

REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – FIRMS SELECTION)

LAO PDR PRIORITY SKILLS FOR GROWTH

Loan No./: P172774

Assignment Title: Firm to Communication strategy for 19 Job Centers

Reference No. C.2.1-C-10

The Ministry of Labor and Social Welfare, Department of Employment (DOE) has received financing from the World Bank toward the cost of the Lao PDR Priority Skills for Growth, and intends to apply part of the proceeds for consulting services. The consulting services (“the Services”) include from March 2022 to June 2027.

The Ministry of Labor and Social Welfare, Department of Employment (DOE) now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are:

- Review the current communication materials and activities and assess the current performance of Job Centers and identify communication gaps.
- Develop practical marketing and communications campaigns for Job Centers service including domestic employment.
- Implement new communication campaigns that complement existing efforts.
- Provide ongoing coaching and conduct performance assessments of communication activities for all Job Centers until the end of the project to ensure a sustainable, high-impact communications and marketing effort.

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank’s *Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers [insert correct title and date of applicable Guidelines edition as per legal agreement]* (“Consultant Guidelines”), setting forth the World Bank’s policy on conflict of interest.

Further information can be obtained at the address below

https://drive.google.com/drive/folders/1B_rsDwvHvBonegIqhtacXemTuij3MKX9?usp=sharing

Expressions of interest must be delivered in a written form to the address below (in person, or by mail) by 22 May 2026, **by/before 12.00 am**. Ministry of Labour and Social Welfare, Department of Employment, Priority Skills for Growth Project (PSG), Phonesavang Village, Chanthabury District, Vientiane Capital. Contact person:

- 1) Mr. Baby CHANTHAVONGSY, Government Officer of Domestic Employment Division, Department of Employment, Tel: 020 91114568, E-mail: Ctvs.bee368@gmail.com
CC: psgproject.proc@gmail.com; thoufriendly228@hotmail.com,

Permanent Secretary
Project Director



Boungnorth CHANTHAVONE