

TERMS OF REFERENCE

Publisher: Caribbean Export Outlook

1. BACKGROUND INFORMATION

1.1. Beneficiary/Eligible countries

CARIFORUM Region: Antigua and Barbuda, The Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St. Kitts and Nevis, Saint Lucia, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago

EU Member States

1.2. Contracting Authority

Caribbean Export Development Agency

1.3. Relevant background

Caribbean Export Development Agency (Caribbean Export) is a regional export development and trade and investment promotion organization of the Forum of Caribbean States (CARIFORUM). Caribbean Export is also a beneficiary of funding assistance from the 10th European Development Fund (EDF), under which the Agency is responsible for implementing the Regional Private Sector Development Programme (RPSDP). The RPSDP has four specific objectives: a) Enhancing Competitiveness and Promoting Innovation among CARIFORUM's Private Sector; b) Promoting Trade and Export Development among CARIFORUM States; c) Promoting stronger trade and investment relations among CARIFORUM and French Caribbean Outermost Regions (FCORs) as well as European Union (EU) Overseas Countries and Territories (OCTs) in the Caribbean; and d) Promoting stronger trade and investment cooperation between CARICOM and the Dominican Republic (DR). There is also a complementary objective of strengthening the institutional capacity of Caribbean Export to implement trade and investment promotion programs in the region through its export development programming and through support to the Caribbean Association of Investment Promotion Agencies (CAIPA).

The overall objective of the Regional Private Sector Development Programme is to contribute to the gradual integration of CARIFORUM countries (Antigua and Barbuda, The Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname and Trinidad and Tobago) into the World Economy and by so doing to enhance regional economic growth and by extension alleviate poverty. One of the specific objectives of the programme is to promote trade and export development among CARIFORUM member states.

1.4. Current state of affairs in the relevant sector

In order to promote trade and export development among CARIFORUM member states, there is a need to provide the private sector, governments and business support organisations with relevant information to inform their decision making. The Caribbean Export Outlook is expected to be a publication that will focus on providing valuable information to readers on the status of trade and exports in the CARIFORUM member states. At present, other regions such as Latin America and Africa have developed publications that provide such information to their stakeholders but there is no similar publication for the Caribbean region. The Caribbean Export Outlook therefore seeks to meet this need by offering articles on a wide variety of topics of relevance to both the private and public sectors that are engaged in trade and exports. Readers will be able to subscribe to the publication which will be available on an annual basis and include content on the sectors and markets for the region to capitalize on based on their forecasted growth potential, cross cutting issues affecting exporters, issues affecting regional investments and the experiences of exporting firms.

1.5. Related Programs and other donor activities:

10th EDF Regional Private Sector Development Programme.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1. Overall objective

The overall objective of the Caribbean Export Outlook is to provide relevant information on trade and exports to key stakeholders.

2.2. Purpose

The specific purpose of this contract is as follows:

To publish the Caribbean Export Outlook in time for the launch at the Caribbean Exporter's Colloquium due to be held in March 2014. A full outline of the main areas of the publication is available in Appendix 1. In order to produce this publication, Caribbean Export is looking to work with an experienced publishing firm that will provide the following services:

- Develop the design and layout
- Sell and manage advertising

- Manage the print production
- Manage the distribution
- Develop an electronic version of the publication

2.3. Project Deliverables

The following are the main project deliverables of the consultancy:

- A hard copy and electronic version of the Caribbean Export Outlook
- Sold advertising spots
- A list of advertisers (projected and actual).
- Agreements with institutions to distribute the publication
- A list of distributors (companies, organisations etc) where the publication can be available.

Please note that Caribbean Export will provide a starting list of organisations to the Consultant and will assist where needed to facilitate the process.

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project intervention

- The Consultant has the required manpower to fulfil the requirements of this publication in the timeframes requested as stated under Section 4.2
- Consultant has the key contacts to facilitate the selection of advertisers, distributors, etc.

3.2. Risks

- Potential advertisers are hesitant to advertise in a new publication;

4. SCOPE OF THE WORK

4.1. General

4.1.1 The project involves the delivery of a hard copy and electronic version of the Caribbean Export Outlook.

4.1.2. Geographical area to be covered by the Consultant

Regional (CARIFORUM) and global distribution of the publication is expected.

