

INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **03 July 2020**

Country: Republic of Moldova

Description of the assignment: Business Development Consultant for export-led companies

Project name: Advanced Cross-river Capacities for Trade

Period of assignment/services: July 2020 - December 2021, estimated workload: up to 150 workdays

Proposals should be submitted online by pressing the "**Apply Now**" button no later than **13 July 2020**.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: natalia.iachimov@undp.org. UNDP will respond by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all applicants.

Important notice

The applicant who has the statute of Government Official / Public Servant, prior to appointment will be asked to submit the following documentation:

- a no-objection letter in respect of the applicant received from the government, and;
- the applicant is certified in writing by the government to be on official leave without pay for the duration of the Individual Contract.

A retired government official is not considered in this case a government official, and as such, may be contracted.

1. 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 to ensure 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 export promotion; support to existing and creation of new MSME 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.

Specific context

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..

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL 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.

For detailed information, please refer to Annex 1 – Terms of Reference.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

The National Consultant is expected to comply with the following qualification criteria:

I. Education:

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

II. 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 Transnistria 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;

III. Competencies:

- In depth knowledge of export/import procedures, in particular under DCFTA regulations;
- Proven experience in offering capacity development and consulting for SMEs;
- 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;
- Fluency in Romanian and Russian and working knowledge of English language;

Personal qualities:

- 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;
- Computer literacy - competent user of Microsoft Office programs, databases,
- Proven commitment to the core values of the United Nations.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

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 2 referees;
4. Copies of Professional Certificates if available.
5. Offeror's Letter confirming Interest and Availability.

5. FINANCIAL PROPOSAL

The financial proposal shall specify the daily fee. The payments for services provided by the Contractor under the AdTrade Project will be made post factum on a lump-sum deliverables basis (once a month), upon submission and approval of monthly reports, as per contract, after the work has been accepted by the AdTrade Project Manager.

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.

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

6. EVALUATION

Initially, individual consultants will be short-listed based on the following minimum qualification criteria indicated:

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

The short-listed individual consultants will be further evaluated based on the following methodology:

Criteria	Scoring	Maximum Points Obtainable
<u>Competencies (150 pts)</u>		
Note: Only first 4 (four) ranked applicants shall be invited to the interview		
1. University degree in Marketing, International Economic Relations, Business Administration, or other relevant fields. Specialized certificates in or Export Management would constitute an advantage;	<i>Bachelor's degree – 20 pts Master's degree – 30 pts additional certificates – 10 pcs</i>	40
2. At least 10 years of professional experience in business consulting and development;	<i>10 years - 30 pts; each additional year – 5 pts; up to max. additional 50 pts.</i>	50
3. Minimum 3 years of experience in the area of export promotion;	<i>3 years -40 pts, each additional year – 5 pts; up to max. additional 60 pts.</i>	60
<u>Interview (150 pts)</u>		
4. Proven experience and knowledge in the area of import/export particularities for the companies originated from the left bank of the Nistru River (Transnistria Region);	<i>No experience – 0 pts Limited experience – 20 pts Extensive experience - 40 pts</i>	40
5. In depth knowledge of export/import procedures, in particular under DCFTA regulations;	<i>No experience – 0 pts Limited experience – 15 pts Extensive experience - 30 pts</i>	30
6. Proven experience in offering capacity development and consulting for SMEs;	<i>No experience – 0 pts Limited experience – 15 pts Extensive experience - 30 pts</i>	30

7. Demonstrated interpersonal and diplomatic skills, as well as the ability to communicate effectively with all stakeholders and to present ideas clearly and effectively;	<i>up to 20 pts</i>	20
8. Proven report writing skills, including development of Terms of Reference with specific focus on development business services;	<i>up to 15 pts</i>	15
9. Fluency in Romanian and Russian and working knowledge of English language.	<i>Russian - 5 pts. Romanian – 5 pts English - 5 pts</i>	15
Maximum Total Technical Scoring		300

The total maximum obtainable **technical score** would be 300 points.

Cumulative analysis

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- a) responsive/compliant/acceptable, and
- b) having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

* Technical Criteria weight – 60% (300 pts);

* Financial Criteria weight – 40% (200 pts).

Only candidates obtaining a minimum of 210 points would be considered for the Financial Evaluation.

Financial Evaluation valid for position:	
<p>Evaluation of submitted financial offers will be done based on the following formula:</p> <p>$S = F_{min} / F * 200$</p> <p>S – score received on financial evaluation;</p> <p>Fmin – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round;</p> <p>F – financial offer under consideration.</p>	200

Winning candidate

The winning candidate will be the candidate, who has accumulated the highest aggregated score (technical scoring + financial scoring).

ANNEXES:

ANNEX 1 – TERMS OF REFERENCES (TOR)

ANNEX 2 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS