

TERMS OF REFERENCE

European Buyer Recruitment and Firm Matchmaking Initiative in preparation for the 4th CARIFORUM-EU Business Forum

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

While there is a plethora of market opportunities in the European Union (EU) market, which have been made available through the CARIFORUM-EU Economic Partnership Agreement (EPA); and although CARIFORUM firms have the ability to produce high quality goods and services, there is still a severe lack of indigenous Caribbean goods and services entering and expanding in the EU market. This is largely due to the fact that regional firms are unable to effectively establish strategic relationships with potential buyers, given their unfamiliarity with EU business practices and culture; they also do not have appropriately selected distribution channels; and they usually have inadequate in-market support. Under the 11th European Development Fund (EDF) Regional Private Sector Development Programme (RPSDP), Caribbean Export endeavours to address these trade barriers for CARIFORUM firms, namely through market penetration activities, which includes the delivery of the CARIFORUM - EU Business Forum. The Agency is currently planning the 4th edition of the event, which will be held from September 24-26, 2019 in Frankfurt, Germany. This Forum will provide a platform for CARIFORUM exporters to meet and engage with EU 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, African, European and Pacific businesses, and to assist CARIFORUM businesses in maximizing the benefits available within the EPA. More specifically, the event was conceptualized to provide a platform for the private sector in the region to realize the full benefits of the CARIFORUM-EU Economic Partnership Agreement (EPA); establish networks and strategic alliances; and secure new markets engendered by better understanding of the business environment in the European Union. It also plays a role in positively impacting the business and investment climate in the Caribbean region, through public-private dialogue on trade and investment issues held between Caribbean and International business leaders and trade experts.

An evaluation of the previous CARIFORUM-EU business forums showed two significant weaknesses that stymied the effective impact of the event. One weakness was the lack of intimate knowledge that potential EU buyers who attend the Forum had of the specific products that were promoted. This lack of knowledge resulted because potential buyers were not introduced early to the firms and CARIFORUM products that were promoted at the event. The second weakness was that some of the CARIFORUM firms selected to attend were unable to supply the European markets consistently, due to capacity constraints or not yet fully meeting the import criteria across the EU. These issues hindered the effectiveness of the business to business meetings, and ultimately the ability of the firms to establish mutually beneficial trade relationships and agreements. For the 4th edition of the Forum, the Agency is seeking to adopt a more strategic approach and is seeking a qualified consultant to conduct a comprehensive but focused buyer recruitment exercise over the period March to June 2019.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1 General objective

The overall objective of this project is for CARIROUM exporters to engage EU buyers and generate interest for CARIFORUM/ Caribbean goods and services in the following sectors:

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

2.2 Specific Objective

Recruit EU firms interested in buying or distributing CARIFORUM products in specific priority sectors identifies in section 2.1 to participate in the 4th CARIFORUM – EU Business Forum.

2.2 Results to be achieved by the consultant:

The consultant will be expected to deliver the following:

- a. Identify and engage with at least 10 potential EU retail buyers/distributors from each priority sector, who have expressed an effective demand for CARIFORUM goods and services. The consultant must provide a list that includes full contact details and background profile of each buyer;
- b. Secure at least 10 buyers, per sector, to attend the Business Forum and to participate in Business to Business (B2B) meetings;

Organise and facilitate at least 10 B2B meetings for each recruited buyer;
- c. Develop a step-by-step guide on exporting to the EU Markets for the identified priority sectors;
- d. Provide technical assistance to the selected CARIFORUM firms in the preparation for the Business Forum.

3. ASSUMPTIONS AND RISKS

3.1 Assumptions underlying the project intervention

- EU buyers are interested in the retail of indigenous CARIFORUM products and services;
- CARIFORUM firms can meet the quantity and quality requirements (technical regulations and standards) of the European Union markets;
- Country profiles provided prepared by CE are finalised and of high quality; and
- CARIFORUM firms have the capacity to satisfy demand.

3.2 Risks

- The major risk is that the above-mentioned assumptions are not fulfilled and therefore the anticipated results and objectives of the project are not realized.
- Consultant does not find adequate appropriate buyers in priority areas. CARIFORUM states are predominantly small open economies susceptible to many shocks (E.g. exchange rate volatility, natural disasters, excess import dependence) which may adversely affect member states ability to fulfil obligations.

4. SCOPE OF THE WORK

The 4th CARIFORUM-EU Business Forum will target retail buyers and distributors from traditional and non-traditional European markets, particularly Germany, France, Spain, Netherlands and the United Kingdom that are interested in doing business with Caribbean firms.

This consultancy will ensure that:

- EU buyers participating in the Business Forum have expressed an effective demand for CARIFORUM products by either being an existing buyer/distributor or have the potential and vested interest to distribute CARIFORUM products/services within the target markets.

