

TERMS OF REFERENCE

Public Relations Support for the 4th CARIFORUM-EU Business Forum and Authentic Caribbean Expo

1. BACKGROUND INFORMATION

1.1 Beneficiaries

The primary beneficiaries under this project are firms in the CARIFORUM Region: (Antigua and Barbuda, Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St Kitts and Nevis, Saint Lucia, St Vincent and the Grenadines, Suriname and, Trinidad and Tobago) that are exporting, or are export ready.

1.2 Contracting Authority

The contracting authority for this assignment is the Caribbean Export Development Agency (hereinafter Caribbean Export/the Agency).

1.3 Relevant background

In the CARIFORUM region there are numerous exporting and export ready firms with high quality products and services. The CARIFORUM-European Union (EU) Economic Partnership Agreement (EPA) has provided the gateway for these firms to recognize the numerous market opportunities available to them in Europe. However, despite this agreement very few CARIFORUM firms have been able to enter the EU market and succeed. This is a direct consequence of numerous factors including *inter alia* the inability of firms to establish strategic relationships with firms in the EU and technical barriers to trade. In addition, there is a lack of understanding of the business

practices and culture in European markets and limited on-the-ground support which is required to develop sustainable and mutually beneficial partnerships. Caribbean Export, under the 11th European Development Fund (EDF) Regional Private Sector Development Programme (RPSDP) seeks to address these issues through the hosting of the CARIFORUM - EU Business Forum and Authentic Caribbean Expo under the theme “Bringing the Authentic Caribbean to Europe”, to be held in Germany, in September 2019. This event aims to provide a platform for CARIFORUM exporters to meet European buyers who have expressed an effective demand for Caribbean products.

The CARIFORUM-EU Business Forum is an international trade and business development conference designed to connect Caribbean and European firms, with the specific objective of assisting CARIFORUM businesses to successfully exploit the benefits of the EPA. This forum was designed, not only to provide a platform for the private sector in these regions to identify opportunities for trade but to establish networks and strategic alliances in an effort to gain a better understanding of the business environment in the European Union. It also seeks to positively impact the business and investment climate in the Caribbean region through discussions amongst European Union, and Caribbean business leaders.

It is envisaged that, through a series of Business to Business (B2B) meetings and other networking sessions, CARIFORUM exporters will be able to meet European firms which have expressed an effective demand for Caribbean products and services, particularly in the following sectors:

- Cosmetics with natural ingredients and nutraceuticals**
- Agro-processed goods (sauces and condiments, rum)**
- Cultural and Creative Industries (music, film/animation)**

Following the initial creation of a project charter, a PR and communication strategy for the 4th CARIFORUM-Business Forum was developed. In this regard, the Agency is seeking to work with a Public Relations firm with extensive experience working with European media to support the raising of the profile of the event in the aforementioned industries, to garner European participation and gain media coverage at the Business Forum to be held in September 2019.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1 Specific Objective

Procure the services of a public relations company to support gaining media coverage of the 4th CARIFORUM-EU Business Forum. The public relations company would also support the increased visibility of the Business Forum in EU markets, particularly Germany, France, Spain, Netherlands and the United Kingdom in the following sectors: Cosmetics with natural ingredients, nutraceutical; Agro-processed goods (Sauces and Condiments, Rum); Cultural and creative industries (Music, Film/Animation).

3. SCOPE OF WORK OF THE CONSULTANCY

The PR firm or consultant will be required to:

- I. Develop and support the implementation of a PR and communications plan in-line with the aforementioned PR and communications strategy;
- II. Research and provide a list of industry media with specific focus in the aforementioned EU markets;
- III. Develop media releases and circulate to major and local news outlets, the trade and industry media outlets, or niche groups that may have interest in the 4th CARIFORUM-EU Business Forum;
- IV. Provide ongoing PR support to raise the profile and encourage participation of the European industry target audiences at the 4th CARIFORUM-EU Business Forum;
- V. Source and book media to cover the 4th CARIFORUM-EU Business Forum and Authentic Caribbean Expo;
- VI. Write articles in real time from the show floor; work with the media to provide them with current information and manage the social media at the Business Forum in September 2019.

