
Activity:	Support to the Enterprise Georgia in the arrangement of the exhibition “AcceleRating! How Clusters Drive Entrepreneurship Development in Georgia” within the framework the OECD Eurasia Week
Period:	February 28 - March 20, 2020
Venue:	Sheraton Grand Tbilisi Metechi Palace Hotel

1. Brief introduction

To support business performance of private sector actors in construction, tourism and apparel sectors and to improve an institutional setup for cluster and business development with an ultimate objective of enhanced business performance of private sector fostering the socio-economic development in Georgia and its regions, the PSD TVET SC within the framework of the EU Programme “Economic and Business Development in Georgia”, Component 3: Greater business sophistication, implements the “Clusters4Development” Project (hereafter – the project) for the period of 3,5 years (from July 2019 to January 2023). The Project has been integrated into the PSD TVET SC implemented by GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

The Project is composed of four components: (1) development and pilot implementation of a market-oriented cluster in the construction sector; (2) development and pilot implementation of a market-oriented cluster in the tourism sector; (3) development and pilot implementation of a market-oriented cluster in the apparel sector; and (4) enhancement of institutional capacities for cluster and business development.

Within components 1-3, it is foreseen to support the establishment of sectoral clusters. This includes a cluster on “quality and innovation in construction materials”, up to three thematic clusters in tourism (1: Kakheti and Imereti local wine and food tourism cluster; 2: Imereti authentic accommodation cluster; 3: Imereti cultural heritage cluster) as well as a cluster “sustainable apparel vade in Georgia”. In Component 4, it is foreseen to support a conducive cluster development framework at the national level as well as to provide specific assistance to Enterprise Georgia (a business development agency under the Ministry of Economy and Sustainable Development of Georgia) to strengthen its role in promoting business development and providing demand-oriented services and support to the private sector. Throughout all four components, a focus will be put on ensuring direct impact on the business performance of private sector enterprises.

2. Background and context of the project

Georgia has made substantial economic progress during the last years, with estimated annual Gross Domestic Product (GDP) growth rates over 4% (2017: 4.3%, 2018: 4.2%). Well-founded structural reforms have contributed to an enhanced business environment, including simplified procedures, advancement in e-government processes, improvements in tax administration including specific benefits for micro, small and medium enterprises (MSME) and to fighting corruption. As a result, the country ranks high in the Doing Business Report of the World Bank (2018: rank 9), being the only lower-middle income country in the top 10 countries of the index and having accomplished the highest number of business regulation reforms (2018: 47) since establishment of the index (2003).

Enterprise Georgia (EG), an affiliated agency of the Ministry of Economy and Sustainable Development of Georgia (MoESD), is strategically positioned to play a central role to facilitate private sector (particularly SMEs) development through a variety of financial, technical and promotional support mechanisms. It is the key implementing partner of “Produce in Georgia” and is responsible for business support, export promotion and investment in Georgian economic sectors. Furthermore, Enterprise plays a central role in the development and implementation of the national cluster program (NCP) as a mechanism to realize policies to support clustering approach to business development for SMEs in Georgia.

Enterprise Georgia is tasked with representing Georgia within the framework of the OECD Eurasia Week held in Tbilisi from March 17 to 19, 2020. Within this event, a high visibility space is dedicated to SME and cluster development under the title “AcceleRating! How Clusters Drive Entrepreneurship Development in Georgia”. The exhibition space will showcase Georgia’s Apparel, Film, Furniture and ICT clusters established with the support of the EU and the German Government funded project Clusters4Development (C4D) under the EU4Business Initiative. Furthermore, the products of Design Georgia and of Georgian leather producers will be exhibited. Exhibition space will integrate an area for the exhibition visitors to exchange and reflection on entrepreneurship development in Georgia.

3. Conditions of the assignment

In the framework of the EU and the German Government funded project “Clusters4Development”, GIZ will contract a professional event management company / organization (“Contractor”) for supporting the Enterprise Georgia to organize the **Cluster Lounge** in the framework of the OECD Eurasia Week to be held on March 17-19 in Tbilisi, Georgia.

“**AcceleRating! How Clusters Drive Entrepreneurship Development in Georgia**” is will showcase products of Georgian SMEs - members of the business clusters established in **furniture, film, ICT and apparel** sectors along with the products of **Association Design Georgia** and of **Georgian leather producers**.

Around **300 participants are anticipated to participate in the OECD Eurasia Week** from OECD Central Asia Initiative and OECD Eastern Europe and South Caucasus Initiative countries and Cluster Lounge exhibition area shall be arranged in a parallel of the main events.

