

## Selection criteria.

### Business consultant for EPO trade missions

- **Company size:** Small or medium consulting companies (usually with up to 10 staff) specializing in import promotion to a foreign country.
- **Location:** a selected country where the trade mission to be done - preferably; Ukraine
- **Experience:** 5+ years of operations.
- **Proven track record** of successful cases of company`s clients, e.g. foreign businesses from different industries in the particular country or list of different countries.
- **Partnership network:** a company has numerous possible-to-check list of partner experts in various industries.
- **B2B:** results/cases of proven ability to work on finding potential partners.
- **Market intelligence:** examples of market intelligence reports according to the specific requests of their clients.
- **Experience of cooperation with national trade / export promotion organizations:** experience in organizing trade/business missions in cooperation with national trade / export promotion organizations is a plus.
- **Business reputation:** transparency, official web-site, references.
- **Capable to obtain payment from NGO located in Ukraine.**
- Has strong business contacts in private sector.



**Business consultant's application proposal must include:**

- Presentation of the consulting company including company's information, its history, contact details, organizational structure, CVs of the Director and the Consultant.
- Track record of clients.
- Financial proposal for services ordered by EPO.
- Project management methodology.
- At least 3 references with contacts.

**Business consultant's services must include:**

- Development of market intelligence materials basic and sector specific, this must include:
  - o Country profile
  - o Market Segmentation, market trends
  - o Consumer preferences
  - o Key challenges
  - o Import duties, import restrictions
  - o Key regulatory bodies
  - o Regulations specific
  - o Major industry events
  - o Etc.
- Market Entry Strategy.
- Representative Interviews & Screening.
- Logistical Support.
- Accompany client on appointments.
- Trade Mission/matchmaking assistance: B2B organization.