3.2 Project Management

3.2.1 Responsible Body

The Agency will be responsible for contracting the PR firm or consultant and ensuring the required outputs are achieved.

3.2.2 Management structure

The Manager, Competitiveness and Export Promotion and the Services Specialist will retain overall responsibility for the project and will report on the performance of the project to the Officer-In-Charge. Day-to-day supervision of the activities of the project is the responsibility of the Senior Advisor – Public Relations and Marketing, who will communicate progress to the Manager, Competitiveness and Export Promotion and the Services Specialist.

4. ASSUMPTIONS AND RISKS

4.1 Assumptions

- Basic information is available to support the consultant's research.
- The stipulated duration of the consultancy is adequate for the execution of deliverables.

4.2 Risks

- The above-mentioned assumptions will not be fulfilled and therefore the anticipated results and objectives of the project will not be realized.

5. LOGISTICS AND TIMING

5.1 Location

- The PR firm or Consultant must be available to work closely with Caribbean Export management and staff virtually.

5.2 Commencement date & Period of implementation

- The intended commencement date of this project is 1st of April 2019 ending September 31, 2019.

6. REQUIREMENTS

6.1 Personnel

Qualifications and Experience Required:

- I. At least a Post Graduate Degree in Public Relations, Mass Communications or related fields from a recognized tertiary institution or equivalent qualification;
- II. An in-depth knowledge of European Union based media;
- III. Demonstrable experience managing event PR and marketing;
- IV. Demonstrate familiarity of the CARIFORUM private sector and knowledge of the business climate in the region;
- V. Strong communication and presentation skills, particularly the ability to convey complex concepts in to user friendly language;
- VI. Ability to speak multiple languages e.g. French, German, Spanish or Dutch would be an asset

6.2 Required Documentation

The Applicant should submit the following in addition to any other relevant supporting documents no later than 4:30pm AST on the 15th of March 2019:

A technical and financial proposal for services should be sent by email to Ms. JoEllen Laryea, Senior Advisor – PR and Marketing at jlaryea@carib-export.com copied to Deidre Brathwaite dbrathwaite@carib-export.com .

6.3. Office accommodation

No office accommodation is required at the Caribbean Export.

6.4. Facilities to be provided by the Consultant

The PR firm or Consultant shall ensure that additional experts, if required are adequately supported and equipped. He/she shall ensure that there is sufficient administrative, secretarial and interpreting provision to enable him/her to concentrate on his/her primary responsibilities. The PR firm or Consultant must also transfer funds as necessary to support the activities under the contract and to ensure that all employees are paid regularly and in a timely fashion.

6.5. Equipment

No equipment is to be purchased on behalf of the Contracting Authority / beneficiary country as part of this service contract or transferred to the Contracting Authority / beneficiary country at the end of this contract. Any equipment related to this contract, which is to be acquired by the beneficiary country must be purchased by means of a separate supply tender procedure.

7. REPORTS

7.1. Reporting requirements

The PR firm or consultant will submit at a minimum the following reports:

- An Inception Report, this report should be produced one week from the commencement of the project. This report should highlight any difficulties encountered and/or foreseen and a proposed work plan for the duration of the project.
- A PR and communications plan outlining proposed activities to support the promotion of the event and its participation.
- A final report outlining PR results submitted two weeks' after the final event.

7.2 Submission & approval of reports

The reports referred to in 7.1 above must be submitted to the Manager, Competitiveness and Export Promotion and the Services Specialist with copy to the Senior Advisor – PR and Marketing. All reports must be submitted in English and in electronic format. The Manager, Competitiveness and Export Promotion and the Services Specialist are responsible for approving all reports.

8. MONITORING AND EVALUATION

8.1 Definition of Indicators

Performance on this assignment will be measured by timely and pertinent submission of completed deliverables outlined in Section 3 and as outlined within the work plan and that meet or exceed the expectations of the Executing Agency. Feedback on each submitted deliverable is not a requirement for the continuation of the project, however, comments will be provided in a timely manner. The Contracting Authority will provide feedback to the consultant within 7 days of receipt of the final report.

8.2 Special Requirements

None.