ARISE PLUS MYANMAR

TERMS OF REFERENCE FOR A REGIONAL SANITARY AND PHYTOSANITARY (SPS) LEAD EXPERT

**Title of assignment:** Regional Sanitary and Phytosanitary (SPS) Lead Expert

**Duty Station:** Home based, with frequent travels to Yangon, Myanmar (approx. every month)

**Contract duration:** 54 days within 6 months, part-time (5 September 2019 – 28 February 2020)

**Travel:** Yes, monthly travels to Myanmar and other countries if needed

**Background**

ITC is the joint agency of the World Trade Organization (WTO) and the United Nations (UN). It is the only multilateral agency fully dedicated to supporting the internationalization of SMEs. ITC's mission is to foster inclusive and sustainable growth and development through trade and international business development. ITC Headquarters is located in Geneva, Switzerland.

ITC projects and programmes contribute to the global efforts to achieve UN Global Goals for Sustainable Development and the Aid for Trade agenda.

ITC is the implementing agency for the Arise Plus Myanmar project funded by the European Union (EU). The Ministry of Commerce (MoC) is the focal point for the project in Myanmar.

**Project objectives:**

- **Overall Objective:** Inclusive and sustainable trade growth in Myanmar
- **Specific Objective:** Increase trade diversification and integration, regionally and internationally

**Project outputs:**

1. **Support to MSMEs in selected value chains:** Strengthened capacities of the private sector, notably MSMEs, to exploit the business opportunities offered by the ASEAN single economic space (AEC), EU and global markets, with a focus on a market-led and gender-inclusive value chain approach.
2. **Food Safety and SPS compliance:** Improved Sanitary and Phytosanitary Measures (SPS) regulatory, control systems and quality compliance in line with ASEAN and international commitments, with a focus on selected value chains within the context of a developing harmonised National Food Safety Policy / Structure in Myanmar.
3. **Trade policy formulation and implementation:** Strengthened trade policy formulation and implementation for meeting regional (ASEAN) and international (World Trade Organisation - WTO, EU) commitments and addressing non-tariff barriers (NTBs) along value chains.

**Project beneficiaries:**

- **Direct beneficiaries:**
  - MOC which is in charge of the country's trade policy, trade promotion and ASEAN agenda for both trade in goods and services,
  - Other line Ministries will benefit from trainings and capacity building,
  - The private sector and MSMEs will be trained and skilled to improve their competitiveness and increase exports in regional and international markets.

- **Final beneficiaries:** Stakeholders, including women, along selected sector value chains
ITC is also the implementing agency of three other SPS-related projects or project components in Myanmar namely:

- **Trade and Investment Project (TIP) in Myanmar**, funded by the United Kingdom’s Department for International Development (DFID). The goal of the project is to build the capacity of government institutions to boost trade, promote inward investment, to enable Myanmar to capitalize on the opportunities available to their private sector. The project lays emphasis on building the capacities of the Government of Myanmar to provide trade-related key support services to Micro, Small and Medium-Sized Enterprises (MSMEs) in seven regions. Quality and SPS related activities are linked to the development of the new National Export Strategy (2020-2025) and relevant sector and cross-functional strategies including on Quality and SPS; sensitization campaigns and targeted trainings to key institutions dealing with Sanitary and Phytosanitary Measures (SPS).

- The fourth Netherlands-funded Trust Fund Programme (NTF IV) with the aim to increase the competitiveness of producers and exporters in the Kayah state in the tourism sector and by expanding tourism product development to Tanintharyi state. In the SPS-related areas one of the project output is to raise competitiveness of female and male SME owners and local providers of tourism food products and services in the international tourism and tourism related value chains.

- **The Swiss State Secretariat for Economic Affairs (SECO)** - funded Trust Fund Project on “Upgrading horticulture supply and sustainable tourism to develop business linkages”, implemented by a UN Trade Cluster of four UN agencies (ITC, ILO, UNCTAD and UNIDO). The project aims at improving the economic situation in the Inle Lake (Shan State, Myanmar) area through the upgrade of the horticulture supply capacity and the development of sustainable tourism. The project envisages two outcomes: 1) The horticulture supply capacity in Inle Lake area (Shan State) is enhanced in terms of quantity and quality. International safety standards and certification (including organic requirements) are progressively met. Business operations of male and female farmers have increased and stabilized and 2) Inle Lake area (Shan State) gained its position as a touristic destination. The strategic market positioning focuses on sustainable inclusive and responsible tourism. Business opportunities for male and female workers and entrepreneurs have increased and stabilized.

- **ITC intervenes** under Outcome 2 and in the SPS area under outputs 2.3.: Inle lake tourism enterprises, community producers and service providers are enabled to supply goods and services to the tourism in line with tourists’ and tourism industry’s requirements related to quality and food safety, including procuring local horticulture produce.

