

Investment for Industrial Transformation and Employment (INVITE) Project

Terms of Reference for Local Export Development Consultants

1. Background

The Government of Uganda – represented by the Ministry of Finance and Planning and Economic Development (MoFED) in collaboration with the International Development Association (IDA) and other development partners including the Netherlands, the United Kingdom, and Sweden – is implementing the Investment for Industrial Transformation and Employment (INVITE) project. The project is financed by the International Development Association and a Multi-Donor Trust Fund (MDTF).

The Project Development Objective is to mitigate the effect of COVID-19 on private sector investment and employment and to support new economic opportunities including in refugee and hosting communities.

The Project comprises of four components and is being implemented jointly by Bank of Uganda (BoU) and Private Sector Foundation Uganda (PSFU). The Project Components include: Component 1: Mitigating the Impact of COVID-19 with a focus on the Manufacturing and Exporting Sectors Driving Economic Transformation, including Refugee and Hosting Districts; Component 2: Creating New Product and Transformative Assets including in Refugee and Host Districts; Component 3: Enhancing Capabilities in Public Institutions and Private Firms; and Component 4: Implementation Support, Monitoring, and Evaluation.

More details on the project can be found at www.invite.go.ug.

As the primary implementing agency for INVITE, the Private Sector Foundation Uganda (PSFU) seeks to engage services of export development consultants to support the Project Implementation Team (PIT).

2. Objectives of the Assignment

The major objective is to assist firms in identifying export opportunities, meeting international market requirements, and adapting to consumer demands through the provision of tailored business development services. This will enhance the growth and competitiveness of Micro, Small, and Medium Enterprises (MSMEs), ensure quality assurance in service delivery, and address barriers to accessing export markets for value-added products.

3. Scope of Work

The roles and responsibilities of the local ED consultants will be to:

1. Provide tailored advice to firms on the most viable export markets based on their products and capabilities.
2. Evaluate firms' capacity to meet export requirements, including production, quality, and compliance standards.
3. Develop export development plans to address gaps in the firm's export readiness.

4. Guide firms on international standards, certifications, and regulations required for target markets.
5. Support firms in aligning their products with consumer demands and cultural preferences of export destinations.
6. Provide training and mentorship to MSMEs on export procedures, documentation, and logistics.
7. Submit regular reports detailing advisory activities, firm-level outcomes, and recommendations for further support.

4. Qualification, Experience, other skills and Competencies

4.1 Academic qualifications:

- A minimum bachelor's degree in business administration, economics, international trade, marketing, or a related field.
- Advanced degrees or certifications in export development, trade facilitation, or related disciplines will be an added advantage.

4.2 Relevant Experience:

- i) At least 5 years of experience providing ED to MSMEs, focusing on export development.
- ii) Proven track record of facilitating successful market linkages and supporting firms in accessing foreign markets.
- iii) Proof of quality of work previously undertaken by the consultants including certification and relevant formal qualification.
- iv) Well conversant with the targeted operation locations of the MSMEs
- v) Demonstrated expertise in market research, export readiness assessment, and advisory on international trade compliance.
- vi) Ability to deliver high level export related content in the most simplistic manner.

4.3 Other Required Skills and Competences:

- Strong knowledge of international trade standards, certifications, and regulatory frameworks.
- Familiarity with value chain development, product value addition, and export-oriented business strategies.
- Proficiency in developing and delivering capacity-building programs for MSMEs.
- In-depth understanding of Uganda's export landscape, including key sectors, challenges, and opportunities.
- Knowledge of regional and international trade agreements and how they apply to Ugandan firms.

5. Key Results /Deliverables

- (i) Export development plans
- (ii) Workplans
- (iii) Performance reports

6. Reporting:

The local Export development consultants will work with the international markets and exports advisory firm and report through the firm to the Component Manager – EFS for overall supervision and day to day technical matters under the contract.

7. Duty Station:

The local Export development consultants be engaged as and when required through the approved and published list on the INVITE portal. They will be engaged on short term basis by eligible potential/ exporting firms and the duty station shall be the selected firm's office.

8. Facilities to be provided by the firm:

The selected firm shall provide office space, with access to other office amenities during the client letter of agreement duration.

9. Duration of Services:

The local consultant Export development will be engaged on a contractual basis for the duration of the assignment and in any case not more than 12 months performance and budget availability.