

## SCALING UP OF ETHICAL BIOTRADE INITIATIVES WITHIN PHYTO-PHARMACEUTICAL SECTOR IN VIETNAM

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### BACKGROUNDS

#### The context

HELVETAS is an international NGO with focus on agriculture, rural development, value chains development, and sustainability. For more than 20 years, it has been dedicated to improving livelihoods of people from remote areas and promoting development with respects to environment and local societies.

Since 2013 to 2015, HELVETAS Vietnam had been running a Swiss-funded project to promote BioTrade initiatives in Vietnam's phyto-pharmaceutical sector. BioTrade is a concept of ethical and sustainable production practice, in which four core values are embrace: conservation of natural resources, sustainable business model, fairness for all players, and transparency in the process.

Phyto-pharmaceutical is an emerging sector in Vietnam due to the increasing demand, appealing to enterprises of all sizes. However, certain linkages in the sector are sometimes missing, namely between farmers and manufacturers, between manufacturers and market, and between the sector and policy makers. As a consequence, enterprises with long-term vision, abundant resources, and clear strategy are making good profits while others are struggling with blindly made decisions and unmanaged risks.

#### The Project

Project 'Scaling up of ethical Biotrade initiatives within phyto-pharmaceutical sector in Vietnam' is the upscale phase of the 2013-2015 project, and has been launched since April 2016. The project is funded by the European Union, implemented by HELVETAS Vietnam, and will take place from 2016 to 2020. The project is composed of four components:

- Component 1: Promote the application of production practices that comply with ethical BioTrade standards. These standards are seen as a fundamental ground for sustainable production and exploitation of materials from natural resources;
- Component 2: Increase consumers' awareness as to the need for, and the value of, products that have been made as per ethical BioTrade standards;
- Component 3: Support for performance improvement of value chains that uses natural ingredients as raw materials
- Component 4: Facilitate for improvement of enabling policy environment.

At the moment, the project is working with 15 – 20 companies of varied levels of capacity and resources.

## **The assignment**

In order to implement component 3, a trade marketing training is needed for BioTrade products, which some already had established working distribution channels, some still struggle to find a suitable distribution system. Such training is expected to help the above-average priced BioTrade products perform better, sell in larger numbers, and encourage other companies to take up the concept.

## **OBJECTIVES**

The following objectives are set for the assignment:

- For larger companies with established working distribution channels: weak points in their distributions channels are identified, investigated, and improved, help them optimize their channels to accommodate BioTrade products with added values.
- Smaller companies should be able to quickly envision how they can sell their products with different means.
- Provide recommendations, when relevant, that may help in value creation, especially with costs reduction, resource mobilization, and risk management;
- Companies are motivated to expand the number of BioTrade products.

## **SCOPE OF WORK**

Key activities:

- Discussions with companies and relevant stakeholders to obtain a big picture about the sector and their business operations. Need assessment if needed;
- Validating and updating information when necessary;
- Analyzing findings and sharing with companies' management;
- Providing recommendations to the companies;
- Working and coordinating with the project's staff throughout the consultancy to ensure the activities are in line with the project's objectives.

## **DELIVERABLES**

A report is expected as a deliverable of this consultancy with a brief analysis of each company (max 1 page each).

## **IMPLEMENTATION AND COORDINATION**

The assignment will be carried out in Hanoi with possible travels for field observation.

<b>Activities</b>	<b>Consultant</b>	<b>Project team</b>
General orientation	Design orientation activities and fully participate	Guide the consultant based on the project's knowledge
Collection of data and	Ensure all data available are	Prepare all available information

information	acquired/retrieved	
Need assessment	Propose list of questions Analyze results	Approved list of questions Helps circulate questions to companies
Analysis of data and information	Fully responsible for the analysis	Team up with the consultant in analyzing of data
Train the companies on how to make use of the strategy	Present findings for the companies and coach their sales/marketing teams	Follow up the training and how companies integrate the consultant's recommendations
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.

The contract will be in form of lump-sum with the proposed total budget covering consultancy fee, VAT/PIT, travelling costs, and data collection fee.

## SUGGESTED TIMELINE

- Negotiation and signing of contract: by Jan 5, 2019
- Data collection: Jan 9, 2019
- Data processing: by Jan 12, 2019
- Training to companies: by Jan 18, 2019
- Report drafting: by Jan 25, 2019
- Final report submission: by Jan 31, 2019
- Liquidation of contract: one week after the final report is approved

## QUALIFICATIONS REQUIRED

The consultant should meet the following requirements:

- Master Degree either in Economics or Marketing or Business Administration;
- Solid and proven understanding of trade marketing and its practices;
- Significant experience as a consultant in business, management, and marketing;
- Being able to deliver the committed outputs on time;
- Excellent analytical skills and report writing skill in English;
- Training and presentation skills will secure interest;
- Particular exposure to (phyto)pharmaceutical sector development is an advantage;

Interested candidates should send an updated CVs and Expression of Interest letter showing their expected consultancy rates and explaining why they fit with the above consultancy to Ms. Nguyen Hoai Linh at [linh.nguyen@helvetas.org](mailto:linh.nguyen@helvetas.org) by Dec 31, 2018.

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