



**AFRICAN EXPORT-IMPORT BANK
BANQUE AFRICAINE D'IMPORT-EXPORT
(AFREXIMBANK)**

**REQUEST FOR PROPOSAL FOR CONSULTANCY
SERVICES TO WRITE A SINGLE VOLUME HISTORY
BOOK OF THE AFRICAN EXPORT IMPORT BANK &
DEVELOP AN AFREXIMBANK HISTORY INDUCTION
COURSE CURRICULUM**

Cairo

JULY 2019

Request for Proposal to Write a Single History Volume of The African Export Import Bank & Develop an Afreximbank History Induction Course Curriculum

1. Background to the African Export Import Bank

- a) The African Export Import Bank (Afreximbank) is the foremost pan-African multilateral financial institution devoted to financing and promoting intra- and extra-African trade. The Bank was established in October 1993 by African governments, African private and institutional investors, and non-African investors. Its two basic constitutive documents are the Establishment Agreement, which gives it the status of an international organization, and the Charter, which governs its corporate structure and operations. Since 1994, it has approved more than \$67 billion in credit facilities for African businesses, including \$7.2 billion in 2018. Afreximbank had total assets of \$13.4 billion as at 31 December 2018. It is rated BBB+ (GCR), Baa1 (Moody's), and BBB- (Fitch). The Bank is headquartered in Cairo.
- b) The Bank is headquartered in Cairo, Egypt and currently operates branch offices in Harare, Zimbabwe (opened in November 1996); Abuja, Nigeria (opened in January 2003) and Abidjan Cote D'Ivoire (opened in August 2015).

2. Understanding of Requirements

- a. The author/s who will be selected to write and document this important contribution to Africa's development literature and to record what is possible when Africans look inwards to find solutions to their common problems, is expected to have expertise in the fields of political economy, economic history, Africa's development history and trade, creative writing and research methods. The author would be expected to pair with experts in curriculum design and multimedia design to prepare the illustrations, pictures, and other pictorial documents to aid the author in telling this remarkable story.
- b. Consultants are welcome to submit their resumes and profiles, bearing in mind that selection of the consultant will be based on their track-record, creativity, qualifications and demonstrated commitment to ensuring that such a project is completed professionally, on time and on budget. The overall and specific objectives are outlined in section 3 of this document.

3. Overall Objective of the Required Services:

- a. The expected outcomes of the consultancy are:
 - (i) for an economic historian to draft an English version of a single volume history book documenting the Bank's history since inception to date in a manner that will weave a non-fictional narrative about the phases through which the Bank has progressed since establishment in 1993, by capturing the voices of the people behind this remarkable journey for posterity's sake as well as using documentary evidence from available archives; and
 - (ii) Develop content from the Book into *Curriculum Material*- as content that can be used to run an "**Afreximbank History Induction**" in pedagogical/academic style for new staff when join the Bank as a means of introducing them to the Bank's history. It is expected that this would include the *Production of Multimedia Material*- including engaging visual and audio interviews to develop a

script and storyline for the content. This content is expected to capture interviews with past stakeholders such as retired Presidents, board members etc.

