

Request for Proposal (RFP) for Comprehensive PR and Communications Support
for the New Development Bank

The New Development Bank

Time of Release: October 16, 2017

Instructions to Bidders

1. Name of Client: The New Development Bank
2. Preparation of Comprehensive PR and Communications Support Proposal
 - 2.1. Please note the proposal shall be prepared in English.
 - 2.2. For the detailed requirements of the proposal, please refer to the following **Terms of Reference**.
3. Application, submission, initiation and review of the proposal
 - 3.1. The deadline of application for participation is October 30, 2017
 - 3.2. After receiving positive response to application, the bidder is required to submit their proposal in sealed envelope to the following address:

Mr. Shishkov Alexander

The New Development Bank

33 Floor, BRICS Tower, 333 Lujiazui Ring Road

Pudong, Shanghai 200120, P.R. China

For those bidders other than located in mainland China, the submission via electronic channel is also an option.

The email address: shishkov.alexander@ndb.int

And copy to wang.huaxue@ndb.int
 - 3.3. The proposal shall be submitted no later than November 15, 2017.
 - 3.4. All related expenses including taxes involved in the contract shall be included in the proposal.
 - 3.5. The bid proposals will be reviewed by the NDB's team, and only the winning bidder will be notified.

Terms of Reference: Comprehensive PR and Communications Support

The New Development Bank (NDB) was founded by Brazil, Russia, India, China and South Africa during the fifth BRICS Summit in Fortaleza in July 2014 and launched a year later. The NDB intends to be a 21st-century multilateral development bank that builds on the experiences of existing institutions. The creation of the Bank is an expression of the growing role of BRICS and other emerging markets and developing countries in the world economy, and their greater willingness to act independently in matters of international economic governance and development.

According to the NDB's General Strategy: 2017 – 2021, the Bank will dedicate about two-thirds of financing commitments in its first five years to sustainable infrastructure development.

The NDB will utilize a full range of financing instruments, moving beyond long-term loans to include guarantees, syndicated loans with private investors, equity investments, project bonds and co-financing arrangements. Local currency financing is a key component of the NDB's value proposition, as it mitigates risks faced by borrowers and supports the deepening of capital markets of member countries.

The Bank intends to combine speed and efficiency of the private sector with the technical rigor, high quality and commitment to the public good that characterizes multilateral institutions.

In 2016, the NDB successfully commenced its lending and borrowing operations. Seven infrastructure loan projects were approved in all member countries for a total amount of over USD 1.5bln. In July 2016, the NDB issued its first green bond in the Chinese interbank bond market for RMB 3bln (approx. USD 448mln). During 2017, the NDB is expected to present 10 to 12 projects to its Board with the combined value of approximately USD 2.5 to 3bln.

Taking into account the expanding operations of the Bank, the deliverables for *Comprehensive PR and Communications Support* include, but are not limited to the following areas:

- Traditional products such as media monitoring, media mentions tracking and analysis, media engagement in all member countries;
- Elaborating, planning, executing advertising campaigns in all the member countries;
- Researches and analysis on the NDB's perception;
- Analysis and reports aimed at extending partnerships for the NDB in all member countries;
- Tools for engagements with social media;
- Events planning and support including non-deal road shows in all member countries;
- Wide range of other communications support required by the Bank.

The provider of *Comprehensive PR and Communications Support* should meet the following requirements:

- Network chain in all BRICS countries and worldwide;
- Office in Shanghai or Beijing;
- Capacity to create and lead interdisciplinary teams across the agency, within its network and with outside partners.