

## TERMS OF REFERENCE

### SERVICE PROVIDER FOR MARKET ACCESS CONSULTATION (FINLAND) FOR AGS PROGRAMME IMPLEMENTATION

**Assignment reference: Service Providers for Market Access consultation for Finnish Markets**

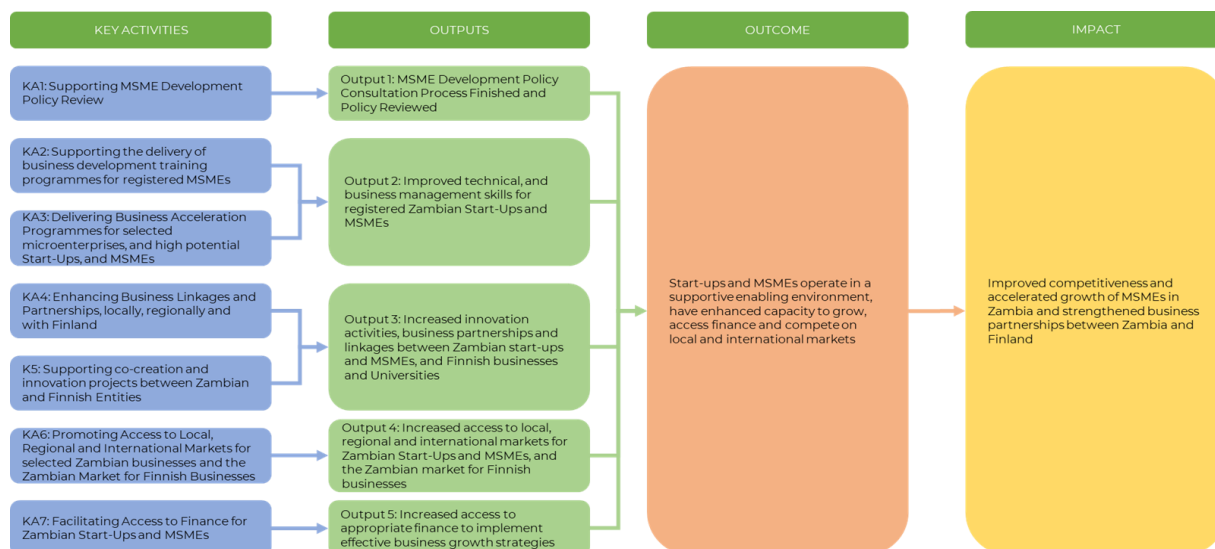
**Result Area: KA 6 Promoting access to local, regional (SADC/COMESA) and international markets for selected Zambian businesses and the Zambian market for Finnish businesses**

#### 1. Programme Background

The Government of Zambia through its Seventh National Development Plan (7NDP) intends to pursue an integrated development approach. The goal of the 7NDP is “to create a diversified and resilient economy for sustained advanced growth and socio-economic development”. The Finnish Country Strategy for Development Cooperation with Zambia (2016-19) explicitly **supports the 7NDP and other policies and strategies of the Government of Zambia**. An important focus of the Country Strategy is to strengthen the Zambian private sector which is critical to promote job creation and competitiveness.

The **Accelerated Growth for Micro, Small and Medium-Sized Enterprises In Zambia Programme (AGS Programme, AGS)** is a Finnish Government funded private sector development initiative implemented in partnership with the Ministry of Commerce, Trade and Industry (MCTI) of the Government of the Republic of Zambia (GRZ). It aims to directly support start-ups, and Micro, Small and Medium Enterprises (MSMEs) to accelerate their growth and expand their contribution to job and wealth creation in the Zambian economy.

The expected Impact of the Programme is: **Improved competitiveness and accelerated growth of MSMEs in Zambia and strengthened business partnerships between Zambia and Finland**. The expected Outcome contributing to the expected impact is: Selected MSMEs have enhanced capacity to grow, to access finance and to compete on local and international markets. The key activity areas and expected outputs of the programme are highlighted in the theory of change hierarchy herein.



The AGS Programme will work with **growth orientated MSMEs** in the following sectors: **agribusiness, mining services, forestry, renewable energy, and the circular economy**. ICT and education have been included as cross-cutting, horizontal sectors that will add value to other sectors. The geographical focus of the AGS programme will be limited to the Lusaka, Copperbelt and North-Western provinces.

The expected results of the AGS programme include.

- The creation of 1,000 new decent jobs,
- Participating companies achieve a 20% increase in annual revenue,
- The mobilisation of ZMW 25 million new investments/capital by Zambian companies,
- The participation of 300 companies in various business development training activities and the Business Acceleration Programme,
- The creation of 45 new Zambia-Finland business partnerships,
- The participation of 300 companies in networking and partnering activities between Zambia and Finland, and
- The achievement of commercial agreements in new markets by 100 companies.

