

## REQUEST FOR PROPOSALS

Cambodia Australia Partnership for Resilient Economic Development (CAPRED) Program	
<b>RFP Number</b>	RFP25-0046
<b>Project Name</b>	Support the Council for the Development of Cambodia (CDC) on the development of a G-PSF Website
<b>Domain Name</b>	G-PSF
<b>Application Closing Date</b>	5 pm (Phnom Penh Time), 05 May 2025
<b>Assignment Duration</b>	June 2025 to January 2026 <i>(Commencement date as soon as possible)</i>

### 1. Background

Cambodia Australia Partnership for Resilient Economic Development (CAPRED) is Australia’s flagship bilateral economic development program in Cambodia. Funded by the Department of Foreign Affairs and Trade (DFAT) and implemented by Cowater International, CAPRED focuses on supporting inclusive economic recovery and boosting resilience and sustainability over the five years from 2022 to 2027. CAPRED adopts a mix of a programmatic and facility model. The facility model allows CAPRED to flexibly tackle a range of emerging inter-related public and private sector constraints and opportunities to promote resilient, inclusive, and sustainable growth (RISE) across different sectors.

CAPRED is supporting the Cambodian Government – Private Sector Forum (G-PSF). The G-PSF is Cambodia’s peak multi-stakeholder platform for fostering dialogue and partnerships between the Royal Government of Cambodia (RGC) and the private sector. Established in 1999, the G-PSF plenary is chaired by the Prime Minister. G-PSF comprises sixteen (16) Working Groups (WGs). These WGs are co-chaired by a government minister and a representative from the private sector. The Council for the Development of Cambodia (CDC) is the main RGC secretariat, whereas the Cambodian Chamber of Commerce (CCC) is the private sector’s secretariat. Other stakeholders include Business Membership Organisations (BMOs) in the respective sectoral WGs of G-PSF.

Currently, G-PSF information and results lacks consistency as they are distributed on different channels and dependent on WGs. Current challenges for the G-PSF are to ensure that all stakeholders are aware of the outcomes from the G-PSF and the lack of clarity amongst stakeholders on how to communicate results from the G-PSF. To address this issue, a centralised online platform, in the form of a website, will be introduced as a part of the G-PSF mechanism, where relevant stakeholders can access trusted and updated information from the government.

As part of its planned technical support to CDC, CAPRED supports the development of a G-PSF website. This website will be a sub-domain of the CDC’s website domain and governed by CDC. The G-PSF website will introduce and communicate relevant G-PSF goals, G-PSF WGs information, G-PSF stakeholder information, results, achievements, and lessons learned. Where time allows, the website will also connect to the G-PSF Management Information System (MIS), which will show a dashboard that demonstrates real-time data on the Cambodian G-PSF progress. The G-PSF website audience includes the private sector, investors, RGC, Australian Government, and development partners.

### 2. Purpose

CAPRED seeks to engage a qualified consulting firm with experience in web page and web-based development to support CDC in the development a G-PSF website in Khmer and English languages.



### 3. Scope of Work

The design of a G-PSF website should cover, but not be limited to, the following elements:

- The website should be responsive, clear, straightforward, informative, and easy to navigate.
- The website should be creative, innovative, comprehensive, and good quality.
- The design of the “Home” and other pages should be engaging, easy to navigate, and clear in communicating G-PSF works, expertise, and results to the audience.
- The website must incorporate videos, images, and graphic reports without significantly increasing the loading time.
- There must also be a comprehensive search function and a subscription feature with options for flexibility and scalability.
- In the future, there may be a requirement for a G-PSF WG’s member portal and access to the G-PSF Dashboard.
- The media content on the site must be secure (SSL certificate), responsive to different devices, and optimised search engines.
- Potential menu pages: Home, About Us, G-PSF Objectives, G-PSF Institutional Structure, G-PSF Working Groups, Resources, News, Contacts.
- The website should enable a function for watching meetings and uploading videos or other relevant media.

#### 3.1 Key Tasks and Activities

The consulting firm is expected to deliver the assignment as soon as possible. Key deliverables from this assignment are as follows.