3.1. Objective and tasks

Under the direct supervision of GIZ/C4D team and in cooperation with the Enterprise Georgia, the Contractor is expected to complete following tasks:

Task 1: Concept for delivery of services for the event

The Contractor shall develop the concept for the **exhibition pavillion** presenting the clusters (Georgian Furniture Cluster, Georgian Film Cluster, Georgian ICT Cluster, Georgian Apparel Producers Network and Design Georgia) and local leather producers based to the participants of the event.

The deliverables under task 1 shall include:

- Concept and visual presentation (render/sketch) of the **exhibition pavilion**, including stand designs for **6 cluster/thematic stand designs**
- The concept shall include design for **sitting area within the pavilion**, where event visitors can meet and interact

- Concept for the event **promotional brochure** to include information about the Project, clusters and products on display
- Service delivery plan
- Final concept after deliberation with all stakeholders will be agreed by March 1.

Task 2: Technical support to C4D Project and EG to organise the exhibition

The Contractor will be responsible for the delivery of following services to the Project and EG to hold the event:

- Arrangements in the **exhibition pavillion (270 square meter)** that would include construction/installment of:
 - 1. Thematic stands/displays** for the products of Film, Furniture, ICT, Apparel clusters, Design Georgia and Georgian leather producers. **As part of the film cluster stand**, the Contractor is expected to set up a **mock-up cinema hall interior** with the LED screen (some rows of seats/benches may be included, if approved design of the stand requires).The screen will show film trailers from Georgian Film Cluster members.
 - 2. A high resolution screens** for ICT cluster stand
 - 3. Set-up of a special sitting area** within the pavillion for the visitors to meet and talk (sitting arrangements with chairs, benches, cube stools, etc may be considered).
 - 4. Standing banners with info about the 6 clusters/themes** - content of the information and/or visuals have to be agreed with the C4D Project.
 - 5. One large event banner installation** (based on the concept) at the entrance to the exhibition area.
 - 6. Installment of the sound AV system.**
 - 7. All necessary technical equipment for the exhibition area**, including **lightening systems per each exhibition area/stand.**

Item description	Quantity
High recolution screens	2 (depending on the exhibition space concept)
Exhibition stands for 6 themes including lighning	6
Desk for Project publications	1
Big event banner installment	1
Banners for each cluster, Design Georgia and leather producer visualizing the sectoral information	6

The contractor will be given access to the Project’s photo and video archive for the production of required print and visual materials.

The contract period for this assignment is from **February 28 to March 20, 2019.**

The company shall submit the final report on the work performed to GIZ C4D.

4. Coordination and communication

- The Contractor reports to the GIZ/C4D Project Team Leader and the Project Expert.
- The Contractor will coordinate closely on all content and technical aspects of this assignment with GIZ as a focal point. All actions shall be also coordinated with the MoESD/EG.
- **The contractor shall be in direct contact with the clusters and companies and shall ensure transportation and handling of products. Respective costs shall be borne by the Contractor and the estimates shall be included in the financial offer.**

The Contractor will be provided with the following support by the GIZ:

- Briefing at the start of the assignment;
- Facilitation of the meetings with the EG;
- Information and photos for production of the promo materials, i.e. brochure;
- All contact and other needed information about for clusters and Association Design Georgia that will support the Contractor in implementation of this assignment.

5. EU visibility

Development of all products under this assignment is funded by the EU and the German Government; therefore, it must follow communication and visibility requirements for the EU funded external actions.

6. Submission requirements

The Contractor shall submit technical and financial proposals to comply with the following requirements:

6.1. The technical proposal shall contain:

- **Information about the Contractor** demonstrating its strong record in the area of the event management.
- **Assignment relevant portfolio** – links to similar past work that demonstrate ability of the Contractor to conduct creative, high level event.
- **Clear concept and vision on the event.**
- **A work plan to include implementation schedule and tasks to be performed by suggested professional(s) for completion of this assignment.**
- Proposed **professional(s) to be involved** in implementation of this assignment (please include CVs).

Technical Proposal will be assessed based on the following criteria:

- Interpretation of objectives;
- Assignment-relevant experience and portfolio of the company;
- Professional credentials and qualifications of proposed staff;
- Relevance of the proposed technical offer to current assignment and expectation of the project.

6.2. The financial proposal shall clearly state (i) all types of costs to be charged to the project for implementation of this assignment as per cost item, excluding VAT and (ii) terms and mode of payment.

The company shall EXCLUDE venue renting and catering services costs for the event in their financial offers.

For assessment details please refer to the “Evaluation Scheme for Technical Assessment of Offers” file attached to the tender announcement.