



RFQ 200282361/MS Annex A

TERMS OF REFERENCE

Trainings and advisory services on Export Marketing for agribusiness SMEs

Yerevan, July -Oct 2024

1. BACKGROUND INFORMATION

The International Trade Centre (ITC) is the joint technical cooperation agency of the World Trade Organization and the United Nations. ITC is undertaking a 3-year project in Armenia, titled "Building Sustainable Apparel and Agribusiness Value Chains," funded by the Delegation of the European Union of Armenia.

The primary focus of this project is to enhance the competitiveness and sustainable export growth of Small and Medium-Sized Enterprises (SMEs) within the agribusiness and apparel sectors. Additionally, the project aims to strengthen the capacities of Business Support Organizations (BSOs) to provide high-quality services to SMEs. The overarching objectives of the project align with improving international competitiveness, social and environmental sustainability, market expansion, and service delivery in these sectors.

The project is structured around four key outcomes:

Output 1: Capacities of SMEs strengthened to improve international competitiveness and increase value-added production

Output 2: Capacities of SMEs enhanced to improve social and environmental sustainability

Output 3: Business opportunities identified, and market linkages created for SMEs to expand sales in international markets

Output 4: Capacities of BSOs enhanced to deliver effective services to SMEs from agribusiness and apparel sectors

2. PURPOSE AND SCOPE OF WORK

With a view on the project mandate, strategies, and objectives, the main purpose of this activity is to improve knowledge and skills of agribusiness SMEs on key issues critical for trade success in global markets focusing on EU market requirements, export marketing strategy, e-commerce and digital tools and technologies, branding and labelling, as well as soft skills, such as effective communication and negotiation skills, networking etc.

The focus products are: **tea, dried/frozen fruits and vegetables, berries, preserves and juices.**

The contractor shall provide group onsite trainings to at least **20 selected SMEs** from agribusiness sector with follow-up individual consultations and advisory services.

3. OBJECTIVE OF THE TRAINING:

By the end of the training and advisory services it is expected that SMEs will be able to:

- better understand the EU market requirements to adjust products to the target markets' needs;
- improve/develop own international marketing strategies/plans;
- improved communication and negotiation skills;
- improve its marketing materials and/or digital presence (website, web-shop, social media, marketplace) and/or have strong intention to apply new marketing, digital tools and technologies in their businesses.

Group trainings:

1. Export marketing - 12 hours /3 days, 4 hours per day/

Training will include but not limited to the following topics: export marketing strategies; key trends in agribusiness exports and emerging markets; company's preparedness for international markets; identification of target markets; market entry strategies; branding and labelling; step-by-step guidance to develop a comprehensive export marketing plan; etc.

2. EU market requirements - 12 hours /3 days, 4 hours per day/

Training should include but not limited to the following topics: EU market trends; key certifications required for agribusiness exports (e.g., organic, HACCP, ISO 22000, FSSC 22000, IFS, BRC, Global GAP); essential documents such as invoices, packing lists, certificates of origin, and bills of lading; EU Green Deal for trade policy and environment, etc.

3. Pricing Strategies, Distribution and Logistics - 8 hours /2 days, 4 hours per day/

Training should include but not limited to the following topics: Training should include but not limited to the following topics: Cost analysis and pricing strategies; logistics, and tariff costs; distribution channels for target markets; shipping and payment methods; etc.

4. Digital tools and technologies to reach new markets - 8 hours /2 days, 4 hours per day/

Training should include but not limited to the following topics: Utilizing social media, websites and web-shops; SEO, and content marketing to reach international customers; E-commerce platforms; Online Payment Systems; etc.

5. Soft skills necessary for international marketing 8 hours /2 days, 4 hours per day/

Training should include but not limited to the following topics: Effective business communication and presentation skills; Storytelling techniques; Negotiations and networking skills; etc.

Training program should include case studies, analysis of successful agribusiness export stories; practical exercises; export marketing plan templates, checklists, and guides; sources for obtaining up-to-date market information and trade statistics.

The training is to be delivered **in Armenian**, training materials can be provided also **in English**.

Individual consultations/advisory services:

Each SME attended the group training will receive at least **6 hours of one-on-one individual consultations/advisory services**. Services may include but not limited to support on review/development of export marketing strategies/plans, promotional materials, texts and stories for website and social media; consultations on EU market requirements; certification; technical assistance to SMEs to enhance their branding, digital presence, to register at international marketplaces, etc. Specific topic for each SME should be defined based on their interest and in consultation with the ITC team.

4. TASKS AND DELIVERABLES

The contractor is responsible for the following tasks:

- Prepare training program and materials, evaluation form and provide to ITC project before the training for validation in 5 working days after the signature of the contract.
- Disseminate evaluation form among the participants and prepare a summary of results.
- Organize recordings of the main parts of the training (without exercises).
- Provide venue and cover all costs related with the training, including one coffee break per day, printing materials, etc. (location of the training venue should be in the city Yerevan for 20 trainees, with all necessary audio/video equipment).
- Prepare reports on delivered trainings (including materials, list of participants, summary of evaluation results) and submit to ITC projects. Reports will inform the direction of the consultations and highlight company-specific needs exhibited. The report on the group training should be submitted in draft form before the individual consultations begin.
- Prepare reports on individual advisory services/consultations and submit to ITC project. The reports should contain descriptions of the company-specific needs addressed, key points of discussions, description of the received support, evaluation from the SME, including description on which changes SMEs have done and/or plan to implement to their business to improve its export marketing. Reports on individual consultations should be submitted in draft form not later than 10 working days after the consultations have been implemented.
- Prepare final reports with the same specifications (including materials, list of participants, summary of evaluation results) incorporating information on training and individual consultations phases. This final report shall be submitted no later than 15 working days after the end of the period of implementation of tasks.

5. OUTPUTS AND IMPLEMENTATION PERIOD

The implementation period is **July-October 2024**. Payment will be processed upon delivering the outputs to satisfaction of ITC and within 30 days after invoice submission

	Output	Deliverables	Completed by	Payment
1	20 SMEs 5 trainings	Report on delivered training, including materials, list of participants, summary of evaluation results	In 5 weeks from the start of the trainings	60% upon completion

2	20 SMEs 6 hours each one-on-one consultations /advisory services	Report on discussions/materials per each SME, list of participants, evaluation results	In 3 weeks after the completion of the trainings	40% upon completion
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6. TECHNICAL EVALUATION CRITERIA

All proposal will be evaluated against below mandatory technical evaluation criteria on a pass/fail basis. The proposal must meet all the criteria to be qualified for the commercial evaluation. The purchase order will be awarded to the lowest cost technically acceptable vendor.

1. Acceptance of UN General Conditions of Contract for provision of services
2. Company registration in Armenia
3. Minimum of 7 years of experience of the company in providing trainings in trade disciplines
4. The coaches must be fluent in Armenian and have at academic qualifications such as minimum masters degree in law, economics or related field and at least 5 years of experience in delivering trainings trade disciplines.
5. The syllabus must be specific and provide the schedule of the training
6. Venue provided for 20 attendees

7. DOCUMENTS TO BE INCLUDED IN THE TENDER SUBMISSION:

- a) Confirmation of the acceptance of UNGCC
- b) Company`s registration Certificate
- c) Minimum 3 references / copies of contract for provision of the same or similar trainings in the last 7 years
- d) Minimum 2 CVs for coaches, ITC reserves the right to request copies of diploma and references
- e) Syllabus of the training
- f) Address of the venue for the training
- g) All inclusive quote (without VAT). ITC will not bear any responsibility for additional costs if occurred.