

TERMS OF REFERENCE– EXPORT COACH FOR PENJA PEPPER UKTP CAMEROON

Title of assignment	UKTP CAMEROON – EXPORT COACH FOR PENJA PEPPER
Type of Consultant	International Consultant (Home based)
Tentative start date:	29th March 2021
Tentative end date:	10th December 2021
Estimated amount of actual time of work (work days/weeks/month):	60 days (54 days on actual deliverables and 6 days on reporting, monitoring and evaluation)

CONTEXT

Established in 1964, the International Trade Centre (ITC) is the joint technical cooperation agency of the United Nations and the World Trade Organization (WTO) in charge of the sustainable promotion of trade and in particular of exports from developing countries and economies in transition. The goal of the ITC is to make businesses in developing countries more competitive in global markets, accelerate economic development and contribute to the achievement of the United Nations Sustainable Development Goals (SDGs). Thus, the organization contributes to the creation of jobs at the level of segments of agricultural value chains and promising services, especially for young people and women.

About the UK Trade Partnerships Programme (UKTP)

The Foreign, Commonwealth & Development Office (FCDO) has launched the UK's programme for trade partnerships with African, Caribbean, and Pacific (ACP) countries to increase trade between these countries and UK/EU markets. The UKTP programme is particularly responsive to the current context of the COVID-19 health crisis, which plunges states into an economic recession, and includes two main components: (1) business intelligence and (2) targeted support to selected sectors.

The UKTP programme in Cameroon intervenes in strategically selected sectors, following national development objectives and policies. The project will focus on the promotion of two sectors identified as priorities and with high export potential: (i) cocoa and its derivatives and (ii) Penja pepper. The objective of the project is to contribute to increased export flows of cocoa and Penja pepper to the United Kingdom and the European Union, thus promoting the creation of quality jobs over the long-term.

OBJECTIVE

The overall assignment is to facilitate direct export between Penja Pepper actors and buyers in UK/EU markets.

DESCRIPTION OF RESPONSIBILITIES

The Consultant will work under the direct supervision of the Senior Coordinator, AfCFTA and LDCs. She/he will also work closely with project team members at both ITC Headquarters and project national consultants. Specifically, she/he will perform the following tasks:

1. Assessment of market opportunities

- Review the existing market study "Penja Pepper for European markets", which will be shared with the consultant;

- Identify additional export gaps to assess the export capacity of the beneficiaries specific to the UK/EU markets;
- Provide advice to the Penja Pepper Agronomist expert on the needs assessment of the target beneficiaries to determine the current supply capacity, product quality, maturity level and identify weaknesses and areas that need to be addressed.

2. Develop sector-specific export training materials and coaching programme

In collaboration with the Penja Pepper Agronomist Expert, develop and deliver remotely and/or in-person tailored high-quality export training and advisory materials for a 9-month comprehensive training and coaching programme for the UKTP Cameroon beneficiaries (Penja Pepper producers/distributors). The programme should complement existing materials to fulfil the identified gaps. The material shall be developed taking into account findings from the market study. The training material should focus in particular on the UK and EU markets.

Key topics to include are:

- Market requirements, market awareness & market access strategy,
- Strategic sales channels & networks (how to sell – unique selling proposition and points for Penja Pepper),
- Pricing strategy and price negotiation
- Penja Pepper export to UK/EU supply chain strategy
- International conditions terms
- Export documentation
- Contracting and dispute handling
- Choosing and managing food safety
- Transport and logistic
- Contact list, a database of potential buyers of Penja Pepper
- Participation in trade fairs and B2B meetings

The programme should consist of regular group training workshops (6 days/month for 3 months) and individual coaching with each producer/exporter (3 days/month for 6 months). The purpose of the individual coaching sessions will be to reinforce and apply the learnings from the group workshops and to help producers/exporters to achieve sales by December 2021.

3. Design and implement a framework to monitor the performance of the beneficiaries versus a set of defined performance indicators

Implement the programme by working closely with Geographical Indication Penja's Pepper Association and build the capacity of the association members. To achieve this, the consultant should make all the developed training materials available to the association and train the lead members to ensure national ownership and sustainability.

EXPECTED OUTPUTS

1. Market study review

- a. Assessment report of market opportunities and Company assessment guidelines by 15 April 2021

2. Training and coaching programme for selected beneficiaries

- a. Prepare and accompany beneficiaries to successfully participate in the most relevant international trade events for Penja Pepper; provide a tentative list of these events including trade fairs to the UKTP Cameroon team by May 2021;
- b. Develop and deliver group training workshops to the selected beneficiaries, covering key topics identified above by June 2021;
- c. Identify, advise, and develop strategic solutions for potential risks of non-compliance, regulatory risk, and process issues related to the UK market penetration strategies (market awareness & access to markets) by August 2021;

- d. Develop and deliver the first phase of introductory one-on-one coaching and guidance to selected beneficiaries to strengthen their export capacity by September 2021;
- e. Facilitate introductions to potential customers through B2Bs, based on consultant's contact database and marketing strategy. Provide personalised guidance to each beneficiary with buyers leads, including facilitating communication between a producer and a buyer in the buyers preferred format (phone call, video meeting, email only), collecting and distributing samples to potential buyers, recommending 'quick wins' and long-term opportunities and providing relevant contact details by November 2021; and
- f. Develop and deliver the second phase of advanced one-on-one coaching and guidance to selected beneficiaries incorporating lesson learned from the phase 1 of the coaching programme by December 2021;

3. Performance indicators

- a. Designing and implementation of a framework to monitor the performance of the beneficiaries versus a set of defined performance indicators by July 2021;
- b. Availability for regular debriefs (approx. 30 min bi-weekly) held with UKTP Project team
- c. Providing regular beneficiaries progress updates (at least monthly), any issues, recommendations on needs for further support, connections made, leads & sales generated submitted ;
- d. Final detailed report incl. recommendations on needs for further support and capacity building needs & sales generated by December 2021;

QUALIFICATIONS, COMPETENCIES AND EXPERIENCE:

Education: Postgraduate degree in International Trade, Marketing, Economics, Business Administration, Law or a relevant field.

Experience: At least 5 years of professional work experience in the sector, including working with and/or advising exporting companies; proven excellent networks within the sector in the UK/EU markets

Experience in developing training and coaching programmes or other relevant initiatives with business support organizations is desirable

Technical knowledge and skills:

- Excellent knowledge of the spice industry;
- Planning and business management skills;
- Ability to conduct regular rural fieldwork (in all provinces of the country);
- Understanding of inventory management;
- Proficiency in Excel and Word software, email, and internet consulting.

Competencies:

- Integrity;
- Teamwork;
- Communication

Technical knowledge and skills

- Significant experience with Penja pepper producers
- Good proximity coaching skills
- Excellent analytical and writing skills

Language

- Excellent command of French and English

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TRAVEL

Possible travel to Cameroon and in-person participation at International Trade Fairs (covid-19 related restrictions allowing)