**INTERNATIONAL LITERARY AGENTS AND PUBLISHERS INCOMING BUSINESS VISIT**

**SECTOR:** Creative industry (Book publishing)

**DATES:** 20-24 May 2020

**City:** Kyiv

**BACKGROUND:**

Incoming trade mission to Ukraine is organized by EBRD under the EU4Business initiative “Ukraine: Consolidation of SME export potential and facilitation of access to foreign markets.”

**May 20-24, 2020 The 10th International Book Arsenal Festival** will be held in Kyiv. The International Book Arsenal Festival – is an annual project of the Mystetskyi Arsenal, an intellectual event in Ukraine, where the book, literary and artistic scenes develop and interact with each other, and joint high-quality, timely and innovative projects are implemented. Book Arsenal is created to inspire the interest of foreigners in the national product, focusing on the popularization of literature, writers, and the spread of culture abroad. Taking into account the proven popularity of the Book Arsenal the festival will be the perfect occasion and place for matchmaking the incoming delegation of international literary agents and publishers with Ukrainian publishers in the frame **professional program of the 10th Anniversary Book Festival Arsenal**.

Purpose: Provide effective opportunities to the export-ready Ukrainian publishers to start export or to grow exports therein through establishing direct B2B contacts with the representatives of international literary agents and publishers participating in the incoming business visit.

Targeted international participants:International literary agents and/or publishers (preferably from EU) that are interested in starting cooperation with Ukrainian publishers.

Targeted Ukrainian participants:Ukrainian publishers compliant with the Project's established criteria.

## Estimated participation terms for international companies:

In case of request project can cover the following costs for the international company with pre-confirmed interest:

* Flight tickets (to and from Kyiv, for 1 representative, economy class with luggage);
* Single room with breakfast (from 20-24 of May 2020, standard check in and check out);
* Transfer from airport to the hotel and back.

# **BUSINESS CONSULTANT TERMS OF REFERENCES**

## Facilitation of Ukrainian publishers

Provide support in facilitation of at least 30 Ukrainian publishers to partake the **professional program of the 10th Anniversary Book Festival Arsenal** in strong cooperation with the Project Initiative. The publishers should have a relevant portfolio and offers for international markets.

## B2B matchmaking services

Facilitate up to 12 International literary agents and/or publishers (preferably from EU). Facilitated European companies supposed to be interested in establishing cooperation with Ukrainian publishers.

* Provide a long list of prospective International literary agents and/or publishers. The list must at least include company name, website, company category, general contact information;
* Matchmake international agents / publishers with selected Ukrainian publishers.
* Develop individual schedules for international guest. The schedule at least includes b2b meetings and visit agenda;
* Develop individual b2b schedules for Ukrainian publishers. The document includes individual b2b schedule and International literary agents and/or publishers’ profiles.

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## Logistic support connected to the B2B arrangements

The offer should be all inclusive, thus all organizational expenses have to be included to the offer:

* Premises for B2B meetings at the **The 10th International Book Arsenal Festival** fully equipped. (*Island style seating (at least 10 big tables registration desk).*
* Four coffee breaks for up to 80 guests.
* Branding that provides EBRD and EU4Business visibility *(at least brandwall (3x5), up to 3 roll ups).* The layouts should be agreed by the responsible Project manager.
* Two hostesses (for up to 5 working days, in total up to 80 hours).

Project promo in social media

# Selected companies should be able to launch advertising in social media (for example Facebook, Instagram, etc.)

# The promo campaign will be dedicated to the facilitation of the International literary agents and/or publishers and facilitation of Ukrainian publishers to partake in the professional program of the 10th Anniversary Book Festival Arsenal, showcasing the project stages and main activities. It also should include post-program publications.

# It’s expected that the selected company will propose the communication plan. The communication plan has to be approved by the Project manager and to be further implemented. The communication plan should at least include 6 pre-paid advertising posts in social media.

# **CONSULTANT SELECTION CRITERIA**

**Company size:** Small or medium consulting companies (usually with up to 10 staff).

**Experience:** 3+ years of operations. Has a strong industry background.

Experience in cooperation with national trade/export promotion organizations is a plus.

**Partnership network:** a company has numerous possible-to-check list of partner experts in the targeted industry (Book publishing). Available contact base of international literary agents and/or publishers will be a plus.

**Business reputation:** transparency, official web-site, references is a plus.

Capable to obtain payment from NGO located in Ukraine.

**HOW TO APPLY:**

**In case of interest send your applications in PDF by February 17, 2020 to:**

JULIA KOTOVA, International Trade and Export Market Specialist at project initiative: “Ukraine: Consolidation of SME export potential and facilitation of access to foreign markets”, to e-mail: jkotova@fsr.org.ua

The application must at least include consultant background (could be in CV format of an expert responsible for the project), available network and contact description and budget. References and successful cases will be a plus.

Please consider that the budget must include all services mentions in the TOR. The price for the services from the TOR can’t be increased.