**BUSINESS CONSULTANT TERMS OF REFERENCES**

**Organization of the online B2B mission (sessions) with the Chinese business sector representatives (retailers, associations, big chain buyers/individual shops) for at least 8 Ukrainian SMEs representing agriculture and food industry during June – August 2020**

**1. Background:** Coronavirus pandemic has largely impacted the global economy, with the effects of the COVID-19 having significant consequences on traditional supply routes, international commerce, and travel. In this environment, the Chinese market remains essential and vital for Ukrainian exports: in 2019 China has become the leading trading partner of Ukraine with the exports increased by 70% and total exports by 6%, according to the State Statistics Service of Ukraine.

However, due to existing COVID-19 restrictions, there is a challenging and limited opportunity for the use of regular tools and instruments targeted to enhance and boost the presence of Ukrainian businesses on the Chinese market: as of today the situation with the international flights and connections between Ukraine and China remains uncertain, restrictions on Chinese citizens leaving the country are not fully lifted and without a clear schedule/prognosis, and an interest in physical B2B being narrow due to businesses representatives precautions within the uncertain virus conditions.

**Therefore, in order to enhance the opportunities for the national agro/food industry exporters to expand into the Chinese market without bearing the complex logistics, avoiding potential travel ban, and other complications caused by COVID-19 pandemic, the project «Ukraine: Consolidation of SME export potential and facilitation of access to foreign markets» plans to engage and select a consultant to facilitate an opportunity for at least 8 Ukrainian food/agro manufacturers to obtain direct B2B contacts with the Chinese business sector representatives (retailers, associations, big chain buyers/individual shops) through online B2B sessions.**

**2. Dates:** June 2020 – August 2020

**3. Industry:**

Agriculture and food

**4. Participants description:** at least 8 Ukrainian SME’s from the indicated industry

**5. Goals:**

• Facilitate at least 8 Ukrainian ago/food manufacturers with direct online opportunities to establish new B2B contacts with the Chinese business sector representatives – retailers, associations, big chain buyers/individual shops;

• Provide essential online trade opportunities for up to 8 Ukrainian export-ready SMEs compliant with the Project’s established criteria representing agro/food sector through the participation in the online B2B sessions with the Chinese companies;

• Enhance the opportunities for the national agriculture and food industry exporters to expand into the Chinese market without bearing the complex logistics, avoiding potential travel ban, and other complications caused by COVID-19 pandemic.

**6. Target activities for the selected consultant are to include:**

* Conducting a special training on holding and structuring effective online B2B meetings through the use of WeChat in order to prepare the selected companies;
* Finding, negotiating, selecting and finalizing Chinese companies for the online B2B meetings (retailers, associations, big chain buyers/individual shops) as per selected Ukrainian SMEs – at least 4 B2B meetings per each selected Ukrainian SME;
* Forming the complete profiles of the Chinese companies to participate in the online B2B meetings;
* Securing the translation from and to Chinese during the B2B meetings where necessary, ensuring B2B logistics and organization;
* Scheduling and organizing at least 4 B2B meetings per each selected Ukrainian SME, moderating the process, developing customized schedules;
* Providing additional consulting assisting for Ukrainian SMEs;
* Assisting the Ukrainian SMEs with the post-B2B communication and negotiations, including providing feedbacks, matching other B2B contacts through e-mail, WeChat, etc.

**7. Target indicators:**

At least 8 participants of the Ukrainian agro/food industry online B2B meetings mission – Ukrainian export-ready SMEs compliant with the Project’s established criteria;

At least 36 online B2B meetings organized and conducted with the Chinese retailers, associations, big chain buyers/individual shops through the use of WeChat;

8 individual B2B schedules developed for each participating Ukrainian SME;

Chinese companies profiles are developed.

**8. Reporting:**

The selected consultant is to develop and provide the project report, no later than a week after the end of activities.

**9. Draft program and timeline:**

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| Selection of Ukrainian SMEs for participation in the Ukrainian agriculture and food industry online B2B meetings mission  | July 01, 2020 – July 08, 2020 |
| Selection and finalizing Chinese companies for the online B2B meetings (retailers, associations, big chain buyers/individual shops) as per selected Ukrainian SMEs | July 08, 2020 – July 21, 2020 |
| Conducting special training on holding and structuring effective online B2B meetings through the use of WeChat in order to prepare the selected companies and maximize the online B2B effect | July 13, 2020 – July 17, 2020 |
| Online B2B schedule for each company developed, Chinese companies profiles formed  | July 17, 2020 |
| Conducting a series of online B2B meetings (at least 4-5) for each Ukrainian SME | July 20, 2020 – July 31, 2020 |
| Project data and results aggregation, report preparation | August 1, 2020 – August 20, 2020 |