



International  
Trade  
Centre

## **Terms of Reference**

### **International Consultant**

#### **T4SD Small Traders Capacity Building Programme**

#### **IA37 - INT/75/28A**

Assignment title: *Consultant on Diaspora Trade*

Contract duration (including start/end date): 54 working days from 1 January 2013 to 31 December 2013, with possibility of extension.

Duty station: *Home-based*

Travel: *Possible travel to Geneva, Brussels and training mission in the field*

#### **Background:**

Small and medium enterprises (SMEs) form the backbone of many economies of lower-income developing countries. SME development is closely linked with economic growth and job creation. Nevertheless, SMEs face higher barriers to financing, and suffer disproportionately from complex administrative procedures, a lack of trade and market access information (tariffs, trade flows, standards, etc.), lack in training, and high transaction costs.

The goal of the T4SD small traders capacity building programme is to address some of these challenges, particularly the lack of trade and market access information and analysis, such as tariff information and analysis, trade flows analysis, export strategy development, standards and access to finance. This objective will be achieved with an emphasis on sustainable trade and EU market opportunities analysis for a target group of export-ready SMEs in up to eight LDCs in Africa, Asia and the Caribbean. The International Trade Centre (ITC) will deliver, in conjunction with the European Commission, a series of trainings for LDC SMEs and supporting entities, e.g. trade support institutions and non-governmental organisations (NGOs) as well as two matchmaking workshops dedicated to European Diaspora communities from the programme LDCs. ITC will strengthen the ability of SMEs to participate in global trade, benefit from export opportunities and meet importing countries' market requirements in a sustainable manner.

The capacity building actions will be developed by the ITC, with input from the EC, building on ITC's experience in the area of trade, market access, sustainability standards, access to finance and small-scale producer constraints while leveraging the previously developed ITC Market Analysis Tools (Trade Map, Market Access Map and Standards Map). ITC will also include in the training curricula the EU's trade-related information platforms such as the EU Export Helpdesk and DEVCO's economic development programmes.

The trainings will be calibrated to suit specific needs of SMEs and their support structures. Trainings will also address EU trade-specific opportunities for small operators and market requirements such as the import requirements (including SPS, labelling, etc.) and the preferential arrangements and their implementation (including the Generalised System of Preferences and its Rules of Origin). Special attention will be dedicated to sustainable trade practices and sustainability standards.

Capacity building beneficiaries' feedback and experience will be integrated into the curricula and will assist to develop training tools, thereby improving the programme's impact and relevance.

#### *Diaspora trade*

Diaspora networks are an important economic force. Cheaper travel and easier communications have made these networks more potent and more numerous than ever before. Diaspora trade and investments are booming, mainly for three reasons: (i) Migrants speed the flow of information across borders and it is easier to do business with partners with the same cultural background, which includes shared communication habits and speaking the same language; (ii) Kinship and knowledge of the local culture creates trust and this facilitates doing business across borders and is particularly important in countries with weak rule of law; and (iii) Migrants help companies in their host country to operate in their home country. They create connections across borders and cultures and play key roles in linking export – import businesses.

The demand for ethnic products - reflecting national traditions, identities and culture - supplied by home countries (mostly 'non-traditional' exports) is increasing. A large global distribution network connects small and large manufacturers and producers with home country distributors. Often, these supply networks involve shorter supply chains with direct business relations between home country suppliers and Diaspora stores or other retailers. A comprehensive USAID (2008) survey among migrants in the United States reveals that on average 89.3 per cent of migrants buy home country goods, often in small local stores. Finally, Diaspora businesses are an important source of remittances, representing a significant financial inflow to many LDCs, often exceeding international aid.

#### Duties:

The International Consultant will work under the direct guidance of the T4SD Project Manager and the overall supervision of the Chief of the Market Analysis and Research (MAR) section in ITC.

The assignment consists of the following duties:

1. Carry out an analysis that inventories all information provided by ITC and EU Export Helpdesk related to diaspora trade and information that could be used in a meaningful way in the envisioned capacity building activities on diaspora trade. The consultant is expected to carry out the analysis taking into consideration:
  - a. The information offered in the training courses developed by the MAR training team and
  - b. The information/data provided on the following webpages:
    - i. The entire ITC website ([www.intracen.org](http://www.intracen.org))
    - ii. The Market Analysis Portal (Trade Map, Market Access Map, Investment Map, Competitiveness Map and Standards Map) ([www.intracen.org/marketanalysis](http://www.intracen.org/marketanalysis))
    - iii. The EU Export Helpdesk related to diaspora trade. ([www.exporthelp.europa.eu](http://www.exporthelp.europa.eu))

This analysis aims to better understand how the MAR training courses and the information provided on these webpages can be used in developing training curricula with the objective to prepare SMEs to better participate in diaspora trade.

