



## TERMS OF REFERENCE

<b>Job title:</b>	<b>Business Development Consultant for export-led companies</b>
<b>Duty station:</b>	Chisinău
<b>Reference to the:</b>	Advanced cross-river capacities for trade Project (AdTrade Project)
<b>Contract type:</b>	Individual Contract (IC)
<b>Contract Duration:</b>	July 2020 – December 2021 (up to 150 working days)

### I. BACKGROUND

The overall objective of the Advanced cross-river capacities for trade Project (AdTrade Project), implemented by UNDP with the financial support of Sweden, is that men and women on both banks of the Nistru River have better livelihoods and living conditions, due to improved cross-river cooperation to access the opportunities offered by Moldova's external trade arrangements, contributing to an environment of trust and cooperation across the river. The project will envisage provision of methodological and practical assistance in establishing long-term trade links and promotion of export; support to existing and creation of new micro-, small and medium sized Enterprises (MSMEs) and, and as a result, creation of new jobs, in particular for vulnerable groups. These goals will be achieved through support to cross-river exchange of information, knowledge, experience and understanding of the opportunities provided by DCFTA to companies from the Transnistria region. Activities will also include learning from the successful experience of businesses from Eastern and Central Europe.

The main objectives of the Project are:

1. Improved cross-river exchange of information, knowledge, experience and understanding of the opportunities provided by DCFTA to companies from the Transnistria region.
2. Increased export activity of the business community from the Transnistria region as a result of better export promotion capacities and access to cross-river export support opportunities.
3. Micro, small and medium-sized enterprises across the Nistru river, those led by women and benefitting vulnerable groups, are enabled to produce more competitive products.

In the frame of the AdTrade Project, exporting and ready to export companies from both banks of

the Nistru river were selected to get technical assistance to foster their capacities for abroad trade. Among approved business services to be provided are: development of companies' landing pages, online stores, integration of own products with well-known online market places, access to new markets, identification of new customers, identification of target markets and potential customers, development of company's identity, including design of logo, elaboration of brand book, printing materials, as well consultancy and coaching on upgrading internal procedures, integration of CRM, and other services. This support will have a long-term impact on the cross-river cooperation and exports, allowing left bank enterprises (especially the SMEs) to access trade mechanisms available on the right bank, ensuring a tailored support to build necessary knowledge and skills.

Current competition is launched to select a national consultant to coordinate the implementation of the above-mentioned services that will be provided to the selected appx.20 beneficiaries of the AdTrade Project.

## **II. OBJECTIVES AND SCOPE OF WORK**

The Business Development Consultant for export-led companies (hereinafter National Consultant) will provide consistent and comprehensive support to the project team in regard to implementing the project activities related to business development services for selected companies on both banks. In particular, he/she will assess the needs, articulate the business development support, coordinate the provision of the business development services by the third parties selected by UNDP, monitor and report the progress in implementation of the services to the selected companies from the both banks of Nistru river.

The National Consultant shall, under the guidance of the AdTrade Project Manager/Officer, carry out the following key tasks:

- a) Provide in depth knowledge for export capacities development of the project beneficiaries/enterprises on both banks of the Nistru river;
- b) Offer business development support to the selected project beneficiaries in regard to exports steps and procedures and cross-river trade;
- c) Support the project in identification of service providers to deliver specific business services to the project beneficiaries and coordinate delivery of these services;
- d) Perform quality assurance of the provided business services to the project beneficiaries; maintain database of achieved results based on received business development services;
- e) Maintain permanent contact with project beneficiaries/selected companies. Ensure continuous monitoring and evaluation of their progress and update the project team accordingly. Conduct periodical field visits to the beneficiaries;
- f) Identify the needs for additional support and assist the project to develop Terms of Reference for additional business development services for the project beneficiaries.

### C. EXPECTED DELIVERABLES, TENTATIVE TIMEFRAME AND OTHER ARRANGEMENTS

The assignment will require the completion of the following tasks:

