in two most relevant IT export markets, which will be finalized in consultation with ICT Division, BCC, trade associations and other stakeholders.



These hubs will act as the epicenter for promotion, marketing, and business development activities on behalf of partner IT firms. The consulting firm will equip these hubs with necessary manpower (at least one full time business development manager and two associates for each hub) and reasonable office space (of at least 500sqft. size) to be located in a prominent IT business district and furnished with necessary equipment (including furniture, meeting room, computing and other IT equipment) essential for performing global standard business development activities. The business development managers and associates will help the IT firms implement their business development plans as well as meet and maintain liaison with their existing as well as the potential clients on behalf of the IT firms and act as the customer relationship manager within their respective jurisdictions and assignments. They will also coordinate, communicate, and collaborate with the Chief Marketing Officer (CMO) or such other designated officers of the partner IT firms as part of their business development and marketing activities. Additionally, in consultation with the team working in the business hubs will scout for new business opportunities for the partner IT firms.

**5. Phase by Phase Forward Business Strategy for Bangladesh in Achieving Global Export Target as per Vision 2041:**

Develop and deliver forward business, IT/ITES revenue, industry development strategy for Bangladesh strategy in completion of each phases on the basis of the ongoing activities and projects of BCC / ICT Division and the industry development activities performed within this project scope; that BCC / ICT Division can follow to keep the industry development momentum going.

**Consultant Team Composition**

**Key Personnel, Proposed Qualifications and Time Inputs**

Sl.	Position (Number of people)	Skills, experience requirements and Qualifications	Man-month (Phase – 1)	Man-month (Phase – 2)
1.	International - Team Leader (1)	Skills and experience requirement: <ul style="list-style-type: none"> <li>▪ 15 years of professional experience with 5 years in leadership role in managing global technology sector industry promotion and business development projects, preferable for global IT Markets</li> <li>▪ 1 year experience outside his home country in similar position</li> <li>▪ Proven track record in managing similar projects for global IT market or having leadership level experience of boosting business for global IT companies.</li> </ul>	5 months (must commit 40% of his engagement on-site)	10 months (must commit 40% of his engagement on-site)

		<ul style="list-style-type: none"> <li>▪ Strong Knowhow of global technology sector industry promotion and business development projects</li> <li>▪ Strong networking with the C-level and regional execs in the global companies with strong knowhow of relationship building in global IT markets.</li> <li>▪ Project management certifications such as PMP or similar will be an added advantage.</li> </ul> <p>Academic qualifications: Graduation level qualification in business, marketing, international relations, economics, CSE/ETE/EEE or from any relevant disciplines.</p>		
2.	International – Co-Team Lead (1)	<p>Skills and experience requirement:</p> <ul style="list-style-type: none"> <li>▪ 10 years of professional experience with 3 years in leadership role in managing global technology sector industry promotion and business development projects, preferable for global IT Markets and leading global IT business.</li> <li>▪ 1 year experience outside his home country in similar position.</li> <li>▪ Experience in managing similar projects for global IT market or having leadership level experience of boosting business for global IT companies.</li> <li>▪ Experience in global technology sector industry promotion and business development projects</li> <li>▪ Experience of maintaining network with C-level and regional execs in the global companies with strong knowhow of relationship building in global IT markets.</li> <li>▪ Project management certifications such as PMP or similar will be an added advantage.</li> </ul> <p>Academic qualifications: Graduation level qualification in business, marketing, international relations, economics, CSE/ETE/EEE or from any relevant disciplines.</p>	12 Months (must commit 60% of his engagement on-site)	18 Months (must commit 60% of his engagement on-site)

3	International / Local - IT Industry Expert	<p>Skills and experience requirement:</p> <ul style="list-style-type: none"> <li>• 10 years of total experience with 5 years of relevant experience in implementing business development programs at an international level</li> <li>• Clear understanding of global IT market business requirements and matching capacities of Bangladeshi IT firms</li> <li>• Experience of interact with Government Leadership, Industry Promotion Agencies, and leaders of Bangladeshi IT Firms to catalyze B2B connections in similar projects</li> <li>• Experience in leading Joint Venture, Merger and Acquisitions with companies located in emerging countries to create shared services center for business services etc. will be given highest preference.</li> <li>• Experience of having network with leadership level community in global technology firms will be given highest preference.</li> <li>• Solid understanding of IT Industry Dynamics and hands on experience in working with Industry partners will be an added advantage.</li> </ul> <p>Academic qualifications: Graduation level qualification in business, marketing, ICT, international relations or relevant disciplines.</p>	11 Months (must commit 60% of their engagement on-site)	17 Months (must commit 60% of their engagement on-site)
4..	International - Senior IT Business Strategist	<p>Skills and experience requirement:</p> <ul style="list-style-type: none"> <li>• 15 years of total experience with 5 years of relevant experience in implementing business development programs at an international level with understanding of global IT/ITES market and startup prospects</li> <li>• 3 years of experience in leading Joint Venture, Merger and Acquisitions with companies located in emerging countries to create shared services center for business services etc. will be given highest preference.</li> </ul>	8 Months (must commit 60% of their engagement on-site)	12 Months (must commit 60% of their engagement on-site)