- Consultations with CDC and CAPRED to clarify demands and purposes.
- Develop the G-PSF website development work plan and design.
- In the proposal, the technology for building the website could be from scratch using web development frameworks other than WordPress. Key considerations for new technologies are as follows.
  - The proposed solution should be a popular and widely used technology
  - The proposed solution should provide good performance and high security level
  - The proposed solution should focus on Contents Management System (CMS) since the website will involve non-technical users to update contents after launching. Hence, the proposed solution should be user-friendly and easy to use with minimal learning-curve for non-technical people.
- The work plan needs to align with the CDC technical skills for securing the handover and sustainability of the website. The proposal should include the hosting cost of the website with a domestic cloud hosting provider (facility built in Cambodia) until March 2027, with necessary support when required. CDC will also have access to the hosting server as part of being the ownership of this website project. After March 2027, the company will hand over the hosting ownership solely to CDC.
- Domain: Please note that CDC will handle the domain registration and manage the domain under the current [cdc.gov.kh](http://cdc.gov.kh), and the GPSF website domain is the subdomain of [cdc.gov.kh](http://cdc.gov.kh). The proposal should not include the domain related cost.
- Upon approval from CDC and CAPRED on the design, upload available content.
- Upon the completion of G-PSF website development, the consulting firm will prepare development report (application used, how to manage, maintenance, code, etc.) and handover the full website including source codes and full rights to use all images and applications, to CDC and CAPRED. This development is considered as the guiding document for future management and maintenance by CDC.
- The consulting firm will deliver precise and comprehensive training materials (including documents, slide



- presentations and animations) to CDC and CAPRED.
- The consulting firm will train the partners at CDC (and CAPRED) on how to operate and manage the website.
- The consulting firm will deliver a number of refresher training to CDC focal points/personnel following the completion of the website development. In addition, the firm will provide ongoing support as needed to the CDC and CAPRED on a basis request until March 2027.

**Key activities to accomplish this assignment are detailed as follows:**

No.	Key deliverables	Expected dates
<b>Deliverable 1: Desk Reviews and Workplan</b>		
1.1	Desk review of the G-PSF mechanism and existing documents	June 2025
1.2	Inception Meeting with CAPRED and CDC	June 2025
1.3	Develop a detailed work plan for G-PSF website development	June 2025
<b>Deliverable 2: Website development supporting KH and EN</b>		
2.1	Consult with CAPRED and CDC to develop a new G-PSF sub-webpage integrated into the CDC's website.	June 2025
2.2	Upon approval of the proposed workplan, the consulting firm will design the structure of the website. The design plan should cover the user interface, platform mock-up, illustrative artwork, and graphic elements, validating the design and functionality of the website.	Jun/Jul 2025
2.3	The consulting firm presents the draft G-PSF website design to CDC and CAPRED.	July 2025
<b>Deliverable 3: G-PSF Website Approved and Launched</b>		
3.1	The consulting firm develops the G-PSF website design and presents to CDC and CAPRED. CDC and CAPRED will approve the design. Upon approval of the design, the consulting firm uploads relevant content to the website.	July 2025
3.2	Collaborate with users particularly CDC in the design process who will provide input to system design, information architecture, site navigation, and user interaction.	July 2025
3.3	The G-PSF Website approved and launched. The consulting firm set up a Google Analytics account for the website, enabling the CAPRED and CDC teams to generate insights.	August 2025
<b>Deliverable 4: G-PSF Website Implemented</b>		
4.1	The consulting firm prepares training materials and handover notes to CDC/CAPRED. The consulting firm trains/provides capacity building for the team, ensuring knowledge transfer and technical handover to partner staff/CDC personnel or designated focal points, including training on the content management system, SEO, and how to generate website viewership report.	August 2025
4.2	Hand over the source code documentation of the website to CDC and CAPRED.	August 2025
4.3	The consulting firm delivers refresher training to the CDC after the completion of	October 2025



No.	Key deliverables	Expected dates
	the assignment and provides ongoing support until 2027.	January 2026 March 2027

#### 4. Qualifications or Specialised knowledge / Experience Required

This assignment requires multidisciplinary skillset, expertise, and experience. The consulting firm shall have personnel within the team composition with the following qualifications.

