



International
Trade
Centre

TERMS OF REFERENCE

Hiring a National Consultant per country for the development of a Guide on financial sources for SMEs/agribusinesses in Burundi, Kenya, Rwanda, Tanzania and Uganda

Background:

The International Trade Centre (ITC) is the joint cooperation agency of the World Trade Organization (WTO) and the United Nations (UN) for trade-related technical assistance. Its primary objective is to assist developing countries and economies in transition to enhance their international competitiveness while taking advantage of market opportunities and increasing their exports.

ITC is implementing the Market Access Upgrade Programme (MARKUP), a regional initiative aiming at improving market access to European Union (EU) and the East African region for five East Africa Community (EAC) partner countries - Burundi, Kenya, Rwanda, Tanzania and Uganda – for agro-industrial crop and horticultural sectors. MARKUP is funded by the EU 11th European Development Fund over the period 2018-2022. The intervention of ITC entails the implementation of activities to improve product quality compliance, value addition, access to finance and business promotion as well as business advocacy to facilitate trade in the EAC region.

As part of the Access to Finance component, the project will assist financial institutions to develop more appropriate products for SMEs and especially agribusinesses. SMEs and agribusinesses will also be assisted to improve their credit profiles and access appropriate financial sources. In that respect, the project will map finance providers and their respective products and services for SMEs active in the following value chains:

- Burundi: coffee, tea, horticulture
- Kenya: coffee, tea, avocado
- Rwanda: coffee, horticulture
- Tanzania: coffee, tea, avocado, spices
- Uganda: coffee, cocoa

The results the mapping exercise will be consolidated in a guide and shared with partner local SME development organizations, government agencies, trade and investment support institutions, etc. to benefit a wide audience of stakeholders. The information will also be uploaded on the web portal of those institutions, when available.

Description of Duties/Responsibilities

The overall goal of the consultancy is to deliver a guide/map of financial products (equity, debt, guarantees, and grants) that can be accessible for businesses with a focus on SMEs in selected value chains in each country of the MARUP Project. The Consultant will work under the direct guidance of the ITC Access to Finance and Investment team and undertake the following duties:

Phase 1: Data collection through desk research and interviews

- Interview project partners, key Ministries (Finance, trade and Industry, agriculture, etc.), commercial banks, microfinance institutions, impact investors and investment funds, international donors, development banks, and organizations that provide grants and guarantees in order to identify and list the all financial products available. Particular attention should be paid to value addition, trade finance and environmentally friendly products applicable for SMEs in the target sectors.
- Interview business development service providers (BDS) that support SMEs to access finance to understand their service offering.
- Conduct desktop research to prepare interviews and complement information obtained.

Phase 2: Development of the map/guide structure

In close collaboration with ITC, the consultant will develop the structure of the guide. The expected structure of the guide that describes tools and mechanisms for financing companies in the target sectors should cover at least the following:

- Context of the project and presentation of the guide (including how to use it)
- Document the challenges/barriers that prevent SMEs to access financing necessary to improve their operations
- The financial products available on the market (structured according to the nature of the financing and the needs covered)¹
- Institutions offering these funding mechanisms (including contact details)
- Eligibility, conditions, and process for obtaining funding
- BDS providers or organizations (accelerators, incubators, etc.) that support SMEs in preparing financing applications directly applicable to the target sectors.

Expected Outputs and Timelines

- **Deliverable 1:** Data collection through desk research and interviews
- **Deliverable 2:** Development of the map/guide structure

Travel

- Local trips for interviews and surveys with partner institutions might be possible.

Payment Schedule

The assignment is for **20 days** and payment is scheduled as follows:

- 1st payment, after 10 days of work and delivery of contact list and first version of the guide including first data collected;
- 2nd and final payment, after 20 days of work and on satisfactory progress of duties & on receipt of countersigned contract.

Skills

- Competent user of Microsoft Office applications (Word, Excel, Outlook, PowerPoint) and the development of online surveys
- Attention to detail
- Ability to work independently and to solve problems
- Flexibility and ability to work under pressure and tight deadlines

¹ ITC will provide the framework for data collection of the financing products.

- Excellent oral and written communication, diplomatic, presentation skills and ability to maintain effective partnerships and working relations in a multi-cultural environment with sensitivity and respect for diversity

Education

- University degree in business, management, marketing, economics, international trade, finance, agriculture, project management or similar disciplines.

Experience required

- Experience required: minimum 5 years
- Good knowledge of mechanisms and networks of access to finance in **target country**
- Knowledge of the coffee, cocoa, tea, horticulture and/or spices sectors and market trends is an asset

Language

Fluency in English, knowledge of additional local language is an asset.
Fluency in French for Burundi

Contact

Send your applications (CV) before **03 April 2020** to Yaya Ouattara (ouattara@intracen.org).

Copyright clause

The Consultant must ensure that he / she has obtained the necessary authorizations in respect of the intellectual property rights required to perform its services under this consultancy contract and for subsequent dissemination by the ITC in any form whether it be. The documentary evidence must be submitted to the ITC. He / she must also ensure accreditation to eventual events, if necessary. If license fees are due for the use of copyrighted materials of third parties, the Consultant will need to request permission from ITC.