

TERMS OF REFERENCES

Position name: Senior Expert in Commercialization

Project: Promotion of supply and demand of eco-fair agri-food processing products in Vietnam

- Gross salary: 375 EUR/month (6.5 working days per month)
- Duty station: Hanoi
- Working language: English and Vietnamese
- Contract duration: 1st October 2021 - 30th April 2023 with possible extension

1. WORK CONTEXT/BACKGROUND

Center for Creativity and Sustainability Study and Consultancy (CCS) is a not-for profit organisation, founded on 3rd September 2013 according to Decision No. 641/QĐ-LHHVN by Vietnam Union of Science and Technology Associations (VUSTA). CCS is to provide R&D, consultancy and capacity building services to (1) promote Sustainable Consumption and Production (SCP) in Vietnam; (2) research and develop volumetric continuous biomass gasification (VCBG) technology to contribute to fighting climate change in Vietnam.

The project: “Promotion of supply and demand of Eco-Fair Agri-food processing products in Vietnam” funded by the European Commission, Vietnam Rural Industries Research and Development Institute (VIRI) who is the project leader, will cooperate with partners such as: Centre For Creativity and Sustainability (CCS), Vietnam Cleaner Production Centre Co. Ltd (VNCPC), Funzilife Ltd to implement the project from April, 2020 to April 2023 (36 months).

The Overall objective of project to promote sustainable production and consumption of eco-fair agri-food processing products in Vietnam, to contribute to the economic prosperity and poverty reduction and the development of sustainable livelihoods and a green economy for a transition toward a low-carbon, resource-efficient and circular economy in Vietnam.

In Eco-fair project, CCS is mainly focus on the product and technology innovation component consultancy (where 200 MSMEs are supported in quick assessment, over 60 MSMEs are consulted in in-depth assessment for product and technology innovation, with

more than 200 successfully commercialized products). In order to support on integrating strategic access to market orientation in their product innovation process, CCS is looking for a part time-senior expert in commercialization.

2. PURPOSE OF POSITION

The position “Senior Expert in Commercialization” shall support companies in integrating market access ideology right into the starting point of product innovation, and incorporating this into the MSMEs’ overall development strategies to ensure the successful commercialization of Eco-fair products.

3. DESCRIPTION OF WORK

- Market research for products of chosen MSMEs to identify the consumer demands and trends for such products;
- Consult MSMEs with success factors of product innovation from the market commercialization perspectives, in order to create unique selling points for the products in the starting phase of product innovation.
- Consult MSMEs in integrating the market demands and trends into the innovated products, cultivating the uniqueness in culture and sustainability aspects of the products or regions.
- Consult MSMEs with long-term product strategies, integrating product innovation methodology and tools.

4. KNOWLEDGE, SKILLS AND ABILITIES

- Master degree in Economics, business, commerce, product innovation, etc.
- At least 15 years of professional experience in above fields. Priority is given to applicants having participated in projects relating to product innovation, market access and product commercialisation
- Advanced qualifications in one of the following: Economics, Business, Commerce Product Innovation, Agriculture, Agribusiness or development related fields.
- A broad understanding about food FMCG market including: market demands and trends, persona, market preferences, legal requirements, etc.
- A broad understanding about product innovation, market access and product commercialisation; having the capability of connecting different specialisations to reflect to the product’s design brief;



Dự án: “Xúc tiến cung và cầu cho các sản phẩm chế biến nông sản đạt chứng nhận sinh thái-công bằng tại Việt Nam”

Project: “Promotion of supply and demand of Eco-Fair Agri-food processing products in Vietnam”

Trung tâm Nghiên cứu, Tư vấn sáng tạo và Phát triển bền vững (CCS)
Số nhà 49, Ngõ 2, Hoàng Sâm, Cầu Giấy, Hà Nội
✉ ecofair.ccs@gmail.com 🌐 www.ccs-pin.org
☎ 024.6260.5318

- Possessing prestigious reputation and experience in high-level consulting for a large number of businesses, having a long history of success and a wide network in the industry;
- Willing to learn and integrate sustainability knowledge in product innovation that CCS has outlined in the sub-sector studies and product innovation ‘Wheel’, as well as company and product researches;
- Strong consulting and reporting skills;

5. HOW TO APPLY

Interested candidates are encouraged to send their CV and cover letter, outlining their related work and experiences to CCS via email: ccs.management2020@gmail.com or by post at CCS’s office at No.49, Alley 2, Hoang Sam street, Nghia Do, Cau Giay district (the application is accepted even during weekend).

The closing date for application **is at 5.00 pm on 29th September 2021.**

Note: Only those candidates selected for an interview will be contacted.