

Regional BioTrade Project in South East Asia

BACKGROUNDS

The Project

The Regional BioTrade Project in South East Asia is a four-year project funded by the Swiss Secretariat for Economic Affairs (SECO). The project operates country components in Vietnam, Laos and Myanmar with a central Project Management Unit supporting the three countries from Hanoi.

The Regional BioTrade Project focuses on developing exports, primarily to developed countries markets where companies and consumers are willing to pay premium prices for ethically and sustainably sourced products. The project builds on lessons from the 2012-2015 first phase BioTrade Project in Vietnam, extending the BioTrade concept to neighbouring countries and building a dynamic and internationally recognized BioTrade sector in the region.

The project targets *conservation of biodiversity through sustainable trade in natural ingredients in a manner that increases the competitiveness of local exporters/ producers and the livelihood benefits (income and jobs) of the rural population by taking into account ethical BioTrade principles and criteria*. To achieve this impact, the project works on four outcomes:

- **Outcome 1:** Competitive natural ingredient companies are exporting to regional and international markets in accordance with ethical BioTrade principles and criteria
- **Outcome 2:** Value chains operating along ethical BioTrade principles value exporting companies with products in demand in international markets
- **Outcome 3:** Governments have taken steps to create a supportive environment for ethical BioTrade, in dialogue with relevant stakeholders
- **Outcome 4:** An effective and efficient knowledge management and program communication facilitates the sharing of national and international expertise and experience, supports effective communication, contributing to learning and applying lessons learned among the three countries and, finally, to achieve high program performance

The assignment

In order to achieve the Outcome 1, the project is working with 7-8 companies in Vietnam of varied levels of capacity and resources in supporting them with various export promotion activities. In that respect, one of the companies is developing a branding strategy for organic tea products to enter high-end

markets such as France, Germany and the US. Considering the fact that Vietnamese tea has minimal to no standing on international tea market, the story for Vietnamese organic tea should be made special and unique to be competitive versus Chinese, Japanese, India or any other Asian tea.

OBJECTIVES

The following objectives are set for the assignment:

- Restructure the product portfolio;
- Obtain insights into the export market for tea products to determine a positioning for the products;
- Given the target groups for high-end export market of tea products, formulate stories/messages that will be appealing to the target groups;
- Develop a brand package (brand identity, packaging, promotion materials, etc.);
- Recommend on communication channels;
- Suggest timeline and budget for the assignment.

SCOPE OF WORK

Key activities:

- Discussions with project team and the Company to obtain a big picture about tea industry in general and the Company's products in particular;
- Participating in field trips to the tea sourcing areas in mountainous areas in Northern Vietnam;
- Analyzing findings and sharing with the project team;
- Coming up with a branding strategy together with a short-term (2018-2019) dissemination plan;
- Working and coordinating with a third-party when necessary;
- Working and coordinating with the project's staff throughout the process to ensure the activities are in line with the project's objectives.

DELIVERABLES

A report (in English or Vietnamese) is expected as deliverable of this activity, structured as follow:

1. Structure for all of Company's products
2. Positioning to help the company differentiate itself
3. Stories/Messages for key products
4. Brand identity package for key products
5. Short-term dissemination plan
6. Timeline and budget

IMPLEMENTATION AND COORDINATION

The assignment will be carried out in Hanoi with multiple travels to sourcing areas for collection of information and data.

Activities	Consultant	Project team
General briefing	Prepare questions for briefing and fully participate	Guide the consultant based on the project's knowledge
Collection of data and information	Ensure all data available are acquired/retrieved	Prepare all available information
Interview with key stakeholders	Propose list of interviewees Undertake interviews	Approve list of interviewees Participate in interviews when deemed appropriate
Analysis of data and information	Fully responsible for the analysis	Team up with the consultant in analyzing of data
Constructing of strategy and planning	Fully responsible	Assist when needed
Coordination of brand package production	Select qualified service provider Brief ideas to production team(s) Coordinate and give instructions in the process Recommend to help the company make decision	Provide inputs and feedback to production team(s) Comment to help the company make decision
Presentation and report	Prepare a draft and a final version of the consultancy report, accommodating feedbacks from the project	Provide feedback for the draft of the report Approve the final version of the consultancy report

REMUNERATION

Remuneration will be subject to the qualification of the consultant and to agreement on services provided by the consultant in relations to HELVETAS's financial regulations.

SUGGESTED TIMELINE

- Negotiation and signing of contract: by October 8, 2018
- Data collection: by October 27, 2018
- Data processing: by November 2, 2018
- Brand package producing: by November 30, 2018
- Report drafting: by December 3, 2018
- Final report submission: by December 10, 2018
- Liquidation of contract: one week after the final report is approved.

QUALIFICATIONS REQUIRED

The consultant should meet the following requirements:

- Bachelor Degree either in Communications or Marketing or other relevant majors;
- Solid understanding and experience with brand development;
- Being able to deliver the committed outputs on time;
- Proven analytical skills and report writing skill;
- Excellent command of English;

- Experience or exposure with tea industry will secure interest;

Interested candidates should send an updated CVs and proposal to info@biotrade.com.vn by October 5, 2018.

Please be kindly noted that only short-listed candidates will be contacted.