

PAKISTAN ISLANDS DEVELOPMENT AUTHORITY
GOVERNMENT OF PAKISTAN
MINISTRY OF MARITIME AFFAIRS

EXPRESSION OF INTEREST FOR ECONOMIC AND MARKETING STUDY FOR BUNDAL ISLAND PROJECT

Pakistan Islands Development Authority has planned to develop BUNDAL Island located in the Arabian Sea off the coast of Karachi, Sindh Pakistan on a land measuring 8,000 acres (49km.sq) approximately. PIDA intends to invite proposals from reputable local/ international consultancy firms (Single firms/Consortium/Joint Ventures) having requisite technical expertise and experience for establishing economic and marketing study and develop strategies for Bundal Island development project.

1. The broad scope of work for the assignment would include: -
 - i) Study existing national and international benchmark projects, their salient features and important lessons relevant to the context.
 - ii) Identify & Analyze Bundal island position with respect to residential, commercial, hospitality and resort planning including Fish harbor market for local fishermen.
 - iii) Assess location strengths and constraints and identify potential themes for development of island.
 - iv) Analyze the investment climate with respect to existing resources that would influence the successful development of tourism themes to potential investors to address the future growth trends, and identifying their concerns and expectations from the Project.
 - v) Evolve Suitable Product/ Activity Mix for the region and assess the likely investment potential. The analysis shall be substantiated by credible research and domestic/international examples/benchmarks.
 - vi) Socio-economic analysis by considering various socio-economic parameters and variables such as population, community structures, employment, distribution of income, goods and services, recreation, public health, presence of tribal groups, their customs, aspirations and attitudes.
 - vii) Look into the details of social impacts of the proposed developments or likelihood of developmental impacts on local population such as how the project activities could affect local population's livelihood opportunities that are dependent on exploitation of natural resources.
 - viii) Assessment of activities which can attract investments for the enhancement of the socio-economic base of the island and generate employment for the local population through tourism and other development activities.
 - ix) Identification of Market Segments and various components of development for inclusion in masterplan with respect to local and international benchmarking.
 - x) Identify, list and analyze all the economic indicators & revenue generating activities/services referenced in local and regional context including but not limited to commercial, industrial, residential, etc.
 - xi) Market, demand-supply Analysis including Housing, Commercial, Business, Industry and Tourism Space Demand Analysis.
 - xii) Analysis of current economic/employment conditions and preparation of detailed economic study with measures and employment strategy for new development.
 - xiii) Develop a collaborative and inclusive Vision that would subsequently be translated into strategic directions following planning process to help develop this conceived development as a competitive regional economic hub to spur National and provincial economic growth.
 - xiv) Identify all regulatory clearances, approvals, etc. required for various hospitality/tourism and other development projects/activities.
2. The following documents must be attached with the application:
 - Company profile
 - Registration of firm
 - List & CV's of permanent staff
 - List of similar projects completed along with references
 - List of similar projects in hand
 - Financial Soundness of the firm
 - Tax Registration and Certificate
3. The applications to be submitted on the given below address within 15 days of publication of this advertisement.

(ALLAUDDIN AHMED)

SECTION OFFICER,

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