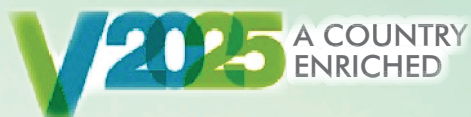




**SRI LANKA
EXPORT DEVELOPMENT
BOARD**



IMPLEMENTATION OF NATIONAL BUDGET PROPOSAL - 2018



**MINISTRY OF DEVELOPMENT
STRATEGIES AND
INTERNATIONAL TRADE**

REQUEST FOR EXPRESSION OF INTEREST

DEMOCRATIC SOCIALIST REPUBLIC OF SRI LANKA

MINISTRY OF DEVELOPMENT STRATEGIES AND INTERNATIONAL TRADE

Procurement Entity: Sri Lanka Export Development Board

CONSULTANT TO ATTRACT 5 GLOBAL ELECTRONICS & ELECTRICAL MANUFACTURING MULTI-NATIONAL COMPANIES TO SRI LANKA

The Sri Lanka Export Development Board (EDB) invites eligible consultants to undertake to implement the following services required under the Multi-National Corporation Outreach Programme for Electrical & Electronics Manufacturing industry to attract 5 Global Electronics & Electrical Manufacturing Multinational Companies (MNCs) to Sri Lanka by 2022.

Interested consultants must provide information indicating that they are qualified to perform the services required (Brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). Consultants may associate to enhance their qualifications.

A Consultant will be selected in accordance with the procedures set out in the Guidelines for Selection and Employment of Consultants, published by National Procurement Agency.

Service Required

- Set a strategy to attract and establish 3-5 global EEM Multinational Companies (MNCs) in Sri Lanka within 5 years
- Identify strategic and specific opportunities where Sri Lankan EEM companies can plug into global supply chains
- Maintain a rapport with targeted MNCs to promote Sri Lanka as an Electronics and Electrical design, development & manufacturing base in the world.
- Attract EEM Multi-National Companies (MNCs) through G2G, G2B or B2B Programmes.
- Monthly progress reporting. It is essential the consultant works closely with members of Sri Lanka Electronic Manufacturers and Exporters Association (SLEMEA)

Procedure

Expressions Of Interest (EOI) addressed to the Chairperson & Chief Executive, EDB indicating **“EOI – SELECTION OF A FOREIGN CONSULTANT/EXPERT FOR THE MULTI-NATIONAL CORPORATION OUTREACH PROGRAMME FOR ELECTRICAL & ELECTRONIC MACHINERY UNDER NATIONAL BUDGET 2018”** on the left hand corner of the envelope should be delivered to the address below by registered post or deposited in the tender box (6th floor) Procurement Unit, EDB on or before **31st August 2018 at 2.30 p.m.**

The Terms of Reference (TOR) and the additional requirements for the Expression of Interest could be downloaded from EDB website, www.srilankabusiness.com under the “Announcement”

Interested consultants may obtain further information from Mrs. Manoja Dissanayake and Mr. D.A.D. De Zoysa of Export Services Division on Tel. +94112300705 (Ext. 286 & 283)

Chairperson & Chief Executive
Sri Lanka Export Development Board
NDB-EDB Tower, 42, Nawam Mawatha, Colombo 2, Sri Lanka
Tel. +94112300700 Fax. +94112300715
Web: www.srilankabusiness.com

TERMS OF REFERENCE (TOR)

SELECTION OF AN INTERNATIONAL CONSULTANT TO LEAD THE MULTI-NATIONAL CORPORATION OUTREACH PROGRAMME FOR ELECTRICAL & ELECTRONICS INDUSTRY

A. Background

Sri Lanka's Electrical and Electronics industry is progressively stepping in to the Global Electronics Value Added Supply Chain with products and services finding acceptance amongst the most important Global Market Leaders. The Electrical and Electronics industry in Sri Lanka grew significantly over the past 45 years to experience gradual elevation to the position as a key manufacturing industry contributing towards export oriented economic growth.

The industry commenced operations as a basic assembler of Consumer Electronics in early 1970s, which shifted towards manufacturing of Electronic Components and Assemblies in post 1977s.

