



AFRICAN DEVELOPMENT BANK

Immeuble du Centre de commerce international d'Abidjan, CCIA,
Avenue Jean-Paul II - 01 BP 1387, Abidjan, Côte d'Ivoire

REQUEST FOR EXPRESSIONS OF INTEREST (REOI) (CONSULTING SERVICES)

ECONOMIC AND SECTOR WORK ON THE SPORTS SECTOR IN AFRICA

Background:

1. Consulting Firms for: **“Economic and Sector Work (ESW) to investigate the market potential of the sports sector, as catalyst to decent job creation and socio-economic development in Africa.”**

Assignment:

1. The Non-Sovereign Operations and Private Sector Support (PINS) Department invites eligible consulting firms to indicate their interest in providing these services. Interested consulting firms must provide information indicating that they are qualified to perform the services (documentation, references for similar services, experience in comparable assignments, availability of qualified staff, etc.).
2. The selected consulting firm will be responsible for the assessment of the market potential and business case for investing in the sports sector as a catalyst for decent job creation and socio-economic development in Africa. This will serve as evidence-base knowledge resource to guide the Bank in formulating its framework for financing interventions in the sports sector and serve as a tool to incentivize dialogue with Regional Member Countries (RMCs) and Regional Economic Communities (RECs) of the Bank as well as other stakeholders for investment in the industry.
3. The services to be provided under the Assignment include: (i) conduct a regulatory environment review of the sports sector in Africa, (ii) undertake stakeholder mapping within the industry and with other influential actors and potential collaborators, (iii) identify opportunities and challenges in the sports sector based on stakeholders' one on one meetings and focus groups engagements, (iv) conduct business model investigation and recommend best practices for investing in and financing the sports sector, (v) examining the entrepreneurship ecosystem and identifying the gaps, opportunities, potential risks and challenges, (vi) identifying financing and technical assistance opportunities and collaborative partnerships, (vii) propose a roadmap for providing a comprehensive financing framework to support the sports sector in Africa outline strategies for the establishment of a dedicated Trust Fund to support industry growth.
4. The assignment encompasses the entire continent of Africa. The consulting firm should focus on key countries with strong entrepreneurial credentials in the sports sector. Recommended countries include Nigeria, Côte d'Ivoire, Kenya, Egypt, South Africa, Ghana, Senegal and

Morocco. Selections should ensure a balanced representation across regions and income levels—high, medium, and low—while also considering fragile and transitional states.

Required Skills and Experience:

1. The Consulting firm shall demonstrate appropriate qualifications and skills necessary for the assignment as described above.
2. Eligibility criteria, establishment of the short-list and the selection procedure shall be in accordance with the Bank's Procurement Policy and Procedures for Corporate Consultants Recruitment. The Bank is under no obligation to shortlist any consultant who expresses interest.
3. A shortlist of 6 Consulting Firms will be established at the end of the request for expressions of interest. The consultants on the shortlist will be judged on the following criteria:

#	Criteria	Score
1	General qualification and experience in the area of expertise	30
2	Similar experience in the area of expertise of the assignment	40
	Availability of skills within the personnel of the company during the period planned for the execution of the contract	20
3	Language Proficiency	5
4	Experience with MDBs and DFIs	5
	Total	100

4. The estimated duration of services is **seven (7) calendar months**. The commencement date is anticipated to be **January 2025**.
5. Interested consulting firms may address their inquiries at the address indicated below. Kindly mention the NATIONALITY of your firm registration in your application.
6. Interested consultants may obtain further information at the address below during office hours 09:00 to 17:00 hours, Abidjan Local Time. Request for clarifications must be sent to the Bank via email no later than **October 23rd, 2024, at 17:00 UTC**.
7. Expressions of **interest** must be received in soft copy to the email addresses below not later than **November 4th, 2024, at 17:00 UTC** and specifically mentioning: ***“Economic and Sector Work (ESW) to investigate the market potential and business case for investing in the Sports Sector, as catalysts for decent job creation and socio-economic development in Africa”*** for the attention of:

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Mouna Zahmoul: m.zahmoul@afdb.org

With copy to:

Mohamed Sokona: m.sokona@afdb.org

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