		<ul style="list-style-type: none"> <li>• 1 year experience outside his home country in similar position.</li> <li>• Experience of interacting with Government Leadership, Industry Promotion Agencies, and local industry leaders to catalyze knowledge sharing, coaching &amp; mentoring on relevant subjects.</li> <li>• Experience of managing network with CxO level leadership in global technology firms will be given highest preference.</li> <li>• Experience in working in a global IT Company as a chief strategy officer or in leadership role in the strategy management will be given highest priority.</li> </ul> <p>Academic qualifications: Graduation level qualification in business, marketing, ICT, international relations or relevant disciplines.</p>		
5.	International - Business Transformation Coach for IT/ITES Industry Leaders (1)	<p>Skills and experience requirement:</p> <ul style="list-style-type: none"> <li>▪ A seasoned global business and people leader with~20yrs in business, finance, business services experience and offshore operation management. In-depth knowledge and experience of leading large scale process transitions and transformations in countries across US, UK, Europe, Japan, and India will be highly appreciated.</li> <li>▪ Proven experience of transforming business services and providing advisory services to IT CEOs in emerging markets on strategy to execution, hands-on experience of global COE Ops, global process ownership, re-engineering, technology &amp; change management will be given highest preference.</li> <li>▪ The person must have an excellent career track record and recognized as a visionary CEO/CXO/founder level thought leader in IT business services, and also as an executive coach and mentor for business leaders, hi-performing executives and young entrepreneurs. As ‘Game Changers’ in</li> </ul>	4 Months (must commit 80% of his time on site)	2 Months (must commit 80% of his time on site)

		<p>business transformation, he must provide his advisory service and handhold coaching to create models for process consolidation, process maturity, people practices, digital transformation, future readiness, customer experience, etc.</p> <ul style="list-style-type: none"> <li>▪ Should have CEO/CXO level experience to lead a global IT company to a billion-dollar yearly revenue or experience as an adviser to lead three global IT companies to a billion-dollar business.</li> </ul> <p>Academic qualifications: Graduation level qualification in business, marketing, ICT, international relations or relevant disciplines.</p>		
6.	<p>International Business Development Manager (2)</p> <p>[ 1 for USA 1 for Europe]</p>	<p>Skills and experience requirement:</p> <ul style="list-style-type: none"> <li>▪ 5 years of relevant experience in global IT/ITES business development agencies; working experience as a business lobbyist will be an added advantage.</li> <li>▪ Strong understanding of the competitive IT business landscape in different regions and be able to identify business opportunities for growth and expansion for Bangladeshi IT firms.</li> <li>▪ Strong understanding of the position requirements to achieve assigned business targets under the project scope</li> <li>▪ Ability to work independently, advise on what needs to be done to achieve the target assigned to him and work on day-to-day updates in consultation with EDGE Project</li> <li>▪ Understanding of the startup and innovation ecosystem, fund raising parameters, and knowhow of the venture capital, angle investors network in the assigned regions</li> <li>▪ Experience of managing high profile government official tours and settle meetings with global CEOs/CXOs/Decision makers/startup investors/ Founders etc.</li> </ul>	Not Required	18 Months x 2 = 36 Months

		<ul style="list-style-type: none"> <li>▪ Should have a broad range of experiences and competencies that enable them to navigate the complex and ever-changing global marketing landscape for IT/ITES companies.</li> <li>▪ Should have a track record of success in developing and executing marketing strategies for IT/ITES companies and startups in diverse markets. This may include experience in conducting market research, analyzing consumer behavior, and adapting marketing campaigns to local cultural and linguistic contexts and aligning the USP of the IT/ITES Companies and Startups to best suit the requirements.</li> <li>▪ Experience of working in business development role in global IT firm will have an added advantage.</li> <li>▪ Suitable candidate must be a citizen of same region.</li> </ul> <p>Academic qualifications: Graduation qualification in business, marketing, ICT, international relations or relevant disciplines.</p>		
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**Non-key Personnel, Proposed Qualifications and Time Inputs**

Sl.	Position (Number)	Skills, experience requirements and Qualifications	Man-month (Phase – 1)	Man-month (Phase – 2)
1.	International Business Development Associates (4)  [ 2 for USA 2 for Europe]	<p>Skills and experience requirement:</p> <ul style="list-style-type: none"> <li>▪ 3 years of business development experiences in any reputed investment agencies will be ideal for the position.</li> <li>▪ Strong understanding of the competitive landscape in IT Industry of the territory / regions and independent to identify business opportunities and open conversations with leadership level in potential companies.</li> <li>▪ Should have a broad range of experiences and competencies that enable them to navigate the complex and ever-changing global marketing landscape for IT firms.</li> </ul>	Not Required	18 Months x 4 = 72 Months