No.	Deliverables	Tentative timeframe
1.	<p>Support the project in identification of service providers to deliver specific business services to appx.20 project beneficiaries. Maintain permanent contact with project beneficiaries and support the project in updating internal database of business services.</p> <p><b>Deliverables</b> At least 4 ToRs developed. Updated database on business services (<i>estimated at up to a maximum of 5 working days</i>)</p>	July 2020- August 2020
2.	<p><b>Coordinate the process of technical assistance delivery by the services providers to the project beneficiaries:</b></p> <ul style="list-style-type: none"> <li>• Ensure that project beneficiaries receive quality business development services from the selected service providers;</li> <li>• Perform quality assurance of the deliverables provided to the project beneficiaries;</li> <li>• Maintain database of received business development services;</li> <li>• Maintain permanent contact with project beneficiaries/selected companies;</li> <li>• Conduct at least 2 visits to each project beneficiary.</li> </ul> <p><b>Deliverables</b> Monthly progress reports on provided technical assistance to project beneficiaries and field visits (<i>estimated at up to a maximum of 130 working days</i>)</p>	August 2020– August 2021
3.	<p><b>Ensure continuous monitoring and evaluation of project beneficiaries progress:</b></p> <ul style="list-style-type: none"> <li>• Conduct monitoring and evaluation of project beneficiaries progress and update the project team accordingly;</li> <li>• Identify success stories and support project Communication Expert to develop communication products;</li> <li>• Maintain database of achieved results based on received business development services by the project beneficiaries;</li> <li>• Develop periodical progress reports on the results of the beneficiaries and provided services, with lessons learned and recommendations;</li> <li>• Offer support to the team in identifying needs for additional support for the Project beneficiaries in order to achieve project objectives.</li> </ul>	August 2021 -Dec. 2021

	<p><b>Deliverables</b></p> <p>At least 4 progress reports on the results of the beneficiaries and provided services, with lessons learned and recommendations.</p> <p>Final report (<i>estimated at up to a maximum of 15 working days</i>)</p>	
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**Note:**

1. The indicated tentative timeframe has been estimated as being sufficient/feasible for the envisaged volume of work to be completed successfully and is proposed as a guideline for the duration of the assignment. It cannot and shall not be used as unique criteria for completion of work/assignment. The provision of the envisaged deliverables approved by the *AdTrade Project* shall be the only criteria for Consultant’s work being completed and eligible for payment/s.
2. All deliverables shall be provided in English, in a succinct and user-friendly language and require the endorsement by the Project Manager/officer.

**D. MANAGEMENT ARRANGEMENTS**

The Consultant will work under the direct supervision and guidance of the AdTrade Project Manager/officer; occasional field visits outside Chisinau may be required. The Consultant will be provided with the necessary information, materials and logistics for the fulfilment of his/her tasks, including the transportation means for the field visits.

It is expected that the Consultant begins the assignment in July 2020 and completes the assignment in December 2021.

The selected Consultant will work outside the project premises and will participate in all assignments related working meetings organised by the project.

**Performance evaluation**

The Consultant’s performance will be evaluated against such criteria as timeliness, responsibility, initiative, communication, accuracy, and quality of the products delivered.

**Travel and other logistic arrangements**

Travel to Chisinau, other administrative costs, and logistical aspects should be arranged by the Consultant and budgeted correspondingly in the financial offer.

**Financial arrangements**

Payments will be made post factum on a lump-sum basis (once a month), upon submission and approval of monthly reports, and certification by the Project Manager that the services have been satisfactorily performed. The payments shall be processed based on the daily fee and the total number of days worked and reported during that particular month.

## **E. QUALIFICATIONS AND SKILLS REQUIRED**

### *Academic Qualification:*

- University degree in Marketing, International Economic Relations, Business Administration, or other relevant fields. Specialized certificates in or Export Management would constitute an advantage.

### *Experience:*

- At least 10 years of professional experience in business consulting and development;
- At least three (3) years of experience in the area of export promotion;
- Experience working in/with companies originated from Left Bank of Nistru River (Transnistria region) and knowledge of the Transnistrian region import/export particularities, will be considered an important asset;
- Experience working in/with international organizations, including the UN Agencies will be considered an advantage;

### *Knowledge and Competencies:*

- In depth knowledge of export/import procedures, in particular under DCFTA regulations;
- Proven experience in offering capacity development and consulting;
- Demonstrated interpersonal and diplomatic skills, as well as the ability to communicate effectively with all stakeholders and to present ideas clearly and effectively;
- Proven report writing skills, including development of Terms of Reference with specific focus on development business services;

### *Abilities & skills:*

- Ability to enter new environments, adapt quickly and produce immediate results;
- Proven ability to plan, work and deliver on agreed deadlines;
- Proven ability to operate effectively in a team;
- Attention to details;
- Fluency in Romanian and Russian and working knowledge of English language;
- Computer literacy - competent user of Microsoft Office programs, databases,
- Proven commitment to the core values of the United Nations.

The United Nations in Moldova is committed to workforce diversity. Women, persons with disabilities, Roma and other ethnic or religious minorities, persons living with HIV, as well as refugees and other non-citizens legally entitled to work in the Republic of Moldova, are particularly

encouraged to apply.

**F. Documents to be included in the proposal**

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Cover letter, stating the interest and qualifications for the assignment;
2. Financial proposal with daily professional fee and total lump sum for the assignment;
3. Duly completed P-11 form or CV indicating the contact details of at least 3 referees;
4. Copies of Professional Certificates if available.
5. Offeror's Letter confirming Interest and Availability.