

BANK OF INDUSTRY  
REQUEST FOR EXPRESSIONS OF INTEREST  
ENGAGEMENT OF MEDIA AND CREATIVE AGENCY  
IDICE  
INVESTMENT IN DIGITAL AND CREATIVE ENTERPRISES PROGRAMME  
TECHNOLOGY AND CREATIVE SECTOR  
FINANCING AGREEMENT REFERENCE: 2000200005160  
PROJECT ID NO.: P-NG-K00-009

### Background

The Federal Government of Nigeria has received financing from the African Development Bank (AfDB), Agence Française de Développement (AFD), and the Islamic Development Bank (IsDB) towards the implementation of the Investment in Digital and Creative Enterprises (iDICE) Programme. The objective of the iDICE Programme is to promote entrepreneurship, boost innovation, create jobs, enhance social development, and achieve economic transformation by fostering growth in the digital technology and creative ecosystem—building on existing investments and synergies with ongoing initiatives in Nigeria. In line with implementation arrangements, the iDICE Programme Coordination Unit (PCU) within the Bank of Industry (BOI) is seeking to engage the services of a Creative/Media/Public Relations Agency to support the programme’s communication, visibility, and partnership objectives.

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