

ITC RFQ 2200259424/MS ANNEX A

TERMS OF REFERENCE

ONLINE TRAINING IN MARKETING FOR THE APPAREL, ACCESSORIES, HOME DÉCOR AND BEAUTY ENTERPRISES IN NIGERIA, PAKISTAN, ZIMBABWE.

- **Background**

About ITC

The International Trade Centre (ITC) is a joint agency of the United Nations and the World Trade Organization based in Geneva, Switzerland. ITC's mission is to enable small businesses in developing countries and countries with economies in transition to successfully export internationally, by providing, with partners, sustainable and inclusive development solutions to the private sector, trade support institutions (TSIs) and policy makers.

About ITC SheTrades

The SheTrades Initiative was established by the International Trade Centre to address the barriers women face to access economic opportunities. SheTrades works to connect millions of women entrepreneurs to markets while promoting their full participation in international trade. The initiative is a proud contributor to the UN Sustainable Development Goals (SDGs).

SheTrades Mission: We are working to empower women overcome the barriers that they face with growing their businesses. With them, we identified areas that urgently needed to be addressed. A Plan: To work with partners including governments, private sector, international organizations, and others to expand opportunities for women entrepreneurs by acting on 7 pillars to catalyse trade. Through country-based activities, SheTrades enables women entrepreneurs to improve the quality of their products and services. One of the greatest challenges that remain is creating quality deal flow for investors committed to investing in women owned SMEs in support of the SDGs.

SheTrades Commonwealth delivers economic growth and job creation in Commonwealth countries through increasing participation of women owned businesses in trade. Since its launch at the Commonwealth Heads of Government Meeting (CHOGM) in April 2018, ITC SheTrades has delivered significant results, including:

- Providing training and mentoring to over 3,500 Women-owned businesses (WOBs);
- Supporting the creation of over 6,600 jobs;
- Generating over £32 million sales for WOBs;
- Working with over 90 BSOs to improve the business environment for women;
- Launch and roll-out the SheTrades Outlook to almost 40 countries;
- Identified over 80 good practices from both developing and developed countries to inspire new programmes and initiatives to provide better support to WOBs; Topics include access to skills, access to finance, access to networks, tailored support for enterprises, collection of gender-disaggregated data, and policies/laws that support women in trade, among others;

- Supported 10 countries with gender-responsive policy reform on more than 10 topics including public procurement, national export strategies, national AfCFTA implementation strategies, COVID-19 disbursement packages, among others.

The SheTrades Commonwealth + project aims to foster an enabling business ecosystem by promoting inclusive policy and data and engaging business support organisations, private-sector partners, and women-led businesses in the Commonwealth countries. In addition to Indonesia as a key trading partner of the Commonwealth countries, direct interventions to women-led businesses and private-sector partners target the following Commonwealth countries, Bangladesh, Mauritius, and Nigeria. The implementation approach of this project recognizes the previous phase of the SheTrades Commonwealth project that has been ongoing since 2018, over which time sustainable networks of stakeholders at both ecosystem and SME level have been built and sustained.

The SheTrades Commonwealth + project will have a greater focus on the mutual benefits of UK trading arrangements for developing country partners and for women-led businesses than it had in previous years. Supporting women-led businesses to export to priority countries and leveraging the UK business community and other UK trade and development programmes can strengthen market connections between UK businesses to some of the world's fastest-growing economies, including Pakistan as one of the key trading partners of the Commonwealth countries, while still supporting poverty reduction and promoting gender inclusiveness in trade.

This opportunity for Pakistani women-led businesses (WLBs) and Business Support Institutions supporting WLBs in the Apparel, Accessories, Jewelry and Home Décor sector is delivered under the ITC SheTrades Commonwealth project funded by the UK Foreign, Commonwealth and Development Office.

