

## TERMS OF REFERENCE

### Consultant on developing a strategic road map for the wine sector in Ukraine

**Project title: Linking Ukrainian SMEs in the Fruits and Vegetables Sector to Global and Domestic Markets and Value Chains**

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**Type of Consultant:** International Consultant

**Tentative start date:** June 2021

**Travel:** Possible travel to Ukraine

#### **Background:**

ITC is implementing a trade-related technical assistance project in Southern Ukraine, funded by the Government of Sweden. The goal of the project is to help Ukrainian SMEs in the wine sector to increase their competitiveness, integrate into domestic and global value chains, and access new markets. This will be achieved by assisting SMEs to produce goods in accordance with market requirements, improving the capacities of business support organizations (BSOs) to provide quality business support services to SMEs, and linking SMEs to target markets.

The project has been organized around the following four outputs:

Output 1: Roadmap developed for selected value chains in the wine sector

Output 2: Capacities of SMEs strengthened to improve international competitiveness

Output 3: Capacities of BSOs strengthened to provide SMEs with relevant business support services

Output 4: Business linkages created for SMEs to expand sales in both domestic and international markets, in particular the EU.

To achieve this, the services of international consultant are needed for conducting value chain analysis and developing a strategic roadmap for wine sector in Ukraine.

#### **Description of Duties/Responsibilities**

The international Consultant will work under the direct supervision of the Programme Coordinator (Office for Eastern Europe and Central Asia) and the direct guidance of ITC's Programme Officer, Fresh Fruits and Vegetables, as well as in close collaboration with the ITC project field office and national consultants in Ukraine.

The Consultant will carry out the following tasks:

1. Develop content structure of the Sector strategy road map, verify and validate with ITC;
2. Conduct desk research, preparation and analysis (Literature review on sector; Methodology and approach; Current Policy review; Value Chain analysis; Preparation of sector statistical database; Situational Analysis – Ukrainian wine sector – international market context in particular the EU market requirements, comparative analysis, competitive advantages, constraints, opportunities, a vision for the sector).
3. Conduct 1<sup>st</sup> mission to Ukraine: to conduct a minimum of five one-to-one meetings with individual companies (winemakers, winegrowers, wine exporters, etc) and sectoral BSOs;

4. Conduct workshops for wider group of beneficiaries, focused on development of a sector vision, key constraints, policy change/request/ideas from actors, meeting with key focus group members, association and key officials.
5. Prepare the Strategic Roadmap with policy, development and capacity building recommendations including for sectoral BSOs and exporters
6. Conduct 2nd mission to Ukraine: to conduct two one-day validation workshops with stakeholders, focus group and officials with an objective to review and validate the information collected and findings;
7. Review the workshop findings and finalize the document along with the a short and accessible version;
8. Revalidation with focus group;
9. Submission and validation of Road map by ITC for presentation to the national counterparts;
10. Prepare final report of Road map with recommendations on the way forward (Task 8).

### **Expected Outputs and Timelines**

#### **STRATEGIC ROADMAP for the wine sector - June to October 2021**

- Content structure of prepared (task 1) - June 2021
- Desk research completed (task 2) - July 2021
- 1st Mission to Ukraine conducted (task 3) - Aug 2021
- Strategic Roadmap developed (task 4) - Aug 2021
- 2nd mission conducted and road map validated, finalized and submitted for ITC approval (task 5,6,7, 8) - September 2021
- Final report prepared with main findings and recommendations on the way forward (Task 8) - October 2021

### **Skills**

- In depth knowledge of agro-processing sector value chains in particular for winemaking and key development challenges
- Well versed in techniques of value chain analysis and sector development as well as export competitiveness development.
- Knowledge of market requirements for wine products in the EU markets.
- Ability to engage, prioritize and build consensus.
- Strong communication skills and ability to write reports.

### **Education**

Undergraduate degree (BA/BSC or other) in economics, business administration, marketing or related field.

### **Experience**

- At least 10 years with relevant experience in agribusiness sector.
- In-depth knowledge of import export, and agro food products and respective key development challenges.
- Experience and knowledge of business practices and networks as well as key stakeholders in the world market.
- Work experience in technical cooperation, development projects, particularly in Eastern Europe/CIS countries.

### **Language**

Advanced knowledge of English

## **Approximate Content of document**

- 1. Introduction and Methodology**
- 2. Opportunity for wine sector** (including target markets main current Ukrainian markets, and respective market requirements, specifications and, comparative analysis of prices by importing countries and import duties, etc.)
- 3. Roadblocks and Constraints**
  - 3.1 Constraints on Production and cost analysis
  - 3.2 Constraints on Value Chain Efficiency
  - 3.3 Roadblocks on Export Marketing
  - 3.4 Constraints on Support Services
- 4. Roadmap, Interventions, and Policy Measures**
  - 4.1 Sustainable Production
  - 4.2 Value Chain Strengthening and Sector Organization
  - 4.3 Building a Competitive Export Sector
- 5. Policy Guideline Recommendations**
- 6. Implementation Action Plan**

### *How to apply:*

To apply, please send your CV to [mmurina@intracen.org](mailto:mmurina@intracen.org) by 25 May 2021.  
Only successful, eligible candidates will be contacted for an interviewed.