



**REQUEST FOR EXPRESSION OF INTEREST
PRODUCTION OF MEFMI INFOMERCIALS**

The Macroeconomic and Financial Management Institute of Eastern and Southern Africa (MEFMI) is a regionally owned capacity development Institute with 14 member countries, namely: Angola, Botswana, Burundi, Eswatini, Kenya, Lesotho, Malawi, Mozambique, Namibia, Rwanda, Tanzania, Uganda, Zambia, and Zimbabwe. Its mandate is to build sustainable human and institutional capacity and foster best practices for prudent macroeconomic and financial management in Central Banks, Ministries of Finance and Planning and other related institutions with the long-term objective of supporting macroeconomic and financial stability.

The MEFMI Secretariat which is the principal vehicle for the designing and implementing of the Institute’s programmes is based in Harare, Zimbabwe. The Institute has three functional programmes i.e. Debt Management Programme, Financial Sector Management Programme and Macroeconomic Management Programme. The Secretariat is headed by an Executive Director.

MEFMI capacity development activities are delivered through regional and in-country training courses and workshops; country diagnostic and technical assistance missions; preparation and dissemination of manuals; and conducting special policy-related studies. In addition, the Secretariat organises Executive Fora meetings annually for senior policymakers, including Ministers, Permanent Secretaries and their deputies in the ministries of Finance / Economic Planning as well as Central Bank Governors and their deputies. The Institute also runs the Fellows Development Programme whereby officials nominated by the Central Banks, Ministries of Finance and other MEFMI client institutions undergo rigorous training in their areas of specialisation for at least two years after which they become Fellows of the Institute.

Assignment

- MEFMI wishes to produce infomercials to be showcased at the commencement of every event to enhance the MEFMI brand visibility.
- The Executive Director’s Office will be spearheading the general communication and customer engagement to create awareness and enhance visibility of the Institute.

Reason for the Brief	<ul style="list-style-type: none"> To task an Agency to develop balanced brand promotion informercials on MEFMI products and services.
Specific Communications objectives are to show-case:	<ul style="list-style-type: none"> The unique quality of capacity development activities that are specific, and are directly undertaken by MEFMI in Macroeconomic, Sovereign Debt and Financial Sector Management. Training of Fellows and trained trainers as specialists who are engines of change in MEFMI client institutions. Generate excitement in the market regarding MEFMI Business Development Unit.
Communication Target(s)	<ul style="list-style-type: none"> MEFMI events participants. MEFMI client institutions Current & Prospective BDU customers. Mass market Current and prospective financial partners
Tone of Voice	Exciting, Informative, Educative
Mandatory requirements	Adherence to MEFMI Brand Manual
Agency Task	<p>Agency to create:</p> <ul style="list-style-type: none"> Three (3) informercials with voice over (male and female voices) each being 1.5 minutes long for <ul style="list-style-type: none"> Capacity development activities Training of Fellows and trained trainers For Business Development Unit 3 minute corporate informercial. <p>Captioning in Portuguese.</p>
Qualifications, Skills and Experience	<p>The firm shall be required to provide the following:</p> <p>a) General information:</p> <ol style="list-style-type: none"> Name of the registered company Physical address

	<ul style="list-style-type: none"> iii. Telephone number iv. Email address v. Certificate of incorporation vi. VAT certificate vii. Address of any third party involved in the bid <p>b) The profile of the Service Provider(s) must include a description of the following:</p> <ul style="list-style-type: none"> i. The overall number of years in business and the number of years in video production ii. Captioning of clips in Portuguese <p>c) A link to videos and infomercials produced.</p> <p>d) At least three (3) references where the Service provider has provided similar services</p> <ul style="list-style-type: none"> i. Confirmation that it is in order to contact nominated referees must be provided.
<p>Submission of detailed quotation</p>	<p>Expression of interest (EOI) letter must be sent via email not later than 24 March 2022, at 1600 HRS CAT to capacity@mefmi.org and the subject should be: EXPRESSION OF INTEREST PRODUCTION OF MEFMI INFOMERCIALS</p> <p>The Executive Director, 9 Earls Road, Alexandra Park P. O. Box A1419 Avondale Harare</p> <p>Requests for Clarification: email: gladys.siwela@mefmi.org and noel.mahombera@mefmi.org</p> <p>Requests for clarification should be received by the Institute no later than 10 March 2022.</p> <p>Password protected financial bids will only be requested from companies that meet the expected requirements of this expression of interest.</p>

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