4.1.3. Target groups

The target audiences for the Caribbean Export Outlook are regional exporters, governments, Business Support Organisations, Trade Promotion Organisations, potential investors, and the diaspora. In addition, this publication will be useful for anyone who is interested in

CARIFORUM trade and exports.

4.2. Specific activities

4.2.1 In order to achieve the project deliverables, the Consultant will be expected to complete the following activities:

- Liaise with Caribbean Export to determine the appropriate design and layout of the publication;
- Provide at least 3 design and layout options (creative, corporate & cutting edge) to select from;
- Design a cover page for the publication;
- Create an electronic version of the publication;
- Create a database of advertisers
- Generate suitable advertisements for the publication;
- Provide a list of printers for Caribbean Export to select from who are capable of printing and shipping publications on demand;
- Manage the printing process liaising with the printers to ensure the final publication meets the expected standards;
- Generate a list of institutions regionally and internationally that agree to act as distribution points for the publication. Guidance will be provided to the Consultant in terms of an initial recommended target list and in facilitating access to some institutions. However, the Consultant is expected to identify institutions on its own.

SCHEDULE FOR COMPLETION OF THE CARIBBEAN EXPORT OUTLOOK

Milestones and Deliverables will follow the proposed schedule below:

ACTIVITY	SCHEDULED DELIVERY
Completion and submission of Advertisers and distributors database	November 22 nd
Submission of 1 st drafts of sample cover and layout options	November 29 th
Submission of 2 nd drafts of sample cover and layout options	December 13 th
Advertisers & Distributors confirmed	January 15 th
Submission of 1 st draft of publication (with articles and ads included) for both versions of the publication	January 24 th
Submission of 2 nd draft of publication for both versions of the publication	February 3 rd
Submission of final printing proof	February 14 th
3000 copies printed and shipped to distribution points and Caribbean Export Electronic version of publication completed and available to go online.	February 28 th

Please note additional timelines which are being followed by our writers to ensure timely completion of the Consultant's activities:

ACTIVITY	SCHEDULED DELIVERY
Submission of first draft of article	November 15th
Submission of second draft of article	January 6th
Final edits/approval	January 17th

4.3. Project management

4.3.1. Responsible body

The Caribbean Export Development Agency will be responsible for the management and coordination of this project.

4.3.2. Management structure

The Managers – Competitiveness and Innovation and Trade & Export Development will retain overall responsibility for the project and will report the performance of the project to the Executive Director.

4.3.3. Facilities to be provided by the Contracting Authority and/or other parties

N/A

5. LOGISTICS AND TIMING

5.1. Location

The Consultant will work remotely but will be required to engage in regular conference calls with Caribbean Export.

5.2. Commencement Date & Period of implementation of tasks

The intended commencement date of the contract is **November 11th, 2013** until **March 5th 2014**.

6. REQUIREMENTS

6.1. Personnel

6.1.1. Publishing Company

Qualifications & Skills

All publishers must:

- Be nationals of the African, Caribbean and Pacific group of states or of the European Union
- Have practical experience of at least ten (10) years in producing corporate publications including magazines
- Have previously prepared digital publications
- Have demonstrated experience in selling advertising

Specific Professional Experience

A proven track record in producing similar publications is required.

Required Documentation

1. At least two (2) examples of published magazines including electronic or online versions
2. A sample cover and page layout for the Caribbean Export Outlook
3. Proposal including information related to but not limited to Company Profile, Methodology, Key Experts, Timetable of Activities

6.2. Office accommodation

No office accommodation at the Caribbean Export Development Agency is required or will be provided for the key expert.

6.3. Facilities to be provided by the Consultant

The Consultant shall ensure that additional experts, if required, are adequately supported and equipped. In particular the Consultant shall ensure that there is sufficient administrative, secretarial and general support for each additional expert to enable the Consultant 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

This contract does not provide for the procurement of any equipment related to this assignment.

7. REPORTS

7.1. Reporting requirements

The consultant will submit the following reports:

- **Inception Report** of maximum 5 pages to be produced **after one (1) week** from the signing of the contract by both parties. In the report the consultant shall highlight any foreseen difficulties in addition to submitting a detailed overview, including a detailed timeline, of the intended workflow and activities. The Consultant is advised to proceed with his/her work also in absence of comments other than acceptance by the Contracting Authority to the inception report.
- **Final report** - The Consultant shall also submit a final report within two (2) weeks of completion of the deliverables. This report will provide a summary of the activities undertaken during the consultancy.