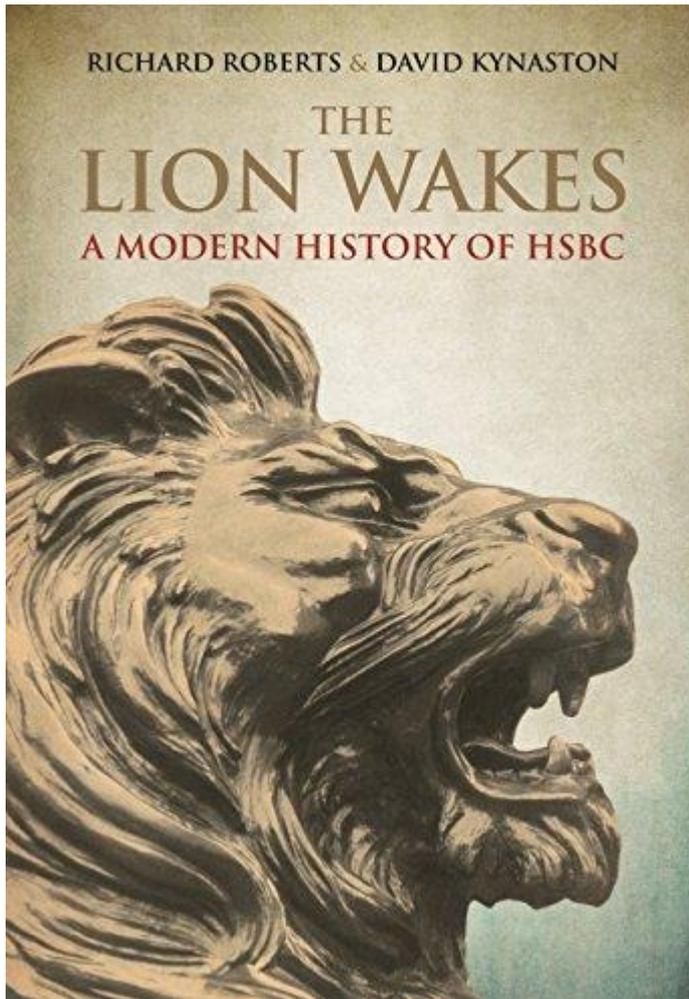
- b. The **Book** will be written primarily for a general audience rather than a specialist one while the **Afreximbank History Induction Curriculum** content will be developed for internal use; to capture, the evolution of the current African trade environment and explain how economic events such as the debt crisis of the 1980s led to the point where luminaries like the former President of the African Development Bank, Mr Babacar Ndiaye felt the need to create a pan African Multilateral Trade Finance Bank as a permanent solution to transforming trade on the African continent. In this regard, it would be expected to cover the following periods in a chronological manner:
- i) Africa's trade journey from pre-colonial era to the post-independence era;
 - ii) The evolution of the modern post-colonial African trade environment and how it led to the creation of the African Export-Import Bank;
 - iii) The journey through which the Bank has come over the years, from inception to accelerated growth and the impact it has had on the continent's trade environment; and
 - iv) The expectations for the Bank's future role in Africa's evolving trade environment, given its mandate.

4. Specific Objectives:

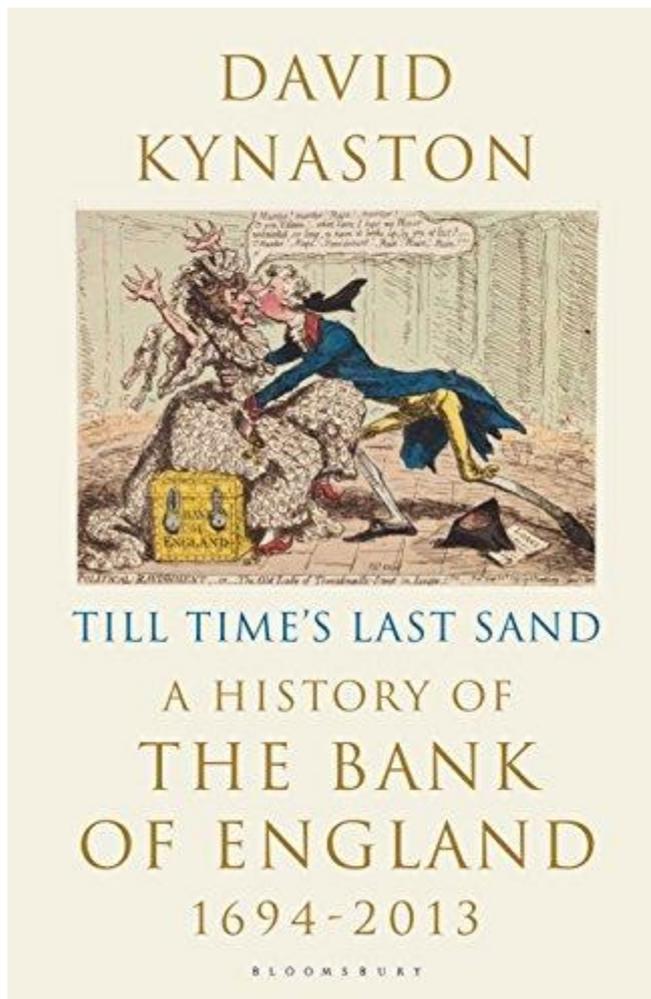
- a) Define and identify the relevant resources and data needed for the development of the content in cooperation with the Bank, partners and other stakeholders who have been involved in the Bank's founding and work;
- b) Collect important documents, pictures, footage, letters, articles, videos and audio recordings that can be showcased as part of the history of the Bank;
- c) Develop the draft of the Book and the Induction Curriculum Content according the agreed timelines and in close cooperation with the Afreximbank team;
- d) Refine the draft and incorporate changes requested by Afreximbank team after review rounds, including terminology, structures, word flow and editing.
- e) Assist in identifying the optimal publisher (and editor) and lead the discussions around the publishing and marketing contract for the book once published;
- f) Assist in identifying the right Induction Curriculum Content partner to work with where required, especially for purposes of developing multimedia material for the induction course; and
- g) Once published, participate in marketing and promoting the book in target audiences including media and speaking appearances at various forums.