- At least 10 buyers per sector attend the Business Forum and participate in B2B meetings with suppliers in CARIFORUM and the wider Caribbean;
- EU buyers have committed to attend the 4th CARIFORUM-EU Business Forum by July 2019, committed buyers should complete the Business Forum Buyer Registration and pre-assessment forms;
- The product portfolios for participating CARIFORUM Firms are distributed to all EU buyers who will be attending the Business Forum, prior to the event; and
- CARIFORUM firms participating in the Business Forum have been prepared and are fully knowledgeable on doing business in the EU.

The consultancy will focus on selected priority markets: Germany, France, Netherlands, Spain and the United Kingdom.

4.2 Project Management

4.2.1 Responsible Body

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

4.2.2 Management structure

The Manager, Competitiveness and Export Promotion 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 Advisor – Market Intelligence, who will communicate progress to the Manager, Competitiveness and Export Promotion.

5. LOGISTICS AND TIMING

5.1 Location

The Consultant must be a national of an African, Caribbean, and Pacific (ACP) State or of a European Union Member State and must work closely with Caribbean Export management and staff.

5.2 Commencement date & Period of implementation

The intended commencement date of this project is April 8, 2019.

6. REQUIREMENTS

6.1 Personnel

Qualifications and Experience Required

- I. At least a degree in Economic, Business Administration or related fields from a recognized tertiary institution or equivalent qualification;
- II. At least five (5) years post-qualification experience;
- III. In-depth knowledge/experience of the retail and distribution channels of the target sectors within the key European markets;
- IV. Demonstrate good understanding of the CARIFORUM private sector and knowledge of the business climate in the region;
- V. Proven experience in working in a consultative role conducting B2B meetings and buyer recruitment exercises;
- VI. Analytical skills, particularly the ability to conduct research and prepare appropriate findings and conclusions;
- VII. Excellent oral and written communication skills; and
- VIII. Working knowledge of a second language would be an asset (French, Spanish, or German)

6.1 Required Documentation

The Applicant should submit the following in addition to any other relevant supporting documents:

A technical and financial proposal for services should be sent by email to Mr. Zamani Moodie at zmoodie@carib-export.com , copied to Mr. Damie Sinanan at dsinanan@carib-export.com no later than 4:30 pm **March 29, 2019** .

6.2. Office accommodation

No office accommodation at the Caribbean Export is required. If accommodation is required, appropriate facility shall be made available.

6.3. Facilities to be provided by the Consultant

The 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 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.

6.4. 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 consultant will submit the following reports:

- (a) **Inception Report** to be produced **after one week** from the commencement of implementation. In this report the consultant shall highlight any difficulties encountered and/or foreseen difficulties in addition to submitting a detailed work schedule. The consultant is advised to proceed with his or her work in the absence of comments by the Contracting Authority to the inception report.
- (b) **Progress Report** containing a detailed itinerary for the buyer recruitment exercise including scheduled meetings, appointments dates and times. Final draft of the product portfolio and a first draft of the step- by-step guide on exporting to the EU.
- (c) **Final Report** which includes all completed deliverables for final approval from Caribbean Export, final list and profiles of EU firms that have confirmed their participation in the CARIFORUM EU Business Forum and should include completed application and pre-assessment forms. This report should be submitted no later than four weeks, after the submission of the completed buyer recruitment exercise listed in Progress Report. The consultant will also be required to submit a report on the consultant's participation at the CARIFORUM-EU Business Forum's capacity building workshop for participating firms facilitated by Caribbean Export.

7.2 Submission & approval of reports

The reports referred to in 7.1 above must be submitted to the Manager, Competitiveness and Export Promotion with copy to the Advisor – Market Intelligence. All reports must be submitted in English and in electronic format. The Manager, Competitiveness and Export Promotion is responsible for approving all reports.

7.3 Payment Terms

- An initial payment of 30% of the project cost will be made upon delivery and acceptance of inception report which included all foreseen difficulties in completing this project and a detailed work schedule.

- Second payment of 30% of the project cost will be made upon delivery and acceptance of progress report reports including; a detailed itinerary for the buyer recruitment exercise including scheduled meetings, appointments dates and times. Final draft of the product portfolio and a first draft of the step- by-step guide on exporting to the EU.
- A final payment of 40% of project cost will be made upon delivery and acceptance of the final reports including: all completed deliverables, final list and profiles of EU firms that have confirmed their participation in the CARIFORUM EU Business Forum and should include completed application and pre-assessment forms. A report on the consultant's participation at the CARIFORUM-EU Business Forum's capacity building workshop for participating firms facilitated by Caribbean Export.

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 7 above 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.