



Terms of References – International expert on market development and product promotion

1. Contracting body

Hilfswerk International (HWI)

Grünbergstrasse 15/2/5,

1120 Vienna,

Austria

Type of organisation: NGO

2. Basic data

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| Donor reference: |
| ACA/2019/412-281 |
| a |
| Project title: |
| Regional Integration and Capacity Building to Boost Agribusiness MSMEs Competitiveness and Trade Promotion in Central Asia (CANDY V) |
| Countries of implementation: |
| Tajikistan, Kyrgyzstan, Uzbekistan and Kazakhstan |
| Source(s) of funding: |
| European Commission (EC) |
| Project duration: |
| 01 January 2020 to 31 December 2022 (36 months) |

3. Background

The Central Asian region, with its vast potential of producing fresh and dried fruit and vegetables, given the current trends for globalization and increased demand for food, is to address some challenging issues related to the diversification of traditional markets and finding new venues to sell its agricultural produce. Fruit and vegetable production in the region are mainly export-oriented, helping the countries address their internal social and economic issues.

For today, most of the reforms aimed at diversifying sales and finding new markets for the local agricultural produce, being implemented both at the national and at the regional level, are aimed at recognizing the international standards and making local producers comply with these.

HWI, in collaboration with the international partner Quality Austria (QA), Austrian Agricultural Cluster (AAC), and the French REDD SAS and the regional partner BIOs - Association of Fruit & Vegetable Enterprises (AFVE), Public Consulting Organization “Markazi Idorakunii Sifat” (Quality Management Centre) (MIS), the Union of Professional Consultants of TJK (UPCT), the Kazakhstan Association of Sugar, Food and Processing Industry (KASFPI) (partners in the consortium), and the Chamber of Commerce and Industry of Uzbekistan (associate) is implementing the project CANDY V. The overall objective of the project is to contribute to the growth of agribusiness MSMEs in TJK, KGZ, UZB and KAZ, thus fostering the integration of CA countries in the global trade.

Our strategy is to empower CA BIOs to promote and sustainably support an enabling environment to improve the services to MSMEs and to enhance the overall business climate in the region. We suggest an action encompassing 4 countries – Tajikistan (TJK), Kyrgyzstan (KGZ), Uzbekistan (UZB) and Kazakhstan



(KAZ). Even if they differ in their economic development, the action takes into account the common interest and demand of the private and public sectors in enhancing commercial quality and volume, food safety and traceability, product promotion and market access of regional agro-products and clustering - the 4 project pillars.

Participation in global value chains through implementing effective market access strategies will boost MSMEs growth. The action will enhance consulting services in foreign markets, practical knowledge and export promotion tools, and will launch the process of GI registration. GI are strong differentiation and marketing tools and can contribute to local value added and job creation, as they tend to generate a premium brand price.

Diversifying exports, entering new markets and developing new product/market combinations are considered as high priority for the CA governments.

A series of market studies on potential markets for agriproducts of Central Asia have been elaborated by the CANDY projects I-IV, as well as by GIZ, and many other organisations in the last years. The project addresses the following gap - MSMEs and BIOs have little to no experience with analysing of existing data and their application in practice for the development of successful marketing strategies and operational plans. A synopsis of the available studies and research reports will make it easier for the target group to transfer these recommendations into their own business and to make business decisions.

4. Purpose of the contracted tasks

The project foresees to hire an expert with a proven experience in the Central Asian business development environment, who will review the existing market analyses and will prepare a synopsis, thus optimizing their usability and practical appliance in marketing strategies and operational plans of enterprises. Local experts/staff, involved in the project implementation, will closely collaborate with the international expert, in order to gather relevant experience.

Based on the market data and the results of the market analysis synopsis (A 3.2.) a Workshop for elaboration of road maps for MSMEs market entries shall be designed and implemented by the expert. The participants shall select the most promising market, based on their review of the elaborated synopsis and will develop a feasible market entry strategy. Key part of this workshop will be the immediate transfer of this market strategy and its trial in the Business Simulation "Global Strategy" in competition with the other teams. In addition to the development of a market entry strategy, the participants shall receive training and theoretical knowledge in risk analysis, logistics, budgeting, liquidity management, business planning and management which they will apply in the next steps in the workshop. At least 12 Central Asian Business Intermediary Organisations (BIOs) and 12 MSMEs shall be trained to develop and implement an export market entry strategy. Case studies appropriate and realistic market entry strategies for local products shall be developed in a participatory approach as practical examples and role models for the participants.

The **materials** (programme, PP, etc.) for the training have to be **developed in English** and presented in electronic form to **Hilfswerk International** in Tajikistan at least **4 weeks prior to the training session** for translation into regional languages.

5. Deliverables

Bearing in mind the timetable in section 6 the following deliverables must be provided:

- Synopsis of existing market analyses, which are already developed for Central Asia and available
- Training materials (programme, schedule, PP presentations, distribution materials etc.) related to 3 - day training for elaboration of market entry strategies
- 3-day-training for 25 participants (MSMEs and BIOs) in UZB or KAZ (inviting participants from all 4 countries). This will give them the opportunity to peer, exchange experience and work in a cooperative environment with their colleagues.
- Report on the implementation of the training

CONTRACT FOR SERVICES

PROJECT TITLE: CANDY - V

PROJECT CONTRACT NO.: ACA/2019/412-281



All tasks are to be carried out and in compliance with the HWI Regional Manager and the HWI Project Coordinator.

6. Timetable

| Task | Timeline |
|---|---|
| Synopsys of existing market analyses | August/ September 2020 |
| Training materials (programme, schedule, PP presentations, distribution materials etc.) related to 3 - day training | October 2020 |
| Conduction of 3-day training | November 2020, depending on COVID-19 circumstances & restrictions |
| Report on the implementing training | December 2020 |

Above timeline is based on regular circumstances and can be subject to changes in case of external influence (e.g. complaints from potential bidders, delayed decision from Tender Commission).

7. Expected qualifications of the Contractor

The Contractor shall fulfil the following qualifications:

- At least 5 years' experience in marketing and branding;
- Relevant university degree and proven competence;
- Knowledge of EU & CISs markets and trends;
- Good communication skills in Russian or English.

8. Contracting body's approach to be considered

HWI is an NPO founded with the aim of providing worldwide assistance to people in need, regardless of their heritage, gender or religion. HWI's work is oriented toward Austrian and international objectives of development cooperation. Therefore HWI expects all Contractors to respects its values as stated on the HWI website: <http://www.hilfswerk.at/HWI/english/about-us/mission-statement/hilfswerk-austria-international-mission-statement>

In regard to the contracted tasks HWI expects the outcome to consider

- the demand and needs of the target group(s) of the project,
- approaches and principles of the target country and
- sustainability aspects.

Annexes

Annex B: HWI Code of Conduct

Annex C: HWI Anti-Fraud and Corruption Policy