



Terms of Reference

Job title:	Expert to provide Exporter Guidelines for European Nordic markets (Sweden, Finland, Norway, Denmark).
Type of Contract:	Individual Contract (IC)
Duty station:	Chisinau, Republic of Moldova
Reference to the project:	Advance Cross River Capacity for Trade
Contract duration:	50 working days during March– July 2024
Starting date:	March 2024

1. BACKGROUND

The overall objective and expected outcome of the Advanced Cross River Capacities for Trade project implemented by the UNDP with the financial assistance from Sweden and United Kingdom is to secure that men and women on both banks of the Nistru River have better livelihoods and living conditions, due to an 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 post-conflict divide.

Specific project objectives (outputs):

- **Output 1.** Improved cross-river exchange of information, knowledge and experience on the export promotion mechanisms on the right bank, and awareness-raising on the opportunities provided by external trade agreements
 - **Output 2.** Enhanced competitiveness and joint exports of business communities from both riverbanks through improved companies' exporting capacities and cluster and value chain development

- **Output 3.** Enhanced capacities for policy formulation leading to a conducive business environment on both banks and reduction of barriers to trade and economic cooperation
- **Output 4.** Expand the MSME sector in the Transnistrian region and security zone via support to new or emerging businesses, in particular women-led and with impact on the most vulnerable (migrants, young people including minorities representatives, elderly people etc.).

The project plans to draw on the experience achieved by the business community from the right bank in making use of the DCFTA and SPTCA instruments and transfer it to the left bank, connecting these business communities. As a result of the improved capacity and competitiveness of MSMEs from the Transnistria region, they are expected to intensify their export activity and penetrate new markets or expand on the existing ones. As the small business sector, being the backbone of every sound economy, is underrepresented in the Transnistrian region, the project will seek to expand the MSME sector in the region by supporting several start-ups and young companies with a particular focus on benefitting women and vulnerable groups.

The AdTrade project is focusing on facilitation of cross-river cooperation and integration of exporters, expanding access of Transnistria enterprises (particularly SMEs), to export promotion mechanisms on the right bank, as well as provide tailored support and build necessary skills, considering specific needs of current and future exporters from the region.

Current competition is launched to strengthen the export capacity of Moldovan private sector and contribute to the diversification of trade, by expanding national export opportunities on Nordic countries market, through elaboration of exporter guidelines for European Nordic markets.

2. OBJECTIVES AND EXPECTED DELIVERABLES OF THE ASSIGNMENT

The main objective of this assignment is to familiarize national exporters with the rules and procedures for market penetration in European Nordics Market/ ENM comprising Sweden, Finland, Norway, Denmark in a user-friendly exporter guidelines. The developed guidelines will play a pivotal role in shaping a market penetration strategy for ENM, offering exporters clear insights into the workflow, involved stakeholders, risks, duration, and specific procedures unique to ENM.

In-Depth Market Analysis:

The primary objective is to create an in-depth resource that delves into the intricacies of ENM. Through exhaustive market analysis, Moldovan exporters will gain a nuanced understanding of market trends, consumer behavior, and the competitive landscape in Nordics. This segment of the guide will serve as an indispensable tool, offering insights to tailor strategies that align precisely with the specific demands of the Nordics market.

Regulatory and Cultural Navigation:

A key focus is to conduct thorough research to compile regulatory details and offer cultural insights specific to ENM. This involves a detailed examination of import/export policies, compliance standards, and cultural nuances relevant to successful engagement in the Nordics market. By consolidating regulatory intricacies and providing cultural context, the guide will empower Moldovan exporters with the knowledge necessary to navigate the legal landscape and establish meaningful connections in the region.

Strategies for Market Presence:

Moving forward, the guide will concentrate on empowering exporters with actionable strategies to thrive in ENM. Practical advice and insights will be provided, offering a strategic roadmap to establish a robust and sustainable presence in Nordics. This includes guidance on pricing strategies, distribution channels, and effective marketing approaches tailored to the unique dynamics of the Nordics market.