## 2. Rationale of the assignment

AGS will respond directly to the needs of the companies to support Zambian businesses operating in renewable energy, circular economy, agribusiness, forestry or mining services as well as ICT and/or education to expand to Finnish markets. This will be done through providing businesses with tailored information on sector requirements and coaching. The Programme will engage with Lead Firms, Local Bureau of Standards, Business Associations and like-minded stakeholders to identify the quality and quantity standards required from a business to enter the market.

**The overall objective of the assignment is to support** Zambian companies to expand to Finland. Market Access Service Providers will engage with the relevant local authorities, support the business to navigate the legislative and regulatory environment, including but not limited to employment law, sector specific regulations, as well as support the companies in understanding market dynamics, business environment and provide guidance with operative aspects of entering the market. Service Providers can be based either in Zambia or in Finland. **A pool of Market Access Service Providers will be procured through an open process, and will be selected on a performance basis and contracted on need basis.**

## 3. Scope of the assignment

Service Providers will contribute to the successful planning and implementation of the AGS programme. The AGS Programme requires a Market Access Service Provider to provide businesses with tailored information on sector requirements, business registration, logistical support and other 'go to market' activities.

The specific tasks of the Service Provider(s) will be tailored according to individual companies' needs (each assignment up to 15 000USD) and can include among others:

- Review and analyse key stakeholders in focus sectors (renewable energy, circular economy, agribusiness, forestry or mining services as well as ICT and/or education in relation to previous sectors)
- Guide and advise companies on target countries regulatory requirements, as well as the quality, quantity and compliance requirements,
- Guide and advise companies setting up an office or register in Finland,
- Provide tailored support to companies with operative actions: acquiring market knowledge, identifying opportunities clients/leads, support to presales activities and facilitating negotiation with right partner, and/or advising on obtaining external funding,
- Strategic branding and marketing support and implementation,
- Participate in AGS periodic workshops on the requirements, opportunities and challenges in Finnish markets.

#### 4. Deliverables and reporting

The Service Provider(s) is expected to provide the following:

- Completed reporting forms on performed actions, lessons learnt and recommendations (monthly),
- Completed customer satisfaction surveys, and
- Specific deliverables related to the needs of the companies (including implementation plan) will be included in the contract when contracted. Submit report on all activities performed 10 days post the last activity.

#### 5. Methodology

The detailed methodology will be part of the proposal to be submitted by the Service Provider(s). The Market Access Service Providers will work and communicate closely with the AGS TA team.

#### 6. Required Qualifications and Experience for the Service Provider(s)

The selected Service Provider(s) should encompass the following requirements:

Individuals:

- Capacity statement showing the following:
  - The Service Provider should demonstrate understanding and experience in at least two core sectors that AGS is premised on (renewable energy, circular economy, agribusiness, forestry, or mining services as well as ICT and/or education in relation to previous),
  - Demonstrated understanding and experience with market access and regulatory requirements, as well as the quality, quantity and compliance requirements in Finland, and
  - Experience in working with similar donor funded activities like AGS.
- Qualifications and experience:
  - Minimum a degree in business related studies,
  - Curriculum vitae, and
  - Minimum 5 years in employment experience in market access or related field consultancy work
- Excellent communication, interpersonal and facilitation skills,
- Fluency in spoken and written English language and Finnish,
- Ability to write clear reports,
- Ability to work within a tight time frame and meet deadlines, and
- Three business/work references who can attest to your ability to meet the requirements.

Firms:

- Capacity statement showing the following:
  - The Service Provider should demonstrate understanding and experience in at least two core sectors that AGS is premised on (renewable energy, circular economy, agribusiness, forestry, or mining services as well as ICT and/or education in relation to previous). Please indicate the individual consultant(s) who will be the key participants in delivering services,
  - Demonstrated understanding and experience with market access and regulatory requirements, as well as the quality, quantity and compliance requirements in target market, and
  - Experience in working with similar donor funded activities like AGS is an advantage.
- Current financial reports – Signed management accounts are sufficient if audited financials are not available,
- Business registration documents, and
- Three business/work references who can attest to the firm's ability to meet the requirements.

**Additional experience:**

Experience with supporting and guiding companies obtaining funding from financial institutions in Zambia and Finland will be a strong asset.

**7. Time schedule**

This call closes on 16th June 2021. The intended implementation period of this assignment is between July 2021 and end of August 2022.

Please send applications and questions directly to [procurement@agsprogramme.org](mailto:procurement@agsprogramme.org)