5. Comparable Books

- a) *The Lion Awakes-A Modern History of HSBC*: A comparable book is HSBC's modern history by the historians Richard Roberts and David Kynaston, which is available on Amazon and is described thus below. We would like a similar book to be published for Afreximbank.



- b) *Till Time's Last Stand- A History of the Bank of England 1694-2013*: Another comparable book is the first authoritative and accessible single-volume history of the Bank of England, opening with the Bank's founding in 1694 amid the English financial revolution and closing in 2013 with Mark Carney succeeding Mervyn King as Governor. This is a history that fully addresses the important debates over the years about the Bank's purpose and modes of operation and that covers such aspects as monetary and exchange-rate policies and relations with government, the City and other central banks. Yet this is also a narrative that does full justice to the leading episodes and characters of the Bank, while taking care to evoke a real sense of the place itself, with its often distinctively domestic side.



6. Time line

- a) The final publication of the Book and Induction Curriculum Content should not exceed July 2020.

7. Required Expert Profile:

The consultant(s) should have the following:

- (i) Solid background in the fields of political economy, economic history, Africa's development history and trade (at least 7 years);
- (ii) Professional proficiency in English, strong communication skills and creative writing experience (at least 5 years);
- (iii) Demonstrated knowledge in the application of research methods, with proven skills in historical and analytical writing;
- (iv) Evidence of communication and branding partnership for the pictorial/illustration presentations in the Book;
- (v) Demonstrated experience in developing curriculum like content for the Afreximbank Induction Curriculum Content.

8. Responses to Request for Proposal

- a) Respondents are expected to submit the proposal as 2 separate documents as follows:
- (i) Technical proposal**
A technical proposal illustrating their capacity to execute the assignment and a work plan aligned to the Bank's required timelines. A Company profile must be included in the technical proposal, detailing the organisational structure, coverage of services and the legal entity conducting the assignment (where applicable)
 - (ii) Financial proposal**
A financial proposal containing the final and all-inclusive professional fees, all envisaged costs associated with the provision of this service, broken down into all the major cost components (travel, accommodation etc.)
- c) Proposals must include a cover letter signed by an individual authorized to enter into a contract with Afreximbank on behalf of the organization, acknowledging that the company agrees to be bound by all terms and conditions of the RFP and affirming that all information contained in the submitted proposal is true and accurately portrays all aspects of the services to be provided.
- d) It expected from the selected Consultant and its staff to maintain the highest level of confidentiality with regards to the information provided before, during and after the completion of the assignment and to maintain complete confidentiality of all data and documents provided by selected comparator employers and by Afreximbank. In this regards The Consultant will be required to execute a Non-Disclosure Agreement (NDA) together with the contract of engagement.
- e) The Bank reserves the right to accept or reject any proposals submitted and all proposals will become the property of the Bank. The Bank may choose to discontinue this RFP process at any time and may modify any aspect of this RFP at its sole discretion.
- f) Consultants may choose to identify other partners they wish to work with on the assignment, provided the proposal for the assignment is presented as one proposal to the Bank.

9. THE BANK'S RESPONSIBILITIES

- a) Physical office space at the Bank's headquarters and branches, if required;
- b) The Bank will also provide any required reference material for the consultants to use during the assignment, including the full use of its library and knowledge centre

10. KEY CONTACT

- a. Any queries as well as the final proposal should be submitted by electronic mail to the attention of the person named below by 15th September 2019:

The Global Head & Director of Human Resources

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