Export Procedures and Business Etiquette:

The final objective is to augment exporters' understanding of export procedures, compliance requirements, and business etiquette specific to ENM. This section of the guide will offer a detailed exploration of the intricacies involved in export procedures, ensuring exporters are well-informed and equipped to navigate the complexities of doing business in Nordics. Understanding the nuances of business etiquette will further contribute to successful and enduring business relationships in the Nordics market.

Specific tasks:

The expert will work in close cooperation with the project staff and project implementing parties. The research will be conducted by expert under the project manager's supervision and approved/adjusted methodology. The specific tasks for the expert are presented below as follows:

1. Market-Specific Insights:

- Conduct a detailed analysis of market trends in the Nordics market.
- Examine consumer behaviour patterns specific to Nordics.
- Analyse the competitive dynamics in the ENM.
- Compile findings into a comprehensive guide for Moldovan exporters, providing insights that enable precise alignment of products and services with local preferences and expectations in Nordics.

2. Regulatory Navigation:

- Investigate the regulatory landscape of Nordics pertaining to import and export.
- Provide Moldovan exporters with a comprehensive overview of import/export policies specific to Nordics.

- Examine standards compliance requirements for products entering the Nordics market.
- Synthesize regulatory insights into a guide that facilitates seamless navigation of legal requirements, ensuring a compliant and trustworthy business presence in Nordics.

3. Cultural Nuances and Business Strategies:

- Explore and understand the cultural nuances of Nordics relevant to business interactions.
- Develop insights to guide Moldovan exporters in approaching business relationships with cultural sensitivity.
- Integrate practical strategies and tips into the guide to empower exporters in establishing a robust market presence in Nordics.
- Provide specific advice on pricing strategies and optimal distribution channels tailored to the cultural context of the Nordics market.

4. Export Procedures and Etiquette:

- Break down the intricacies of export procedures specific to Nordics.
- Outline compliance requirements for Moldovan exporters engaging in business with Nordics.
- Provide detailed information on business etiquette specific to the Nordics market.
- Compile all information into a comprehensive guide, aiming to demystify the export process and equip Moldovan exporters with the knowledge needed for confident navigation in the Nordics market, ensuring smooth transactions and fostering positive business interactions.

Milestones and deliverables		Tentative Timeframe
1. Develop and present for approval detailed work plan and calendar of planned activities		By 15 April 2024 (3 w.d.)
Detailed methodology, work plan, data sources and calendar of activities submitted. Structure (tentative table of contents).		
2. Conduct the analysis. Drafting Guideline		By 10 May (11 w.d.)
Weekly coordination meeting. Draft guideline especially general part related to all Nordic markets		
3. Produce of the Guidelines		By 1 st July (32 w.d.)
Final Guidelines. Final report of the findings incorporating all comments and suggestions.		

Final version will envisage friendly design agreed and based on visibility rules, infographics, images, etc.	
4. Presentation of Guidelines during public event	By 1 st July (4 w.d.)
Presentation of guidelines in Power point in Romanian (max 25 slides). Taking part in dedicated event.	
Total estimate	50 w. d.

Management Arrangements:

The expert will work in cooperation with the project team and under the supervision of the Project Manager. All communications and documentation related to the assignment will be in English.

3. DUTIES AND RESPONSIBILITIES OF THE UNDP

Requestor will provide all relevant background documents. This is predominantly a home-based consultancy, and the project is not required to provide any physical facility for the work of the consultant. However, depending on the availability of physical facilities (e.g. working space, computer, printer, telephone lines, internet connection etc.) and at the discretion of the Project, such facilities will be provided, and the expert will work within the premises of the Project. The AdTrade project will facilitate meetings between the Consultant, Contractor(s) and beneficiaries when/if needed.

4. REQUIRED QUALIFICATIONS

The required incumbent's qualifications and/or experience are presented below:

Education:

- University degree in economics, business, international trade, and other related areas

Experience:

- Minimum of 5 years of progressive experience in economics, business, trade;
- Demonstrated experience in organizing and implementing market studies at national and international levels using both quantitative and qualitative methods (*please include in your technical proposal a list of market studies (at least 3 studies)*).
- At least 5 years of experience working with international organizations

Competencies and skills:

- Strong analytical and writing skills; excellent communication skills.
- Knowledge of the country's economy and MSMEs sector.
- Excellent presentation, facilitation, and interpersonal skills.
- Excellent analytical, report writing and communication skills.
- Independence from any business sector.

