

Terms of Reference

Binational Value Chain Strategy for Essential Oils and Cosmetics in Haiti and the Dominican Republic

1. Background Information

1.1 Beneficiaries

The beneficiaries of this assignment are private sector stakeholders from the Dominican Republic and Haiti, within the essential oils/cosmetics sector.

1.2 Contracting Authority:

Caribbean Export Development Agency

1.3 Relevant Background:

Caribbean Export Development Agency (Caribbean Export) has been entrusted by the Governments of the Dominican Republic, Haiti and the European Union, with the implementation of the “Trade and Private Sector Component” of the Haiti-Dominican Republic Binational Cooperation Programme under the 11th European Development Fund (EDF) FED/2018/399-379. This component seeks to enhance the overall business and investment climate of Haiti and the Dominican Republic as well as the international perception and image of both countries.

The Programme has three (3) main objectives:

1. The Promotion of a more balanced and formal trade between Haiti and the Dominican Republic;
2. The quality of goods produced in both countries and the competitiveness of enterprises is enhanced with special attention to three (3) value chains: Cocoa/Chocolate; Essential Oils/Cosmetics; and Handicraft/Fashion/Accessories/Jewellery; and
3. The institutional cooperation, between the Ministries working in trade related issues and the Customs Administrations, as well as the public-private and private-private dialogue is reinforced.

Under the objective 2, Caribbean Export will seek to develop and/or strengthened the Essential Oils/Cosmetics Value Chain. The Agency seeks to carry out comprehensive diagnosis for the selected binational value chain with a view of developing a joint strategy and action plan for the promotion of the same and to deliver financial and technical assistance to selected beneficiaries in both countries.

Consequently, the following consultancy seeks to develop a joint strategy of the Essential Oils/Cosmetics sector and action plan for the benefit of both countries identifying potential binational partnerships and Business-to-Business contacts that would facilitate the creation/strengthening of this value chain.

1.4 Related programmes and other donor activities:

Under the 10th EDF bi-national Programme, Caribbean Export along with partners pursued the development of a strategy with a view to maximising the export potential of both countries (Dominican Republic and Haiti). For this purpose, the Programme funded a research on “Identification and Mapping of Binational Value Chains within high-potential sectors between Haiti and the Dominican Republic”.¹

This study mapped and analysed the Haiti’s Essential Oils value chain and the Dominican Republic cosmetics value chain, including areas of potential collaboration between both countries in such sector.

In addition, under the EDF Funded Regional Programme Caribbean Export, via its Sub-Regional Office in Santo Domingo, has supported several cosmetic companies in the Dominican Republic and Haiti including grants and trade mission support, this latter with special emphasis in the Cuban and Jamaican markets.

Moreover, in the framework of national indicative programme (NIP) for the Dominican Republic (DR) the European Union and the Ministry of Industry, Trade and SMES of DR recently published a national strategy for the Cosmetics Industry (January 2019)².

2.0 Objective, Purpose and Expected Result

2.1 Overall Objective

The objective of this assignment is to develop a comprehensive strategy and a 2-year action plan for the promotion of a “Binational Essential Oils/Cosmetics Value Chain” between Haiti and the Dominican Republic. In order to achieve this, the selected consultant(s) shall carry out comprehensive diagnosis of the referred sector.

The consultant(s) will also work with Caribbean Export in the identification of ten (10) possible beneficiaries from Haiti³, which could improve their international competitiveness via targeted actions to be funded in the framework of the 11th EDF Haiti-DR Binational Programme, Trade and Private Sector Component.

The consultant should also carry out of a SWOT analysis of the proposed beneficiaries from both Haiti and the Dominican Republic as well as a detailed action plan to improve their international competitiveness over a 24-month period, including possible collaboration with other international institutions.

¹ Attached to this TOR

² Attached to this TOR

³ For the DR the SME Centers associated to the Ministry of Trade and Industry will be presenting ten (10) possible candidates for consideration.

The consultant(s) should take into consideration the recommendations of the report “National strategy for the Cosmetics Industry of the Dominican Republic (January 2019)” liaising with the DR Cluster of Cosmetics, the Dominican Federation of Chambers of Commerce (FEDOCAMARAS) and the Chamber of Commerce of Haiti (CCIH).

Actions should include:

Research and Diagnosis

The consultant(s) will be required to conduct extensive desk research. The desk research includes a research into the supply and demand side of Haiti and DR Essential Oils/Cosmetics sector.

The consultant(s) will work closely with Ministries of Trade and Industry and Agriculture of Haiti and DR as well as with the CCIH and FEDOCAMARAS with a view to identifying and collecting all relevant studies, materials, and statistics already produced by relevant government agencies and other donors including, among others, the European Union, the Inter-American Development Bank, the World Bank and USAID.

Consultations and Selection of Companies

The consultant(s) is expected to propose, using a SWOT analysis, a minimum of twenty (20) beneficiaries (ten (10) from each country) of the essential oils/cosmetics sector from different segments of the value chain and the Steering Committee (SC) of this consultancy composed by Caribbean Export, European Union, DIGECOOM, BONFED, Ministries of Trade and Industry and Agriculture of Haiti and DR, FEDOCAMARAS and (CCIH), will be responsible of selecting the ten (10) beneficiaries, five (5) from each country.

It should be noted that the selection/identification of companies will be made in line with the proposed strategy as to serve a demonstrative effect of the same.

Once the beneficiaries are selected, the consultant will do an exhaustive evaluation of each one with a view to determining their needs and proposing cost-effective solutions to improve their international competitiveness while paying special attention to a collaborative approach among the selected group of companies.

