

UKRAINIAN TRADE MISSION TO GEORGIA, SEPTEMBER 2019

BUSINESS CONSULTANT TERMS OF REFERENCES

1. **Develop market guide.** The documents supposed to be ready in July for conducting a promotional event where Ukrainian SMEs of selected sectors will be invited to hear why the proposed trade mission is useful for their enterprise.

The materials should be developed in a template provided by the project. Each country profile should include at least:

- Country profile — basic;
 - Trade with Ukraine statistics overview;
 - In-depth overview of the chosen sector in the country;
 - Market segmentation, market trends
 - Consumer preferences
 - Retailers overview
 - Import duties, import restrictions
 - Key regulatory bodies and regulations specific
 - Perspective products for export from Ukraine among preselected sector
 - Recommendations on how to enter the market for the products identified as perspective
 - Major industry events
2. **Conduct Skype screening** of applied Ukrainian SMEs. The purpose is to select the SMEs, which will be most demanded, export ready etc. (up to 25 SMEs). The screening will be conducted together with project team. Provide feedback to each interviewed company.
 3. **B2b organization** and itinerary for up to 10 companies of preselected sectors. Minimum five b2b meetings per SME.
 - Provide long list of perspective partners. The list must at least include: company name, web-site, company category, operation field, contact information;
 - Developed draft b2b meetings schedule 1 week prior to visit — pre-final;
 - Developed final b2b schedule – 2-3 days before the event;
 - Provide updates to the participant and the project team. Provide feedback to each company from the long list (why are they interested/not interested taking part in the B2B event?).
 4. **Developed business packages** for each SME-participant. The package must at least include:
 - Individual B2B schedule;
 - Georgian companies profile (incl: short description of the companies coming for B2B; personal contact information of the companies representatives; sourcing preferences – what products company is looking for).
 5. **Site visits.** Organized at least 2 site visit in Georgia.

Co-organizer

6. **Promo event.** Participate in a Promo event in Ukraine as one of the speaker with around one hour presentation “Trade opportunities for Ukrainian food producers in Georgia”. The event will be held with the purpose to encourage Ukrainian companies to take part in the trade mission (preplanned for May-June 2019).

NOTE: Flights, accommodation and per diems for a business consultant will be covered separately. Please additionally provide separate calculation for flights, accommodation and per diems for 2 days stay in Kyiv of a business consultant.

7. **Pre-briefing.** Conduct a briefing onsite for the delegation on their arrival to Georgia.
8. **Reporting.** Develop and provide the project report, no later than in a week after the end of the mission. The report should at least include:
 - Final schedule of b2b meetings took place;
 - List of the contacted companies within the project with contacts with the feedback;
 - Challenges faced within the B2B preparations and recommendations for the future events.

ESSENTIAL INFORMATION WITHIN THE QUOTATION/OFFER THAT NEEDS TO BE SUBMITTED BY CONSULTANT

- General information about the consultant
- References (relevant industry references are preferred)
- Methodology applied (sources of information, ways of reaching out to companies, phases of assignment etc.)
- Quotation / offer validity term/ payment terms and conditions
- Pricing

Please provide the budget according to the following accounts. 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.

- Market Research & Report (incl. points 1 and 8 in the TOR);
- B2B Organization (incl. points 2, 3, 4, 7 in the TOR);
- Organization of 2 site visits (incl. point 5 in the TOR);
- Participation in promo event in Kyiv (incl. point 6 in the TOR);
- Consultant logistic for the business trip to Kyiv;
- Transportation for up to 50 people for site visits (if needed);