In 2017, the industry's contribution to the total export revenue was USD 371.48 million. The 75+ company's in the industry employs over 40,000 skilled workers producing an array of products including printed circuit boards, magnetic heads, ferrite cores, coil and harness assemblies, energy saving lamps, transformers etc. Among the electrical products, Low voltage cables, cable management systems have experienced a high reputation in the global market. Accordingly, the industry mainly caters to Automobile, Telecommunication, Consumer Electronics, Industrial Automation, Internet of Things and several other verticals.

Some of the finished products Sri Lanka currently exporting are Wires and Cables, Electrical Switches and sockets, Electrical Boards and Panels, Mechanical and Industrial Engineering Machineries, Auto Guided Vehicles (AGV), Transformers, Medical Devices, Fixed Capacitors, IoT Devices, Electronic payment devices, Fiber optic related products, Toroidal coils, and Energy saving lamps.

The major companies in the sector perform their manufacturing operations within the export processing zones under the purview of the Board of Investment of Sri Lanka (BOI). Sri Lanka Electronic Manufacturers and Exporters Association (SLEMEA), the representative body of Sri Lankan Electrical and Electronics Industry, supports and strengthen sector growth. The Sri Lankan

Electronics/Electrical industry exporters are ISO certified, committed towards protecting the environment, observe ROHS and WEEE regulations and provide decent employment in conformity with the ILO requirements. The top 10 exporting destinations of the industry include Switzerland, Maldives, United States, United Kingdom, Hong Kong, Japan, China, Bangladesh, India, and Germany.

At present, the industry is establishing a reputation as a center of excellence for electronics design and development. The industry transition towards emerging technologies such as Internet of Things, Robotics, Bio-medical, Analytics etc., reflects upon fast growing potential of Sri Lanka to exploit global opportunities within Smart Cities, Wearable Tech, and Firmware etc.

Objective

Attract three (3) to five (5) global MNCs through G2G or G2B programmes so that Sri Lankan EEC companies can plug into global MNC supply chains, develop JVs and act as contract manufacturing companies doing more design driven work in Sri Lanka. Criteria of the MNC will be determined by the Leading implementing partners and Supporting implementing partners.

B. Scope of Work

- a) Set a strategy to attract and establish 3-5 global EEM Multinational Companies (MNCs) in Sri Lanka within 5 years.
- b) Identify strategic and specific opportunities where Sri Lankan EEM companies can plug into global supply chains.
- c) Maintain a rapport with targeted MNCs to promote Sri Lanka as an Electronics and Electrical design, development & manufacturing base in the world.
- d) Attract EEM Multinational Companies (MNCs) through G2G, G2B or B2B Programmes.
- e) Monthly progress reporting.

It is essential the consultant works closely with members of SLEMEA

C. Expected Outputs & Outcomes

Phase 1 Research & Information Gathering of the Industry (not limited to manufacturing) & Potential Global MNCs in the Sector					
	Expected Action	Time Frame	Expected Output/s	Expected Outcome	Notes
1.1	Interview a representative industry sample to understand current practices and future potential	3 weeks	20 interviews Concept Paper		Interview ToR/ Questionnaire to be circulated among all partners for feedback
1.2	Conduct a Resource Analysis; inter and intra industry physical and intellectual assets available to attract investments	2 weeks	Summary Paper	Draft Strategy Paper for completion of consultancy	
1.3	Conduct a Technical Analysis of potential investor and export markets	4 weeks	Summary Technical Report (should include list of potential investor & export markets with projections)	Final Strategy Paper for completion of consultancy	
Phase 2 Targeting the MNCs					
2.1	Maintain a rapport & set up meetings with interested and	6 months	Meeting Minutes		First meeting should be dated

	targeted parties in order to identify a core group of potential investors.		Letters of Intent		within 4 months of consultancy commencement
2.2	Assist BOI to successfully sign the agreements with interested MNCs.	3 months	Technical Summary papers	Sign the agreements with selected MNCs	

D. Reports and Schedule of Deliveries

- One MNC to be established in the first year.
- Three MNCs to be established in three years.
- Five MNCs to be established in five years.