Language requirements:

- Fluency in English and Romanian is required for this assignment; knowledge of Russian will be an advantage.

Proven commitment to the core values of the United Nations, in particular, respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or another status. **Please specify in your CV, in case you belong to the group(s) under-represented in the UN Moldova and/or the area of assignment.**

UNDP 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.

5. PAYMENT MODALITIES

Payments will be made post factum on a lump-sum basis, upon submission and approval of deliverables, and certification by the Project Manager that the services have been satisfactorily performed.

6. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSAL

Applicants shall submit the following required documents:

- Offeror's Letter confirming Interest and Availability, including financial offer, according to Annex 2;
- Technical proposal that must include, inter alia, cover letter, including an outline of proposed methodological approach, sample(s) of previous similar or comparable research produced by the proposer;
- CV, including information about experience in similar assignments.

Incomplete applications will not be considered.

Important notice: The applicants who have 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 entire duration of the Individual Contract.

Evaluation

At first, individual consultants will be selected according to the following minimum qualification criteria:

- University degree in economics, business, international trade, and other related areas
- At least 5 years of progressive experience in economics, business, trade;
- At least 5 years of experience working with international organizations.

Thus, selected individual consultants will then be further assessed according to the following methodology:

Cumulative analysis

The contract will be awarded to the individual consultant whose proposal was assessed and defined as:

- a) clear/appropriate/acceptable, and
- b) which obtained the highest score according to the weighted technical and financial criteria, formulated for this request.

* Specific weight of technical criteria – 60% (300 p.);

* Specific weight of financial criteria – 40% (200 p.).

Only candidates who scored a minimum of 210 p. are allowed to participate in the financial assessment.

Criteria	Scoring	Maximum achievable points
University Degree in economics, business, international trade, other related areas.	Bachelor's degree – 20 p., Master's degree – 30 p., PhD degree – 40 p.	40
At least five years of experience in economics, business, trade (assignments related to economics, trade, business development, marketing and sales)	5 years – 20 p., each additional year – 5 p.; up to max. 70 points.	70
Demonstrated experience in organizing and implementing market studies at national and international level using both quantitative and qualitative methods	3 projects - 30 p.; each additional project - 10 p.; up to max. 70 points.	70
Previous experience of Export Strategy or Market intelligence for business sector (projects promoting internationalization or export orientation of companies)	1 project – 10 p.; each additional project - 10 p.; up to max. 60 points.	60
At least five years of experience working with international organizations	5 years – 15 p., each additional year – 5 p.; up to max. 40 points.	40
Fluency in English and Romanian is required for this assignment; knowledge of Russian will be an advantage	5 p. for each language	15
Belonging to the group(s) under-represented in the UN Moldova and/or the area of assignment*	(No – 0 pts., to one group – 2.5 pts., to two or more groups – 5 pts.)	5
Maximum overall technical result		300
Financial analysis		
Submitted financial proposals will be assessed according to the following formula: $S = F_{min} / F * 200$ S – the achieved result of the financial assessment; Fmin – the lowest financial proposal of all those submitted, which were qualified during the technical assessment; F – the financial proposal to be reviewed.		200

** Under-represented group in the area of assignment are women. Under-represented groups in UN Moldova are persons with disabilities, LGBTI, ethnic and linguistic minorities, especially ethnic Gagauzians, Bulgarians, Roma, Jews, people of African descent, people living with HIV, religious minorities, especially Muslim women, refugees, and other non-citizens. **Please specify in CV, in case you belong to the group(s) under-represented in the UN Moldova and/or the area of assignment.***

Winner

The winner is the candidate who cumulatively scored the maximum number of points (technical result + financial result)

7. ANNEXES

Annex 2 - Offeror's Letter confirming Interest and Availability including the financial proposal.

Annex 3 - Individual Consultant General Terms and Conditions