



Republic of Zambia
MINISTRY OF TOURISM

**GREEN, RESILIENT AND TRANSFORMATIONAL
TOURISM DEVELOPMENT PROJECT (GREAT-TDP)**

CALL FOR EXPRESSION OF INTEREST

**CONSULTING SERVICES FOR THE DEVELOPMENT OF A NATIONAL MEETINGS,
INCENTIVES, CONFERENCES AND EXHIBITIONS (MICE) STRATEGY FOR ZAMBIA**

REFERENCE NO. ZM-MOT-523544-CS-CQS

The Government of the Republic of Zambia (GRZ) has received financing from the World Bank towards the cost of the Zambia Green, Resilient and Transformational Tourism Development Project (GREAT-TDP) and intends to apply part of the proceeds for consulting services for the development of a National Meetings, Incentives, Conferences and Exhibitions (MICE) Strategy for Zambia.

The Ministry of Tourism (MoT), in collaboration with the Zambia Tourism Agency (ZTA), is implementing a national initiative aimed at positioning Zambia as a leading MICE destination in Africa and beyond. In 2023, an agreement between MoT and ZTA was reached to develop a National MICE Strategy.

For this purpose, the GRZ through the MoT seeks to engage a "Consultant" (firm or in association with other firms in form of a Joint Venture or Sub Consultant or as a Consortium).

Full details of the Terms of reference for the assignment can be obtained by sending a request to the address provided below.

Eligible "Consultants" are now invited to express their interest in providing consulting services to develop the National MICE Strategy for Zambia. The assignment is expected to be undertaken within a period of six (6) months.

Expression of Interest (EoI) in providing the stated services should reflect the required qualifications and relevant past experience, individually as a firm (or in association with other firm(s) in the form of Joint Venture or Sub Consultancy or Consortium to perform the required Services and comprise of:

- A cover letter expressing interest in undertaking the assignment;
- Company profile, including legal status, core business and ownership;
- Description of relevant assignments undertaken in the past 10 years;
- Proposed key experts (no financial proposals at this stage);
- Contact details (address, phone number and email).

To be short listed consultants will be assessed on:

1. Experience in MICE Sector Development:
2. Analytical and Research Skills:
3. Expertise in Stakeholder Engagement and Facilitation in Zambia:
4. Strategic Planning and Policy Development:
5. Project Management Skills and Team Composition:
6. Strong Communication and Reporting Skills:
7. Experience in the Zambian and African Context:

The attention of interested Consultants is drawn to paragraph 3.14 of the World Bank's Procurement Regulations November 2020 (Fourth Edition), setting forth the World Bank's policy on conflict of interest which requires that firms or individuals involved in Bank IPF procurement shall not have a conflict of interest.

In addition, please refer to the following specific information on conflict of interest related to this assignment:

Consultants shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of being unable to carry out the assignment in the best interests of the Borrower. Without limitation on the generality of the foregoing, Consultants shall not be hired under the circumstances set forth below:

1. A firm that has been engaged by the Borrower to provide Consulting Services for the preparation or implementation of a project (or an affiliate that directly or indirectly controls, is controlled by, or is under common control with that Consulting firm), shall be disqualified from subsequently providing Goods, Works, or Non-consulting Services resulting from, or directly related to those Consulting Services. This provision does not apply to the various firms (Consultants, contractors, or suppliers), which together are performing the contractor's obligations under a turnkey or design and build contract.
2. Neither a Consultant (including personnel and sub-consultants), nor an affiliate (that directly or indirectly controls, is controlled by, or is under common control with that Consultant), shall be hired for any assignment that, by its nature, creates a conflict of interest with another assignment of the Consultant; Section III. Governance World Bank Procurement Regulations for IPF Borrowers.
3. Consultants (including their experts and other personnel, and sub-consultants), that have a close business or family relationship with a professional staff of the Borrower, or of the project implementing agency, or of a recipient of a part of the Bank's financing, or any other party representing or acting on behalf of the Borrower, that is directly or indirectly involved in any part of:
 - The preparation of the TOR for the assignment;
 - The selection process for the contract; or
 - The supervision of the contract, may not be awarded a contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Bank throughout the selection process and the execution of the contract.

EoI must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by 17:00 CAT on **16 February 2026**.

The address referred to above is:

Ministry of Tourism
Green, Resilient and Transformational Tourism Development Project (GREAT-TDP)
Attn: Mr. Taulino Banda / Procurement Specialist
P. O Box 30575, Kwacha House Annex, Cairo Road
10101 Lusaka, Zambia

Email: tbanda@greattdp.org with copy to chabasimbi@greattdp.org, and Mweene.Munkombwe@mot.gov.zm under subject: Consultancy Services for the Development of a National MICE Strategy for Zambia.