##### **Essential:**

##### Education:

- At least a bachelor’s degree in Computer Science, Information Technology, Web development, or similar.

##### Experience:

- At least three to five years of professional experience in developing and maintaining websites.
- Professional experience writing modern JavaScript and PHP (Laravel frameworks) and developing websites using Content Management Systems such as WordPress, Joomla, etc.  
Experience in designing and developing website(s) for government institutions is desirable.
- Experience in developing diverse applications using integration frameworks, web services, and APIs.
- Experience with version control systems or tools like GIT.
- Excellent in written and verbal communication skills (in Khmer and English), and strong interpersonal skills.
- Hosting and Data Security: Demonstrable experience in ensuring the security of web platforms and web hosting solutions, coding practices, and encryption, particularly those that handle sensitive information, methods, and other security protocols that comply with the Royal Government of Cambodia.
- Experience working with public and private counterparts in Cambodia, especially on multistakeholder platforms/projects.

##### **Desirable:**

We hope to build a long-term relationship with an agency that can provide a range of services including website development, web hosting, web maintenance, search engine optimisation (SEO), graphic design, and web analytics.

##### Other Compliance:

- Demonstrate integrity and high ethical standards.
- Display cultural, gender, religion, race, nationality, and age sensitivity and adaptability.
- Treat all people fairly and equally.
- Fulfill obligations to GEDSI sensitivity and zero tolerance for sexual harassment.
- Strictly complies with the DFAT Child Protection Code of Conduct and policy (<https://www.dfat.gov.au/sites/default/files/child-protection-policy.pdf>)

#### 5. Evaluation

CAPRED will use an objective and reliable process to evaluate each proposal. The proposals and responses will be evaluated based on (in no particular order):

- a. Compliance with this Request for Proposal (RFP).
- b. Understanding of and ability to meet the requirements and deadlines as specified.
- c. Supplier expertise and experience with delivery of similar assignments.



- d. Experience in delivery websites with the Government’s web-based language and coding.
  - e. Experience and familiarity in the Royal Government of Cambodia’s digital transformation system relevant to the web development and data security.
  - f. Expertise of individuals and overall team nominated to deliver the services and equipment. CAPRED reserves the right to reject any individual being proposed and to ask the supplier to provide an alternative.
  - g. Past performance relevant to this RFP (as determined by referee checks)
  - h. Relevant examples of previous work.
- Proposed financial proposal for the services.

Note: Whilst price is a factor, it is more important that the applicant can demonstrate value for money. CAPRED reserves the right to contract more than one supplier for these services and may actively seek to contract more than one supplier to ensure the supply of technical services. CAPRED reserves the right to vary the contract terms, and to exercise the option period at its sole discretion.

***Due diligence checks will be conducted on the organisation/s and individuals nominated in the RFP prior to awarding contract/s.***

## **6. How to Apply**

The proposals including Technical and Financial Response Forms must be submitted no later than **5 pm (Phnom Penh time), 05 May 2025** by email to [procurement@capred.org](mailto:procurement@capred.org) with “G-PSF Website” in the subject line. Any proposals submitted after this time and date will not be considered.

CAPRED is available to answer questions or provide more details on the scope of work. Please email [procurement@capred.org](mailto:procurement@capred.org) with “G-PSF Website - Enquiry” in the subject line.

### **Attachment:**

- Technical Response Form
- Financial Response Form

*Cowater International is an equal opportunity employer, basing employment on merit and qualifications as they relate to the professional experience and position expectations. Cowater does not discriminate against any employee or applicants on the basis of race, religion, sex, gender identity, disability, age, or any other basis protected by law. CAPRED aims to have a diverse workforce and a workplace that is supportive of gender equality, disability and social inclusion. Women, people with disabilities and other minorities are highly encouraged to apply.*