E. Institutional Arrangements

- Leading implementing partner - BOI
- Supporting implementing partners – MODSIT, EDB, SLEMEA, Advisory Committee on E&E sector

F. Methodology

The consultant will follow the work plan and the time schedule agreed with GoSL in undertaking the contract assignment.

- a) An appropriate methodology will have to be determined by the consultant in consultations with partners;
- b) The consultant will work in close collaboration with all partners;
- c) The consultant will undertake collection of all the required data/information from various sources, including Government departments, Ministries and other relevant sources;
- d) All partners shall facilitate in collection of the data/information with required official letters and contact with focal person(s) wherever required;
- e) The consultant will undertake review, assessment and judgment of the data/information in close consultation with the partners;
- f) The consultant will facilitate in meetings and presentations of the stakeholder consultations organized as per the agreed work schedule;

G. Duration of the Work

- a) The duration of contract shall be for a maximum of twelve working months in September 2018 – September 2019.
- b) The contract is subjected for an extension upon satisfactory service.
- c) The consultant will work closely with the project team and partners and report monthly progress and activities carried out as agreed.

H. Duty Station

The consultant will undertake a mix of in-country (Colombo, Sri Lanka) and distance mode of working (outstation & overseas) based on the agreed work-plan and methodology.

I. Required Expertise and Qualifications

- ✓ At least 10 years of prior experience in dealing with trade contracts especially in the regional and international context.
- ✓ Demonstrated knowledge and experience in undertaking research especially in the area of Foreign Direct Investment projects.
- ✓ Demonstrated experiences and skills in facilitating stakeholder/working group consultations.
- ✓ Relevant regional and international experience is essential.

The project seeks to identify experts that fulfill the above criteria and have demonstrated ability of involving key stakeholders, to provide relevant expertise and bring a wider perspective into attracting MNCs.

J. Scope of financial Proposal and Schedule of Payments

The agreement will be signed as per the Government Guide Lines.

K. Criteria for Selection of the Best Offer

The evaluation of the consultant will be based on Combined Scoring method– where the qualifications and methodology is given 80% weightage and financial offer will be given 20% weightage. Only consultant meeting a minimum of 70 points under technical evaluation would be considered for the financial evaluation.

L. Payment Schedule

20% on signing the contract and submission of a roadmap including methodology for successful completion of consultancy

10% on completion of Phase 1

20% on the completion of the short listing of the core group of MNCs.

50% upon signing the first agreement with a MNC and BOI.



ADDITIONAL REQUIREMENTS - EXPRESSION OF INTEREST (EOI)

SELECTION OF A FOREIGN/LOCAL CONSULTANT/EXPERT FOR THE MULTI-NATIONAL CORPORATION OUTREACH PROGRAMME FOR ELECTRICAL & ELECTRONICS MACHINERY UNDER NATIONAL BUDGET2018

1. Scope of work

- a) Set a strategy to attract and establish 3-5 global EEM Multinational Companies (MNCs) in Sri Lanka within 5 years
- b) Identify strategic and specific opportunities where Sri Lankan EEM companies can plug into global supply chains
- c) Maintain a rapport with targeted MNCs to promote Sri Lanka as an Electronics and Electrical design, development & manufacturing base in the world.
- d) Attract EEM Multinational Companies (MNCs) through G2G, G2B or B2B Programmes.
- e) Monthly progress reporting. It is essential the consultant works closely with members of Sri Lanka Electronic Manufacturers and Exporters Association (SLEMEA)

2. Requirements

- ✓ At least 10 years of prior experience in dealing with trade contracts especially in the regional and international context.
- ✓ Demonstrated knowledge and experience in undertaking research especially in the area of Foreign Direct Investment projects.
- ✓ Demonstrated experiences and skills in facilitating stakeholder/working group consultations.
- ✓ Relevant regional and international experience is essential.

3. EOI submission should include the following;

- Business Registration
- Proposed Strategy in brief
- Proof of ability providing details of similar assignments undertaken and delivered at international or sectoral level with sufficient details
- Profiles of staff members with required qualification and experience