

**Activity:** **Workforce for an Innovation and Start-up Ecosystem in Vietnam (WISE)**

**Consultants:** **Private Sector Engagement Consultant**

**Period of Performance:** March 1, 2023 - May 31, 2023

## **ACTIVITY BACKGROUND**

The USAID Workforce for an Innovation and Start-up Ecosystem (WISE) Activity is USAID Vietnam's effort to support innovative ways to develop the workforce readiness sector by supporting the country's burgeoning market for training workers in Fourth Industrial Revolution (4IR) skill sets. The goal of the WISE activity is to pilot solutions that can improve Vietnam's 4IR workforce readiness status. WISE seeks to collaborate with its government partner the National Innovation Center (NIC), the private sector, not-for-profit training institutions, employers, and other relevant stakeholders to innovate, test, and expand market-driven, sustainable models for a more competitive workforce to facilitate Vietnam's transition to the Fourth Industrial Revolution (4IR).

As part of the NIC's strategy for supporting Vietnam's innovation ecosystem, it developed the Hoa Lac National Innovation Center, located in the Hoa Lac Hi-Tech Park outside Hanoi. With an initial focus on smart factories, digital content, network security, smart urban areas, and environmental technology, the Center hopes to attract 40 large technology companies, 150 start-ups and SMEs, 15 venture investment funds and create more than 5,000 jobs – developing an innovation ecosystem to support the national economic reform agenda and sustain the impressive economic growth of the country and the region.

The project will develop a plan for private sector engagement to effectively use Hoa Lac National Innovation Center space and services to become the center of excellence in promoting innovation and digital human resources. To achieve the above goals, USAID WISE is looking for qualified consultant with the following scope of work.

## **ACTIVITY DESCRIPTION**

WISE seeks to hire a private sector engagement consultant to work alongside a legal consultant and the NIC/WISE team to develop a plan for engaging private partners to effectively use the Hoa Lac Innovation Center. The consultant will report directly to the USAID WISE Team Leader in close collaboration with the NIC. S/he will perform the following activities:

- Review relevant strategies, policies, and other policy documents related to Vietnam's Science, Technology, and Innovation strategy and other related topics (such as start-ups, small business, etc).
- Meet with current Hoa Lac Innovation Center stakeholders and tenants to understand how the space is being used and what types of services, spaces, and incentives would improve the ecosystem and ensure retention.

- Meet with potential partners and clients of the Hoa Lac Innovation Center to understand the goals, needs, and constraints. Discussions should include what incentives would draw in partners, particularly given constraints;
- Review regional and global models for Technology Parks and Innovation Campuses that have been successful and that have failed, in order to leverage lessons learned and assess applicability of successful models to the Vietnamese context and specific requirements of Hoa Lac Innovation Center;
- Meet with NIC and MPI leaders to discuss options, solutions, and challenges of engaging private sectors and other stakeholders;
- Draft private sector engagement plan which includes options and timeline for discussion with private sector partners and NIC. This plan should at minimum include, but need not be limited to:
  - Executive summary
  - Introduction and background of/vision for the Hoa Lac Innovation Center
  - Progress to date on private sector engagement
  - Key constraints of current and potential stakeholders for engagement
  - Key legally compliant opportunities for private sector engagement
  - Actionable recommendations for engaging the private sector that are consistent with the laws of Vietnam and reflect business realities and the priorities of NIC and the private sector.
  - Annexes including:
    - Proposed timeline for implementation of recommendations
    - List of interviews/stakeholders
    - 3-5 brief case studies/write-ups on global/regional models that can serve as examples or cautionary tales highlighting applicability of key approaches to Hoa Lac
- Coordinate with Legal Consultant to understand what is legal and feasible for recommendations in the Plan;
- Lead the feedback sessions with MPI and NIC and public-private dialogue with private sector stakeholders;
- Revise and finalize the plan based on input and comments and the private sector partners and NIC.
- Present the plan to the leaders of NIC for approval.

The consultants will report to the WISE Team Leader, Quang Phan, and collaborate closely with the NIC's Deputy Director, Mr. Do Tien Thinh. All deliverables will be subject to approval by the US-SEGA team; including WISE Activity Director, Taunya Atwood, Deputy Chief of Party, Amanda Saville, and/or Chief of Party, Ann Katsiak or their designee.

## **ACTIVITY DELIVERABLES**

The resulting agreement will be deliverables-based. Consultants should include costs for travel within Hanoi in their quotes. The Consultant will deliver the following:

- Outline of Private Sector Engagement Plan, to be submitted to the WISE team for comment.
- Draft Private Sector Engagement Plan for the Hoa Lac Innovation Center. The plan should include sections that are outlined in the Activity Description and must be delivered in either English or Vietnamese. *\*WISE preference is to write the report in English and have it translated to Vietnamese (WISE will facilitate translation). Depending on the final consultant chosen, it may consider allowing the draft to be written in Vietnamese and translated to English.*
- Completed review sessions with NIC and public-private dialogue with stakeholders
- Final Private Sector Engagement Plan for the Hoa Lac Innovation Center, with adjustments made based on the review sessions, approved by WISE and NIC.
- Final Presentation of Plan (with PPTs in both English and Vietnamese)

## **MINIMUM REQUIREMENTS**

The individual must conform to the following qualifications:

- Master's Degree in Business Administration/Finance/Technology/Innovation/Economics or related fields or Bachelor's Degree and additional years of experience;
- At least 5 years of experience working in private sector engagement and public-private partnerships, particularly in mixed use of Government facilities;
- Experience developing business plans/project proposals with public and private sector stakeholders; Experience working with Technology Parks and Innovation centers preferred; Familiar with financial guidance and regulations from the Ministry of Finance, and other relevant regulations;
- Experience in finance and budgeting of public-private partnerships;
- Ability to think strategically and establish trusted advisor relationships with clients.
- Well-established results orientation and client/partner focus;
- Strong coordination/organization/networking skills;
- Strong analytical skills;
- Excellent written and verbal communication skills, particularly in Vietnamese and/or English.
- Proficiency in Microsoft Outlook, Word, Excel, and PowerPoint.

## **DURATION, BUDGET, AND TIMELINES**

The consultant will work for 40 days during the next 3 months and complete the report by May 31, 2023. We anticipate it will take approximately 40 days, but applicant should suggest their estimate, inclusive of all time and resources required to meet the deliverables.

Interested candidates can send their application to [vananh@mbi.net.vn](mailto:vananh@mbi.net.vn) not later than February 25, 2023.