About the United Kingdom Trade Partnerships Programme (UKTP)

The UKTP is designed to ensure countries maximize benefits of Economic Partnership Agreements (EPAs). It promotes trade with the UK under existing European Union (EU) EPAs or under UK specific EPAs entering into force post-Brexit. The UK Trade Partnerships Programme is funded by the government of the UK through the Foreign, Commonwealth & Development Office (FCDO). The programme will run until 31 March 2024.

This programme will increase exports under the agreements by increasing awareness of firms and institutions on how to access the UK/EU markets and better identifying trade obstacles across all Official Development Assistance eligible EPA countries. It will also build the ability of targeted firms/products to export to UK/EU markets in eight selected country pilots.

The programme targets women entrepreneurs and business support organizations from **Zimbabwe** in the **Textile and Apparel, Accessories, Jewelry, Home Décor and Cosmetics** sectors. In Nigeria, supports women entrepreneurs and business support organizations (BSOs) in the Shea Beauty Sector. The intervention aims to promote income generation and job creation for women-led businesses (WLBs) and their community by:

- Strengthening the business support ecosystem to better support the growth of women's economic empowerment initiatives and activities;
- Increasing the competitiveness of women-led businesses;
- Creating new market linkages and business opportunities for women-owned businesses in the sectors.

The deliverables listed in the ToR are delivered under The SheTrades Commonwealth+ and UKTP Programme are in partnership with the SheTrades Accelerator Programme.

- Purpose and objective of the tender

One of the components of both the ITC SheTrades Commonwealth+ and ITC UKTP programmes is to support women-led companies in accessing the UK market. In that regard, the objectives of the successful contractor are to:

Train 13 women-led companies (5 from Nigeria, 5 from Pakistan and 3 from Zimbabwe) to exhibit at the Spring Fair in Birmingham taking place from 4 to 7 February 2024. As the UK market is relatively new to the companies, the companies should be fully prepared through in-depth training on UK market requirements, product development which is in-line with UK trends, what wholesale items are required for a UK buying appointment, how to conduct buyer research and outreach for the UK market, how to properly negotiate with UK buyers, and the follow-up required after attending a trade show.

- Scope of work and specifications

The reporting and communicating language must be English.

- Copyright

It shall be understood that the training content/materials developed for the International Trade Centre's shall be owned by ITC, and ITC will have valid rights to use the content necessary for the conduct of its operations. The vendor must ensure that they have obtained the necessary permissions regarding intellectual property rights required to perform its services under a contract with ITC and for the subsequent dissemination by ITC in any form. Should any license fee be due for the use of copyrighted materials of third parties, the vendor shall request the prior written permission from ITC. Documentary proof is to be submitted to ITC.

- Deliverables and Tasks

The required services are to develop and deliver trainings and coaching to prepare women-led businesses to exhibit at Spring Fair in Birmingham. ITC expects the selected bidder to deliver online training and individual coaching prior to and during and post trade show within **three (3) months** of contract signature for the 13 participating companies (minimum 1 from each organization that will attend the trade fair).

1. **Deliverable 1** includes the following (*Tentative deadline – by end of January 2024*):

1.1. Organize online group training sessions

From January 2024 to March 2024,

6 group online training sessions (One hour sessions / 1-2 per month) These trainings focus on the following topics:

- State of the Global Industry with a Focus on UK Market
- Color and Fashion Trends for AW 24/25
- Consumer Trends 2023-2024 with a focus on the wellness sector
- UK Market Requirements
- Wholesale Collateral needed for an International Trade Show (including digital items)
- How to research buyers and conduct buyer outreach
- How to negotiate with buyers and how to conduct follow-up after a trade show.

For each session, a training package should be provided (PPT deck + guidance sheets /checklists).

2. Deliverable 2 includes the following (*Tentative deadline – by end of March 2024*)

2.1. Organize individual coaching with each exhibiting company.

From January to March, the vendor will follow-up with each of the 13 companies during and after the show through individual online coaching sessions (3 sessions per company) during which the following guidance will be provided:

- Overview of company’s branding strategy and product positioning;
- Review Digital marketing strategy;
- Review of marketing and outreach materials and adaptation to UK market context;
- Review buyer outreach research and plan.