More importantly, this analysis will highlight the information missing in MAR trainings and on the mentioned webpages. Information provided should particularly serve (but are not limited to) the following objectives:

- Diaspora trade potential analysis for country A wishing to export to country B;
- Facilitation of the development and implementation of diaspora engagement strategies;
- Promotion of stronger, deeper, more effective bilateral collaboration between diaspora companies and their countries of origin;
- Enhance the use of diaspora communities to build or strengthen business/trade ties;
- Use diaspora potential to bring develop new business ideas and foster innovation;

- Use the knowledge of diaspora communities when exploring new markets due to their expertise of the local economy and culture;
- Facilitate the pursuit of appropriate marketing strategies where there is a significant difference in customer behavior between home and target markets.

It is expected that the incumbent carries out interviews with responsible ITC (MAR training; Market Analysis tools) and EC (Export Helpdesk) in order to successfully carry out the analysis.

(Estimate of working days needed: 12)

2. Based on the analysis described under point 1, the information, knowledge and data gaps will be identified. The incumbent will determine and provide the missing information needed to successfully carry out trainings with the objective to prepare SMEs to successfully participate in Diaspora trade.

(Estimate of working days needed: 12)

3. Development of a training methodology specifying the training methods to be used, e.g. (but not limited to) group work, cases, presentations; trainer instructions; hand-outs for participants and a training curriculum (the training content). The training curriculum (content) will be developed based on ITC and Helpdesk information offerings and additional information provided by the incumbent. The specific design of the curriculum and related expectations will be discussed with ITC, but a modular approach to the curriculum is expected, whereby different training modules address different target audience capacity building needs. The training is expected to last 4 days.

(Estimate of working days needed: 20)

4. The incumbent will identify existing diaspora (trade) supporting platforms, organisations, networks and other initiatives (by other donors, NGOs, National Trade Support Institutions, Ministries in programme countries, etc.) and lay out how to collaborate with them in the course of the capacity building programme described above.

(Estimate of working days needed: 5)

5. Support the development of a dedicated website and an online training course for small operators in LDCs. This website will provide access to information/data/knowledge gathered and training materials created during this programme.

(Estimate of working days needed: 5)

#### Expected outputs and timelines:

Output 1: Analysis report (max 20 pages, excluding annexes) of Diaspora trade related information provided by sources detailed under point 1 above. This report also lays out the data and information gaps in ITC/MAR training programmes vis-à-vis diaspora trade opportunities and important for diaspora trade potential analysis. **(Delivery date: February 2013)**

Output 2: Report (max 15 pages, excluding annexes) providing the missing information/data/knowledge as identified in gap analysis (point 2 above), and indicate sources that provide the missing information, in the form of studies, reports, websites, databases, etc. **(Delivery date: March 2013)**

Output 3: Diaspora trade training methodology, trainer instructions, training material (hand-outs, presentations, etc.) and curriculum (content) for 4 days of training for SMEs in LDCs based on ITC and Helpdesk information offerings and additional information provided by the incumbent. Details

relating to the curriculum development will be discussed with the responsible team at ITC. **(Delivery date: April 2013)**

Output 4: Report (max 15 pages, excluding annexes) on existing diaspora (trade) supporting platforms, organisations, networks and other initiatives (by other donors, NGOs, National Trade Support Institutions, Ministries in programme countries, etc.). The report will lay out a strategy on how to collaborate with these in the course of the capacity building programme. **(Delivery date: February 2013)**

Output 5: Provision of advice and support (details tbd) to the development of a dedicated website and an online training course for small operators in LDCs. **(Delivery date: December 2013)**

Payment schedule:

Upon successful delivery of the first two assignments (output 1 and 2) a first lump sum (based on number of days spent on outputs) will be paid. Upon successful delivery of outputs 3 and 4 a second lump sum (based on number of days spent on outputs) will be paid. The remaining amount will be paid upon the successful completion of the full assignment. Lump sum amounts will depend on the consultant's daily rate negotiated per UN rules.

*(An advance for travel expenses may be paid for lump sum travel if requested by the Project Manager.)*

Qualifications, Competencies and experience required:

- At least advanced university degree (i.e. Masters Degree) in trade / economics / social science / international politics or in a related field;
- In-depth knowledge of market analysis issues; strong knowledge of Diaspora trade and related opportunities and challenges for SMEs;
- Fluency in written and spoken English;
- Proven experience in developing training methodology, curriculum and material. Proven experience in providing consultancy work on the delivery of capacity building in developing countries;
- Strong communication, analytical and presentation skills;
- Proven ability to work independently with minimum supervision.

Recruitment procedure:

To apply for this consultancy please send your full CV to Oliver von Hagen ([hagen@intracen.org](mailto:hagen@intracen.org)) including three references and add two samples of similar work/publications. Please note that only shortlisted candidates will be contacted for a short interview.

**Deadline for submission is 4 November 2012.**