A Sanitary and Phytosanitary (SPS) Lead Expert, based in the Region, is selected to lead the delivery of Component 2 of the EU-Arise Plus Myanmar Project on a 30% part-time basis with regular (preferably monthly) travels to Myanmar. The Expert will also have to ensure synergies among activities of Arise Plus Myanmar Component 2 and the other ITC projects in the SPS area mentioned above.

The Expert will work under the direct guidance and supervision of the Senior Adviser and Adviser on Export Quality Management, DMD/TFPB/O4T and will work closely with the ITC project and technical team based in Geneva and in Myanmar, in particular with the local SPS team based in Yangon. He / she will work together with the dedicated officials from the designated division of the relevant SPS institutions and other international consultants in order to achieve the outputs. This assignment as lead expert may be renewed through other contracts for the entire duration of the project depending on the achievements under this first six month contract.

**Description of Duties/Responsibilities**

The Regional Sanitary and Phytosanitary (SPS) Lead Expert shall:

- Have overall responsibility for implementation of component 2, under direct guidance of the ITC project technical team in Geneva and with the support of the local team.
• Provide technical guidance and support to the local team and international SPS experts involved in the related activities implementation

• Have responsibility for monitoring and reporting on activities and achievements in line with ITC requirements (bi-monthly basis and semi-annual)

• Provide policy advisory services on SPS-related issues and recommendations for related policy improvements

• Ensure coordination with relevant stakeholders and build linkages / synergies with other projects and initiatives in the SPS area and with ARISE Plus Regional

• Follow up on coordination and synergies with ITC SECO, NTF IV and TIP projects

• Ensure full visibility of the Component 2 of the project and ITC assistance in Myanmar in the SPS / Quality area

• Ensure efficient and effective planning and delivery of the activities in line with the agreed six months workplan, including:

A. Design and conduct awareness-raising campaign for policy makers, public institutions, food business operators and consumers on the importance of food safety / SPS measures, standards, and legislation to protect consumers and expand opportunities for food business operators (project Activity 2.1); this will include:
   o Provide leadership on research and review of existing communication material, identification of gaps and target groups
   o Provide technical advise on the content of communication materials to be developed
   o Review and validate the material
   o Design a work plan on delivery of awareness raising workshops and meetings

B. Improve access to information on standards, laws, technical regulations and SPS measures for target markets for the selected value chains inclusive of user-friendly explanation (bulletins, guides, online information, directory of services in Myanmar) (project Activity 2.2); this will include:
   o Supervise a desk research to collect relevant information on standards, laws, technical regulations and SPS measures for target markets and the selected value chains
   o Assist in the draft of design on user-friendly materials and finalisation of the material (bulletins, guides, online information, directory of services in Myanmar)

C. Review and strengthen the Food Safety / SPS Regulatory Control System (in accordance with its programme priorities) (project Activity 2.3); this will include:
   o Assess the current SPS regulatory system at policy, institutional and enterprise (SME) levels, including the mapping of institutions and their legal framework and provide recommendations for improvement
   o Lead a validation workshop of this assessment and the recommendations
   o Further fine-tune the working plan based on the results of the validation workshop
   o Follow up on the FDA National Food safety policy and initiate support for adoption and implementation
   o Initiate support for NRMP implementation and support for EU market access for honey

D. Strengthen food testing supporting the selected value chains and their network of laboratories, by undertaking gap assessments, providing technical assistance to selected laboratories for the implementation of ISO 17025 and for the preparation for accreditation covering selected test parameters (project Activity 2.4); this will include:
   o Supervise the compilation of information on current status of food laboratories and their capacity (with information on reports, studies, trainings conducted in each lab)
   o Guide the laboratory assessment
o Assist in developing the roadmap on the support for the laboratories of priority value chains for further technical assistance

o Assist in the selection of the food labs to be assisted in the project

o Supervise the initial support for ISO 17025 accreditation and extension of scope for DOF, DOA, FDA labs

E. Design gender sensitive training curricula and conduct training and coaching programmes on SPS and food safety compliance through ToT for the institutions and MSMEs of the selected value chains and build and promote a pool of local advisers/counsellors (project Activity 2.5); this will include:

o Lead the design of training and coaching programme

o Lead the launch of expression of interest for selection of HACCP trainers, beneficiary institutions and MSMEs.