After each coaching session, the vendor will provide a list of tasks that companies will need to undertake prior to the next coaching session, so she/he can review and assess the progress made.

For each individual coaching session, a short-written summary should be provided to the companies and ITC.

2.2. Support companies attending UK Trade Fair (Spring Fair trade show on 4-7 February 2024)

The vendor will attend Spring Fair show in Birmingham in February 2024 to:

- Support companies in booth set-up;
- Guidance on communication and behaviour;
- Support in negotiations and business leads follow-up;

After the show, a short report should be provided to ITC.

3.3. Monitor results

The vendor will monitor and assess results (business leads and prospects) generated during the trade show and suggest follow-up techniques and methodology (in terms of samples, costing, negotiations).

- **ITC supervision and guidance**

The selected vendor should collaborate closely with ITC’s SheTrades Accelerator Programme manager, programme manager for ITC’s expectations and how to best serve ITC’s beneficiaries under the SheTrades Commonwealth+ and UKTP programmes of ITC.

- **Qualifications, competencies and experience**

Vendors shall meet the following mandatory technical evaluation, to be considered for the commercial evaluation:

- **Mandatory criteria:**

- 1) Acceptance of ITC/ UN General Terms and Conditions (UNGCC)
- 2) Detailed description and workplan of the training programme

- 3) At least 4 years' experience working with women-led businesses in the apparel, accessories, decorative home, handbags and jewelry sectors;
- 4) Experience working with businesses in the Shea Beauty Sector;
- 5) At least 4 years of previous experience training content development/delivery.
- 6) At least 10 years demonstrated global work experience in the apparel, accessories, decorative home, handbags and jewelry sectors;
 - Demonstrated experience of working with SMEs & MSMEs from developing countries to successfully attend a trade show in the UK Market in the apparel, accessories, decorative home, handbags and jewelry sectors;
 - **Desirable expertise:**
 - Experience working with SMEs & MSMEs in Africa and South Asia and generating sales and job creation;
 - Can apply principles of adult learning to training development and delivery;

The vendors are required to provide proof of the above by submitting the following documents:

- Technical Proposal
- Company description including company legal name, full address (including country), contact name and e-mail address for this tender, name and e-mail address of the person authorised to sign contracts, UNGM registration id (6 digit), size, number of employees
- Confirmation on the accepting UNGCC
- Legal form and incorporation (copy of the registration certificate)
- Workplan proposed
- Description of the bidder's experience in training companies in the sector to access the UK Market;
- Reference of past contracts for delivery of similar services or reports.
- Composition of the team for this assignment and assignment of tasks or activities to the team members
- CVs of key team members

- **Evaluation of proposals**

ITC will then select the most economically advantageous offer among the technically compliant offers.

Awards are given based on the "lowest-priced, technically acceptable offer" evaluation methodology.

- **Payment terms and schedule**

- **Schedule**

The deliverables should be completed within 3 months of the signature of the contract or by end of March 2024, whichever date comes first. The execution of the tasks may not start before the contract has been signed.

The work is planned to start as soon as possible after signing of the contract.

The payment schedule will be as follows:

Deliverables	Payment instalment	Amount
Deliverable1	1st instalment (end of January 2024)	Price quoted for Deliverable 1
Deliverable 2	Final instalment (end of March 2024)	Price quoted for Deliverable 2

All payments are subject to satisfaction of ITC for provided services.
The price quoted shall be a fixed and all inclusive (without VAT).

- **Payment**

ITC will only make payment based on satisfactory achievement of specific deliverables. Also note that ITC does not make advance payment.

As per ITC/UN standard terms of payment, payment is at 30 days following satisfactory delivery of the services and invoice receipt.