

Award Notice
LEPL Spatial and Urban Development Agency (SUDA)



GEORGIA

**Livable Cities Investment Program – PRF
Loan No: 6024-GEO**

Contract Reference No: SUDA/LCIP/QCBS-08

Scope of Contract: Development of Georgia's National Tourism Strategy 2035

Method of Selection: Quality and Cost Based Selection (QCBS)

Duration of Services: 18 months after the effective date of Contract

Contract Signature Date: 17 August 2026

Evaluation Currency: GEL (Georgian Lari)

Shortlisted Consultants:

- Keios Srl.;
- TARGET EURO S.R.L.;
- JV between Resonance Consultancy Ltd and ACT;
- JCF Strategy Consulting, Lda, in association with Nine steps corporation and BDO Audit LLC;
- Mascontour GmbH, in association with Grant Thornton;
- JV between THR Tourism Industry Advisors SL and TBSC Consulting;
- PricewaterhouseCoopers Pvt. Ltd., in association with Regional Environmental Center for the Caucasus PricewaterhouseCoopers Georgia LLC and PricewaterhouseCoopers Tax and Advisory, LLP;
- JV between EY Georgia and Lucerne University of Applied Sciences and Arts.

By proposal submission deadline five following firms submitted Proposals:

- Keios Srl. In association with Urbanica Ltd;
- TARGET EURO S.R.L. In association with PMCG;
- JCF Strategy Consulting, Lda, in association with Nine steps corporation and BDO Audit LLC;
- Mascontour GmbH, in association with Grant Thornton;
- JV between EY Georgia and Lucerne University of Applied Sciences and Arts.

Three following short-listed Consultant did not submit the Proposals:

- JV between Resonance Consultancy Ltd and ACT;
- JV between THR Tourism Industry Advisors SL and TBSC Consulting;
- PricewaterhouseCoopers Pvt. Ltd., in association with Regional Environmental Center for the Caucasus PricewaterhouseCoopers Georgia LLC and PricewaterhouseCoopers Tax and Advisory, LLP.

Awarded Consultant:

Name: JV between EY Georgia and Lucerne University of Applied Sciences and Arts

Address: 44 Kote Abkhazi Tbilisi, Georgia 0105 Georgia / Werftstrasse 4 Lucerne, Lucerne, Lucerne, Lucerne 6002 Switzerland

Technical Score: 775.28

Financial Score: 960.43

Read out price: USD 850,000.00 excluding the local taxes

Final evaluated Price: GEL 2,140,678.85, without non-competitive components and local taxes

Final score: 793.80

Final ranking: 1

Final negotiated price: USD 831,432.00 including all applicable taxes.

Evaluated Consultant:

Name: Keios Srl. In association with Urbanica ltd.

Address: Via G. Calderini n. 68 Rome 00196 Italy

Technical Score: 755.56

Financial Score: 1,000.00

Read out price: EUR 681,629.70 excluding the local taxes

Final evaluated Price: GEL 2,055,974.10, without non-competitive components and local taxes

Final score: 780.00

Final ranking: 2

Name: TARGET EURO S.R.L. In association with PMCG

Address: Via delle Medaglie d'oro, 60 Cosenza, CS 87100 Italy

Technical Score: 750.44

Financial Score: 944.90

Read out price: USD 846,423.00 excluding the local taxes

Final evaluated Price: GEL 2,175,857.48, without non-competitive components and local taxes

Final score: 769.89

Final ranking: 4

Name: JCF Strategy Consulting, Lda, in association with Nine steps corporation and BDO Audit LLC

Address: Avenida do Atlântico, nr. 16, office 2.11, Parque das Nações Lisboa, Portugal 1990-019 Portugal / 205, 1-43-14 Kamiikedai Ohta-ku, Tokyo 145-0064 Japan / 2 Tarkhnilshvili str Tbilisi 0177 Georgia

Technical Score: 752.64

Financial Score: 934.23

Read out price: USD 847,000.00 excluding the local taxes

Final evaluated Price: GEL 2,200,709.60, without non-competitive components and local taxes

Final score: 770.80

Final ranking: 3

Name: Mascontour GmbH, in association with Grant Thornton

Address: Schwiebusser Str. 9 Berlin, Germany 10965 Germany / 54, Ketevan Tsamebuli Ave Tbilisi, Georgia 0144 Georgia

Technical Score: 750.35

Financial Score: 943.64

Read out price: USD 845,830.00 excluding the local taxes

Final evaluated Price: GEL 2,178,776.49 without non-competitive components and local taxes

Final score: 769.68

Final ranking: 5

Any Consultant who wishes to ascertain the grounds, on which its proposal was not selected, should request an explanation from the LEPL Spatial and Urban Development Agency



Mr. Zurabi Tsiklauri
Head of LEPL Spatial and Urban Development Agency

Date: 18 August, 2026