



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

Donor reference:
ACA/2019/412-281
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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 and product promotion will boost MSMEs growth. The action enhances consulting services in foreign markets and practical knowledge and export promotion tools.

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 to elaborate an export promotion manual, which will consist of practical step-by-step suggestions and checklists how to promote export activities in the countries of destination and how to support CA businesses in their export efforts. Furthermore it will include tools how to organize product promotion events in Europe. The guidelines will be presented to the CA BIOs. Staff of export promotion departments of the relevant state agencies of the 4 countries will be also involved as well. A concept for a showroom of CA products will be also developed and provided within the project. It is planned to organise the Export Promotion-Showcase event during the study tour. The expert shall consult HWI in the organisation of this event. CA MSMEs will present their export products. The activity will be a social and visibility event combined with a product exhibition. The Austrian Chamber of Commerce; Austrian Trade commission, Austrian companies; EcoPlus Business Agency Lower Austria; Austrian Agricultural Cluster and their members, representatives of all four CA embassies, representatives of the CA departments in the Austrian Foreign Office and of the EU representation in Austria and many more will be invited and partly involved as cooperation partners in the organisation.

The **materials** (agenda, presentation) for the Product promotion showcase, whose elaboration will be consulted by the hired expert, have to be **developed in English** and available in electronic form to **Hilfswerk International in Vienna** at least **4 weeks prior to the event** for partial translation into regional languages/ Russian.

5. Deliverables

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

- Brief concept of the elaboration and promotion of the guidelines for export promotion and the organisation of the export promotion show case;
- Export promotion guidelines, which will consist of practical step-by-step suggestions and checklists how to promote export activities in the countries of destination;
- 1 concept for export promotion showroom organisation;
- Presentation of the Export promotion guidelines to representatives of export promotion departments of relevant state agencies or of embassies of Central Asian countries in the EU/ Austria and Central Asian BIOs (Workshop format);
- Consulting of HWI on the preparation of the organisation of the Export promotion show case in Austria (event to be organised in the frame of the study visit in the EU), e. g. in the elaboration of the list of participants and companies to be invited, in the elaboration of the agenda and preparation of materials and presentations;
- Report on the implementation of the intervention

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

6. Timetable

Task	Timeline
Brief concept of the elaboration and promotion of the guidelines for export promotion and the organisation of the export promotion show case	April 2021
Export promotion guidelines, which will consist of practical step-by-step suggestions and checklists how to promote export activities in the countries of destination	July 2021
1 concept for export promotion showroom organisation	July 2021
Presentation of the Export promotion guidelines to representatives of export promotion departments of relevant state agencies or of embassies of Central Asian countries in the EU/ Austria and Central Asian BIOs (Workshop format)	August 2021
Consulting of HWI on the preparation and organisation of the Export promotion show case in Austria (event to be organised in the frame of the study visit in the EU), e. g. in the elaboration of the list of participants and companies to be invited, in the elaboration of the agenda and preparation of materials and presentations;	September – October 2021, depending on COVID-19 circumstances & restrictions
Report on the implementation of the intervention	December 2021

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 respect 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.

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Annex B: HWI Code of Conduct

Annex C: HWI Anti-Fraud and Corruption Policy