

KINGDOM OF CAMBODIA
MINISTRY OF COMMERCE
GENERAL DIRECTORATE FOR INTERNATIONAL TRADE
DEPARTMENT OF INTERNATIONAL COOPERATION

Enhanced Integrated Framework – Tier 1

(Program ID No: EIF-Tier1-KHM-001)

**REQUEST FOR EXPRESSION OF INTEREST FOR
INDIVIDUAL CONSULTANT FOR A
NATIONAL COMMUNICATION CONSULTANT
(REF: EIF/2011/010)**

1. The Royal Government of Cambodia (RGC) through the Ministry of Commerce (MOC) has received a grant of US\$909'000 as part of the Enhanced Integrated Framework – Tier 1 implementation (2010-2013). The Integrated Framework (IF) for Trade-Related Technical Assistance to least-developed countries (LDCs) is a process that was first established in 1997 to support LDC governments in trade capacity building and integrating trade issues into overall national development strategies. The IF has two objectives: (1) to "mainstream" (integrate) trade into the national development plans such as the Poverty Reduction Strategy Papers (PRSPs) through the implementation of Diagnostic Trade Integration Strategy in 2007 and embark on an ambitious Trade Sector-Wide Approach (Trade SWAp) in Cambodia and (2) to assist in the co-ordinated delivery of trade-related technical assistance in response to needs identified by the LDC. The EIF proposal for Cambodia will allow the country to enhance its national capacity to formulate, implement, manage, and monitor a pro-poor trade policy that further adhere to the principles of the Paris Declaration on Aid Effectiveness. The Department of International Cooperation (D/ICO) of the Ministry of Commerce acts as the National Implementation Unit (NIU). The EIF Tier 1 project supports the implementation of the Cambodia Trade SWAp.
2. The D/ICO, serving as Secretariat to the EIF Tier 1 Project, is recruiting a **National Communication Consultant** to update and to accelerate the implementation of Trade SWAp Communication Strategy, with a focus on the professional quality and timeliness of activities, so as to contribute to the program's strategic results. The services to be provided will include, but are not limited to:
 - Provide advice to NIU Communication Unit, the NIU Director and the EIF Project Manager on technical issues emerging from the implementation of the communication strategy and activities;
 - Work in close collaboration with the Communication Focal Point, the Editorial Board and the support staff from the Department of International Cooperation (D/ICO) to produce the e-newsletter and other publications, with a view to strengthen the capacity on publication products development, press events management and work in the field of communication;
 - Ensure the timely production of communication materials; and
 - Carry out other related activities as required.
3. The Consultant is contracted for a period of twelve months (12 months) from the contract signing date with possibility of extension.
4. Acting on behalf of the Ministry of Commerce, D/ICO invites expressions of interest from qualified and experienced individual consultants to undertake the above mentioned services

which are further detailed in the Terms of Reference for this assignment. The successful consultant will be selected in accordance with the provisions set forth in Section V: Selection and Employment of Consultants by World Bank Borrowers, January 2011.

5. In submitting their expressions of interest, consultants are kindly requested to indicate the following reference: **EIF/2011/010**. Interested consultants must provide their updated curriculum vitae, indicating personal and technical skills, academic qualifications, experience in similar assignments, experience with donor-funded, government-executed projects, and experience in Cambodia and/or other developing countries along with the names of at least three (3) referees with contact information (e-mail address, telephone or fax numbers). Expressions of Interest shall be submitted in hard copy followed by an electronic copy.
6. Interested consultants may obtain copies of the detailed Terms of Reference (in English) for the assignment from the address below during office hours from 8:30 to 12:00 and from 14:00 to 17:30 hours, Monday through Friday, except public holidays.
7. Expressions of interest must be submitted to the address below no later than **June 27th, 2012 (before 17:00 hours)**. Applications received beyond this date will not be considered

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