F. Facilitate coordination and participation in national, regional and international SPS related ASEAN and International Standard Setting work (i.e. ASEAN Working groups; Codex) (project Activity 2.8); this will include:

o Review the current structure of the committee dealing with SPS matters, including CODEX

o Organize a workshop to validate the information and provide a recommended structure for coordination

o Identify a list of key Codex and regional events and facilitate the participation of Myanmar

In addition, he/she shall:

- Assist in the identification of the needs for the short terms assignments and selection of international and national experts
- Ensure regular follow up with the local SPS team via email and skype call and with ITC office
- Submit the project workplan with detailed activities for the year 2020
- Provide advice for the work plan for Activity 2.6: Set up and operationalise a mechanism for screening, disseminating and responding to notifications on new or changing SPS measures with involvement of the private sector
- Provide advice for the work plan for Activity 2.7: Provide advisory support services to establish the national Rapid Alert System for Food and Feed (RASFF) and integrate them into the ASEAN RASFF (ARASFF)
- Provide monthly travel plan (at reasonable time) to ITC in order to enable facilitation of the travel

Clause: The consultant is to ensure that s/he has obtained the necessary permissions with regard to intellectual property rights required to perform his/her services under this consultancy contract and for the subsequent dissemination by ITC in any form. Documentary proof is to be submitted to ITC. S/he has further to ensure to obtain accreditation to the event(s) as required. Should any license fee be due for the use of copyrighted materials of third parties, the consultant shall request the prior written permission from ITC.

Expected Outputs and Timelines

1. Travel plan and one field mission (approx. 5 days) to Myanmar per month

2. Project activities timely implemented as per agreed work plan of Component 2; training and capacity building activities delivered as per agreed work plan (see Annex)
3. Bi-monthly report indicating detailed tasks done by the Expert, including progress, achievements, bottlenecks, constraints, next activities and expert opinion in dealing with constraints plus remarks on follow up on progress and synergies related to SECO, NTF IV, TIP projects (every 1st and 15th day of each month)

4. Semi-annual report on performance consolidating key achievements and outputs and recommendations to ensure sustainability of project results in preparation for the regular national project steering committee meetings (by December 2019)

Education

- Postgraduate degree (MA/MSc/MBA, PhD or other)
- Degree in Agriculture, Food safety, Economics or Law or in the related field

Experience

- At least 15 years of relevant professional experience in Food Safety and on Sanitary and Phytosanitary (SPS) measures in Asian region
- At least 8 years’ experience in working with an international technical cooperation agency or in SPS related technical assistance projects
- Proven experience in coordinating international funded projects and leading SPS related technical experts
- Proven experience in agro and agro-processed and food of animal origin sectors, such as fishery, or honey in developing countries
- Relevant working experience in Myanmar is an asset
- Experience in writing reports, working documents related to technical requirements, marketing and promotion materials
- Proven working experience on the application of the WTO SPS and TBT Agreements and in Codex activities
- Based in one of the Asian countries

Knowledge and Skills

- Very good knowledge on international food safety requirements and of SPS related matters
- Knowledge on different SPS related committees and their functions, such as Codex Committee and SPS Committees
- Understanding of private sector development needs in particular of the agro and agro-processed sector, fishery and honey sectors in Myanmar
- Good knowledge of the quality and SPS infrastructure and related challenges in Myanmar
- Good negotiator, networker, facilitator, trainer
- Excellent interpersonal skills and ability to liaise effectively with relevant stakeholders
- Good communication, writing and reporting skills

Languages

- Advanced knowledge of English
- Myanmar language would be an asset
Annex I

The Regional Sanitary and Phytosanitary (SPS) lead expert is expected to ensure the following:

- **Activity 2.1**
  - 2.1.1 Content for communication materials developed (draft October – final November 2019)
  - 2.1.2 Work plan designed (draft October – final November 2019)

- **Activity 2.2**
  - 2.2.1 and 2.2.2 Manuals for 1 selected sector agreed with the country designed (market guide, developing good practice guidelines, HACCP, good warehouse practices) (draft December 2019 – final February 2020)

- **Activity 2.3**
  - 2.3.1 Report on current SPS regulatory system submitted (by December 2019)
  - 2.3.2 Validation workshop delivered (by January 2020)
  - 2.3.3 Work Plan fine-tuned after the validation workshop (by February 2020)
  - 2.3.4 Support to FDA initiated (by January 2020)
  - 2.3.5 Support for NRMP initiated, as well as for market access for honey (by November 2019)

- **Activity 2.4**
  - 2.4.1 Assessment report on food laboratories (draft by October 2019, final: November 2019)
  - 2.4.2 Roadmap for technical assistance to laboratories developed (by November 2019)
  - 2.4.3 Initial support for ISO 17025 accreditation provided (by January 2019)

- **Activity 2.5**
  - 2.5.1 Training programme designed (draft January 2020, final February 2020)
  - 2.5.2 Expression of interest launched (by January 2020)

- **Activity 2.8**
  - 2.8.1 Desk research undertaken (by December 2019)
  - 2.8.2 Validation workshop held (by January 2020)
  - 2.8.3 Report on the current status provided (by January 2020)
  - 2.8.4 Attendance to relevant meetings (by January 2020)

Additional deliverables:

- Inputs for bi-monthly report
- Monthly travel plans delivered
- Work plan for Activity 2.6 delivered
- Work plan for activity 2.7 delivered