7.2. Submission & approval of reports

The reports and deliverables as referred to above must be submitted to the Managers – Competitiveness and Innovation & Trade and Export Development. All reports must be submitted in English in electronic format. The final report must be submitted in electronic format along with three (3) hard copies. The Managers – Competitiveness and Innovation & Trade and Export Development are responsible for approving the reports.

8. MONITORING AND EVALUATION

8.1. Definition of indicators

Performance on the project will be measured by satisfactory completion and timely submission of the deliverables outlined in Section 4.2 and as outlined within the work plan. Feedback, other than acceptance, on each submitted Progress Report is not a requirement for the continuation of the project. The Contracting Authority will provide feedback to the consultant **within five (5) working days of receipt** of the final report.

8.2. Special requirements

None.

Interested persons must submit all required documentation to:

- Caribbean Export Development Agency addressed to

Mr. Zamani Moodie and Mrs. Robertha Reid

c/o Caribbean Export Development Agency
1st Floor Baobab Towers
Warrens
St. Michael
Barbados, BB22026

Submissions can also be emailed to zmoodie@carib-export.com with copy to torreid@carib-export.com

Please note that sample designs will be used to evaluate the applicant's ability only.

In order to be considered for this Consultancy, applicants must respond no later than 4:30 p.m. EST on November 4th, 2013. No late submissions will be accepted.

APPENDIX 1- Caribbean Export Outlook (Projected Outline)

Below outlines the main headings for the content of Caribbean Export Outlook and is for your information to gain an understanding of the type of publication that is to be produced. Please note this is a guide and subject to change. The average size of an article will be 1500 words maximum but can be longer (2000 words) in the case of interviews.

Recommended Topics and Authors

Section 1: Pulse of the Caribbean: *Readers can expect this section to establish the foundation of the state of regional trade and exports. Articles in this section will address not only the current regional context but will also speak to visions for our region's future.*

4 Articles

Section 2: Trade & Export Hot Spots: *Keeping abreast of markets is critical to understanding where the opportunities or 'hot spots' are for trade and exports. Articles in this section will focus on select markets that present opportunities for CARIFORUM firms.*

5 Articles

Section 3: Our Competitive Advantage: *When the Harvard Business School professor Michael Porter first wrote his book on Competitive Advantage, companies quickly learnt that they had to distinguish themselves from the competition in the minds of their customers. The same applies to countries. This section provides articles on the niche sectors that offer the Caribbean region a competitive advantage.*

4 Articles and 3 Special Features

Section 4: Clearing the Hurdles: *In order to build our competitive advantage as a region and to capitalize on the trade and export opportunities, presented to us, there is a pertinent need to clear a*

few hurdles, i.e. overcome a number of cross cutting issues facing exporters. Articles in this section are meant to provide points of view from our region's experts on doing so.

6 Articles

Section 5: Led By Women: *Women in the Caribbean have long been enterprising and innovative in the way they manage their households and similarly their businesses. This section focuses on topics of interest to women in business, the unique challenges women entrepreneurs face and the solutions they have developed to succeed in business.*

3 Articles

Section 6: Exporters Insights: *It is not often we get the opportunity to hear the real-life experiences of successful business owners in building strong exporting companies. In this section, we provide an inside perspective of the exporting experiences of some of the region's leading entrepreneurs.*

4 Articles

Section 7: Companies to Look Out For: *Over the years, Caribbean Export has worked with a number of firms enabling them to become export ready in order to take advantage of the Economic Partnership Agreement. This section focuses on describing some of the various platforms Caribbean Export has created to help firms to export and the results we have seen.*

4 Articles

Section 8: Investor's Corner: *There are numerous investment projects being undertaken to further support trade and export promotion in the region. This section will highlight some of these projects and provide potential investors with an understanding of important developments.*

5 Articles

Exporters Tool Box: *A strong contact base is important for building a business and getting into export markets. This section aims to provide exporters with essential regional and international business contacts and services:*

- Caribbean Export suite of services for exporters & relevant Caribbean Export staff member to contact
- List of Key Contacts (National, Regional & International Business Support Organizations)

Section 9: Appendix

- *Tabular Country Profile of each CARIFORUM Member State*
- *Economic indicators - Inflation, Growth, debt to GDP, interest rate, trade indicators etc.*
- *Doing business index*