

**REPUBLIC OF SURINAME**



**MINISTRY OF FOREIGN AFFAIRS,  
INTERNATIONAL BUSINESS EN INTERNATIONAL COOPERATION**

**REQUEST FOR EXPRESSIONS OF INTEREST CONSULTING SERVICES**

Institution: **The Inter-American Development Bank**

Country: **The Republic of Suriname**

Project: **Foreign Investment and Export Promotion Program**

Sector: **Trade & Investment**

Abstract: **Expressions of Interest for contracting a firm for the Design and Implementation of a Branding Strategy for Suriname and the Suriname Investment and Trade Agency (SITA)**

Loan No.: **4801/OC-SU**

Contract / Bid no.: **SU-L1056-P00055**

Deadline: **February 17, 2025**

The Republic of Suriname, through the Ministry of Foreign Affairs, International Business and International Cooperation, has received financing from the Inter-American Development Bank (IDB), toward the cost of the Foreign Investment and Export Promotion Program (FIEPP, project no. SU-L1056), and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include the following objectives:

- 1) Craft a Distinctive and Authentic National Brand for Suriname, that:
  - reflects the rich culture, natural beauty, unique heritage, products from Suriname and showcasing the promising investment opportunities available in Suriname;
  - Increases the visibility of Suriname globally, positioning it as an attractive destination for tourists, investors, and potential business partners.
  - Inspire national pride and unity through a compelling, shared narrative that resonates with the people of Suriname.
  - Ensure seamless execution of the brand across multiple platforms and through impactful international campaigns.
- 2) Develop a dynamic and recognizable brand identity for the Suriname Investment and Trade Agency (SITA), which:
  - Elevate awareness of SITA’s services and expertise
  - Cultivate customer loyalty and trust in SITA’s capabilities.
  - Drive SITA’s growth by attracting new clients and retaining existing ones, positioning the agency as a key player in facilitating trade and investment opportunities

The duration of these Services is ten (10) months.

The Ministry of Foreign Affairs, International Business and International Cooperation now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The Expression of Interest (EOI) does not have a specific format or template, but should include:

- i. a properly signed Letter of Interest (LOI) from the firm to participate in the assignment;
- ii. profile of the firm (including evidence of the requisite expertise and skills);
- iii. list of similar assignments executed during the last five (5) years;
- iv. proof of legal status of the firm.

**Short lists shall comprise firms with a wide geographic spread not fewer than five (5) and not more than eight (8) eligible firms (GN-2350-15).**

Consultants will be selected in accordance with the procedures set out in the Inter-American Development Bank: [\*Policies for the Selection and Contracting of Consultants financed by the Inter-American Development Bank\*](#) GN-2350-15 and is open to all eligible bidders as defined in the policies.

Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications. For the purpose of establishing the short list, the nationality of a firm is that of the country in which it is legally incorporated or constituted and in the case of Joint Venture, the nationality of the firm appointed to represent it.

A Consultant will be selected in accordance with the Quality- and Cost-Based Selection (QCBS) method set out in the Consultant Policies.

Further information can be obtained at the address below during office hours 09.00 to 15.00 hours Suriname Time (SRT).

Expressions of interest must be delivered in written form by email to the address [peu-procurement@sita.sr](mailto:peu-procurement@sita.sr) by **February 17, 2025 before 15.00 hours SRT.**

Ministry of Foreign Affairs, International Business and International Cooperation

Attn: Mrs. Monique Bakker, Program Manager  
Program Execution Unit

Address: Foreign Investment and Export Promotion Program  
Suriname Investment & Trade Agency (SITA)  
Brokopondolaan #97, Corner Mr. Jagernath Lachmonstraat,  
Paramaribo, Suriname