		<ul style="list-style-type: none"> <li>▪ Prior working experience of working in similar scopes or experience in business development for IT Industry or a vetted domain knowledge, will be given highest priority.</li> <li>▪ Flexible to travel to the activity locations as per need of the project activities.</li> <li>▪ Suitable candidate must be a citizen of same region.</li> </ul> <p>Academic qualifications: Graduation qualification in business, marketing, ICT, international relations or relevant disciplines.</p>		
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Note:

- a. The Consultant is responsible to review the required services and may propose its own requirements for more key experts keeping the key positions mentioned in the team composition and other support staff required to complete the proposed services in a satisfactory manner.
- b. Replacements of the agreed human resources can only be permitted under exceptional circumstances.
- c. The number of experts proposed for different positions shall match the Consultant's Technical Proposal.
- d. The on-site presence percentage is indicative, and the consulting firm may propose on-site engagement as necessary. However, having on-site presence as per ToR will be preferred by the PIU.

**Duration**

The assignment will be implemented in two phases. The first phase will be implemented tentatively between July 2024 to June 2025 (12 months) and the second phase of the assignment will be implemented between tentatively July 20225 to June 2027 (18 months). The continuation in the second phase is subject to the extension of the project beyond September 2025.

The entire consultancy work including submission of reports, documentation, deliverables, etc. shall be completed within 30 (thirty) months from the contract effective date.

**Deliverables**

The following table describes the deliverables of this assignment, which are the outputs of the activities specified under the Scope of Services and divided into two phases:

**Deliverables for Phase – 1 (July 2024 to June 2025)**

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**Note:** T0 = Date of commencement of the Contract; M = Month



SL. #	Deliverables (which could be developed along the following core information below)	Submission Deadline (T1, T2, ..., TN)	Delivery Conditions (Will be accepted after necessary corrections based on the comments from PIU)
1.	Inception Report	T1 = T0 + 1 M	3 hard copies, 1 soft copy
2.	Bangladesh Offshore Outsourcing Scaleup and Transformation (Boost) Strategy	T1 = T0 + 2 M	3 hard copies, 1 soft copy
3	Deliverable includes successful implementation along with the completion report of the following activities: 1. Shortlisting 200 IT Firms in Bangladesh 2. Complete Selection of i) Leading Ten (L10), (ii) Take-off Twenty (T20) and (iii) Future Fifty (F50) IT Firms under for the Global CEO Outreach Program 3. Coach and groom Partner IT Firms for global business development outreach activities within the project scope 4. Any other activities which have been agreed to perform under the project scope	T2 = T0 + 6 M	3 hard copies, 1 soft copy
4	Deliverable includes successful implementation along with the completion report of the following activities: 1. 10 Global Business trips (Outbound) to targeted regions. 2. At least 50 networking meeting with CEOs/CXOs /Business Leads and 20 NRBs in global markets 3. Arrange in country business development trip for 15 global CEOs / CXOs / Company representatives to come to Bangladesh 4. Organize 5 Webinars inviting global leaders / professionals in the IT Industry and promoting Bangladesh's IT Industry 5. Write, publish and promote 4 articles globally 6. Publish 10 blogs on Social Media and boost those to appropriate cluster 7. Publish 2 analyst reports promoting Bangladesh 8. Develop one (1) 3-minute global standard Avs to promote Bangladesh and prepare clips from the main videos. 9. Broadcast AV Clips to prominent media channels for 30 minutes 10. US\$50 million worth aggregate export revenue earned by the participating IT firms.	T3 = T0 + 12M	3 hard copies, 1 soft copy

SL. #	Deliverables (which could be developed along the following core information below)	Submission Deadline (T1, T2, ..., TN)	Delivery Conditions (Will be accepted after necessary corrections based on the comments from PIU)
	11. Forward Business Strategy for Bangladesh in Achieving Global Export Target as per Vision 2041 in lined with the activities performed in the phase1 12. Any other activities which have been agreed to perform under the project scope		