The referred action plans are to be executed during a 24-month period and will address the specific needs of each of the ten (10) selected beneficiaries with a view of increasing their international competitiveness while promoting collaboration with other participants in the process.

Recommendations and Action Plan

The consultant(s) is also expected to propose and draw recommendations and an action plan to secure the implementation of a binational essential oils/cosmetics value chain strategy between Haiti and the DR (yields, sustainability, quality and income generation). The action plan must describe the specific actions to implement (trainings, technical support, administrative procedure, companies to liaise with, market outlets to secure, etc.) with an indicative timeframe, and agents to address constraints identified, barriers to remove and investments that could mainstream the stakeholders in

Haiti and the DR. The consultant is expected to conduct a presentation to the SC to validate the strategy and the action plan.

2.2 Project Deliverables

The consultant(s) is expected to deliver the following results:

1. **Report 1/Inception meeting report:** This report will capture agreed timelines, approach and any potential changes to project design, that are discussed at the inception meeting;
2. **Report 2 –** Diagnosis of the Binational Essential Oils/Cosmetics Value Chain between Haiti and the Dominican Republic, with a view to developing a comprehensive strategy and action plan for the promotion of the same, identifying stakeholder positioning including their engagement, supply capacity, relevance, and position in each country;
3. **Report 3-** SWOT analysis for a minimum of 20 enterprises which could increase their international competitiveness highlighting constraints and proposing cost-effective solutions to tackle such constraints;
4. **Report 4/Final Report-** Presenting the final version of the binational Essential Oils/Cosmetics value chain strategy and action plan and detailed 24-month proposed actions plan for the ten (10) selected beneficiaries.

All reports must be in French and Spanish.

3.0. Assumptions and Risks

3.1 Assumptions underlying the project

Stakeholders provide the necessary support to the consultant(s).

The time frame allocation for the assignment is sufficient to complete the assignment.

Adequate data and information is available to undertake the research in the specified time period.

3.2 Risks

The general risk includes delays with data collection resulting from reluctance of the relevant stakeholders to share information or to complete the assessment exercise; or delays resulting from other causes.

4.0 Scope of the Work

4.1. General

4.2. Specific Activities

To achieve the expected results, the Consultant(s) will, at a minimum, do the following:

1. Participate in an inception meeting with Caribbean Export to define, clarify, and agree on project parameters and expectations, including timelines, reporting, etc.
2. Conduct desk and other research and/or consultations based on the requirements in the TOR and necessary to effectively complete the assignment.
3. Develop a draft bi-national Essential Oils/Cosmetics value chain analysis and action plan.
4. Validate the binational Essential Oils/Cosmetics value chain analysis report and action plan with the Steering Committee.

5. Make a proposal of 20 possible beneficiaries (10 from each country) using a a SWOT analysis;
6. Develop a 24-month action plan for the retained 10 beneficiaries (5 from each country) with a view to strengthening their international competitiveness;
7. Preparation and submission of final report including final versions of the essential oils/cosmetics value chain strategy and action plan, in hard and electronic copies.

4.3 Project Management

The Caribbean Export Development Agency will be responsible for the management and coordination of this project, along with the key stakeholders – the Ministries of Trade and Industry and of Agriculture of Haiti and the DR, the European Union, BONFED, DIGECOOM, the CCIH and FEDOCAMARAS.

The Deputy Executive Director of the Agency will retain overall responsibility for the project and will report the performance of the project to the Steering Committee of the Programme. Day-to-day supervision of the activities of the project will be responsibility of an expert specifically hired by Caribbean Export for this purpose.

5. Logistics and Timing

5.1. Location

The assignment is commissioned under the bi-national Programme in the Dominican Republic and Haiti and will require travel to both Haiti and DR.

5.2. Duration

The assignment will be undertaken over 33 working days over a period over a maximum of 90 calendar days.

5.3. Commencement Date and Period of Implementation

Work is expected to commence by 1st June 2019 and should be completed by 1st October 2019.

6. Requirements

6.1. Personnel

6.1.1 This call for application is open to consulting firms and individual consultants with experience in the services outlined above. The Lead Consultant must have a strong background in the essential oils/cosmetics sector. The lead consultant must meet the following criteria:

- At least 10 years of practical experience in the field of agriculture and rural development, and development of enterprise support institutions.
- Strong coordination/organization/networking skills and experience in coordinating expert teams.
- Experience with value chain analysis similar to those outlined in TOR; and has at least conducted two or more value chain analyses before as lead consultant/researcher.
- Required experience supporting SMEs in improving their international competitiveness;
- Outstanding inter-cultural communication, networking and coordination skills.

- Sound knowledge of the trade and development issues facing the Caribbean, in particular the export challenges for firms and companies within the region.
- Experience working with enterprises within similar jurisdictions to develop their export potential and capacities.
- Excellent presentation and communication (oral and written) skills.
- Fluent in English, capacity to communicate in Spanish and French highly desirable.
- Applicants must be nationals of or have a firm registered in an ACP (African, Caribbean and Pacific) country or in the European Union.

6.2. Required Documentation

The Applicant will at a minimum submit the following;

1. Examples of previous work done in this area.
2. Proposal submitted which should include, at a minimum; company profile, understanding of the project and methodology, available experts and qualifications, timetable/ Gantt chart for activities and a detailed proposed budget.
3. Proof of citizenship in the case of an individual or company registration if a firm.
4. The offers must be presented in both languages Spanish and French.

Once selected the consultant, the proposed team can't be changed.

7. Submissions

Offers should be submitted by 17:00 hrs (Dominican Republic time) on Friday May 17th, 2019 to the following e-mail address eoliveira@carib-export.com with the reference **“Essential Oils/Cosmetics 0119”**