### **Deliverables for Phase – 2**

**Note:** T0 = Date of commencement of the Contract; M = Month

SL. #	Deliverables (which could be developed along the following core information below)	Submission Deadline (T1, T2, ..., TN)	Delivery Conditions (Will be accepted after necessary corrections based on the comments from PIU)
1.	Deliverable includes successful implementation along with the completion report of the following activities: <ol style="list-style-type: none"> <li>1. Selection and appointment of 2 Business Managers and 4 Associates for the business hubs</li> <li>2. Setup 2 Business Development Hub in selected destinations</li> <li>3. Arrange in country business development trip for 10 global CEOs / CXOs / Company representatives to come to Bangladesh</li> <li>4. 10 Global Business trips (Outbound) to targeted regions.</li> <li>5. At least 50 networking meeting with CEOs/CXOs /Business Leads and 20 NRBs in global markets</li> <li>6. Organize 3 webinars inviting global leaders / professionals in the IT Industry and promoting Bangladesh's IT Industry</li> <li>7. Write, publish and promote 4 articles globally</li> <li>8. Publish 10 blogs on Social Media and boost those to appropriate cluster</li> <li>9. Publish 1 analyst report promoting Bangladesh</li> <li>10. Develop one (1) 3 minute global standard Avs to promote Bangladesh and prepare clips from the main videos.</li> <li>11. Broadcast AV Clips to prominent media channels for 30 minutes</li> </ol>	$T3 = T12 + 18M$	3 hard copies, 1 soft copy

	12. Any other activities which have been agreed to perform under the project scope		
	<p>Deliverable includes successful implementation along with the completion report of the following activities:</p> <ol style="list-style-type: none"> <li>1. Arrange in country business development trip for 10 global CEOs / CXOs / Company representatives to come to Bangladesh</li> <li>2. 5 Global Business trips (Outbound) to targeted regions.</li> <li>3. At least 25 networking meeting with CEOs/CXOs /Business Leads and 10 NRBs in global markets</li> <li>4. Organize 5 Webinars inviting global leaders / professionals in the IT Industry and promoting Bangladesh's IT Industry</li> <li>2. 5. Write, publish and promote 2 articles globally</li> <li>6. Publish 5 blogs on Social Media and boost those to appropriate cluster</li> <li>7. Develop one (1) 3 minute global standard Avs to promote Bangladesh and prepare clips from the main videos.</li> <li>8. Broadcast AV Clips to prominent media channels for 30 minutes</li> <li>9. Publish 1 analyst report promoting Bangladesh</li> <li>10. Any other activities which have been agreed to perform under the project scope</li> </ol>	T3 = T18 + 24M	3 hard copies, 1 soft copy
	<p>Deliverable includes successful implementation along with the completion report of the following activities:</p> <ol style="list-style-type: none"> <li>1. Arrange in country business development trip for 5 global CEOs / CXOs / Company representatives to come to Bangladesh</li> <li>2. Organize 2 Webinars inviting global leaders / professionals in the IT Industry and promoting Bangladesh's IT Industry</li> <li>3. Publish 5 blogs on Social Media and boost those to appropriate cluster</li> <li>3. 4. US\$150 million worth aggregate export revenue earned by the participating IT firms.</li> <li>5. Forward Business Strategy for Bangladesh in Achieving Global Export Target as per Vision 2041</li> <li>6. Any other activities which have been agreed to perform under the project scope</li> </ol>	T4 = T24 + 30M	3 hard copies, 1 soft copy

**Reporting Arrangement:** The following table describes the reports of the assignment under **Scope of Services.** **Note:** T0 = Date of commencement of the Contract; M = Month

SL. #	Report Name	Report Format and Quantity	Submission Deadline (T1, T2, ....., TN)
1.	Monthly Progress Report	Softcopy (PDF) – 1	Each Month
2.	Interim Report	Hardcopy – 3	T = T0 + 12 M
3.	Final Report		T = T0 + 30 M

**Management of the Assignment:** The Client for the assignment will be the Project Implementation Unit (PIU) of Enhancing Digital Government and Economy (EDGE) of Bangladesh Computer Council (BCC) under the ICT Division, who will also issue the contract. The focal points for this assignment will be the Project Director and the Policy Advisor of the project. The general obligations for the consultant are as follows:

**To be provided by the Consultant :** During the assignment, the Consultant shall provide all the facilities for their staff and other logistical requirements like computers, printers, and facilities for the production and binding of reports, etc. on their own to fulfill their obligations. These will also include support staff and office facilities, office equipment and supplies, required equipment and materials for the assignment, and communications as required. The Consultant will be responsible for bearing the logistics, insurance cost and associated expenses (e.g., venue, food, transportation) related to the training, workshops, seminars, events, FGDs, etc. the consultant must also provide discussion tracks of all meetings in timely order. The Consulting firm will set out the requirements in the technical proposal and provide the financial cost estimates for these in their financial proposal.

**To be provided by the Client:** The client will provide appropriate direction, data, information, etc., and assist in communicating with other Government departments, communities, and stakeholders.

**Administrative Arrangements:** The Consultant will work in close consultation with the project director under the general supervision and guidance of the policy advisor and respective team leaders and supervisors. The Consultant will assist in arranging all meetings with other government departments, communities, universities, and stakeholders.