

TERMS OF REFERENCE

Contract-no: 0.../2019
Project/mandate no: 1242.16.1.0 SIPP
Project/mandate name/country: 1242.16.1.0

Employer: **HELVETAS Swiss Intercooperation**
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Contract duration From: 1 Nov 2019 To: 10 Dec 2019

1. Background

HELVETAS is a co-implementing partner with SwissContact to implement the Swiss Import and Export Program (SIPPO). Out of the 11 countries globally, the component in Vietnam will enhance the performance of selected BSOs in Vietnam in order to enable them to provide export promotion services in two main sectors of Technical Wood (TW) and Outdoor Furniture and Value Added Textiles (VAT) in an effective, efficient and sustainable way.

SIPPO facilitates capacity building for the BSO staff regarding export promotion services, facilitates the development of new export promotion services or improved services delivery and the organizational performance of the BSO regarding export promotion activities (e.g. by using a customer relationship management system). For the transfer of the relevant knowledge for improved export promotion services, SIPPO closely collaborates with organizational development (OD) consultants and sector experts.

In Viet Nam, due to a still quite fragmented settings and low starting points of BSOs, for the VAT pilot project, SECO approved for Viet Nam a customized SIPPO approach. It will support export oriented companies to achieve a required level of export readiness which enables them to cope within the highly competitive textile sector worldwide. At the same time, the pilot project envisages to support sector relevant BSOs (VCCI-HCM, Vitas, Agtek, Vietnam Industrial Agency VIA) in formalizing and improving their services to VAT sector.

From July 2019, VIA has started their draft of the Strategy for the development of Garment sector. Due to the prevailing of knowledge on technology and production over market intelligence to ensure the best connection of Vietnam VAT value chain to the world market, there is the need to assist VIA in the drafting and consultation process using market-driven knowledge. Base on the strategy, further elaboration of export strategy and action plan with resource allocation for last-mile activities can be developed in 2020 and beyond. This TOR sets the ground and outline the key tasks to provide such service.

2. Objective(s) of consultancy

- The revised draft strategy for Garment and Textile sector is with more market-driven reflection;
- Management and staff of VIA got involved and capacity built

3. Main Tasks and Activities of the Consultant

The consultant(s) is expected to propose methodology, tools, process and work plan for the support to VIA by consulting closely with the team in charge.

The key suggested, but not limit to, activities are:

- i) To closely consult with VIA on the key timelines for deliverables of inputs and revised version;
- ii) To provide market trend and new developments, which will affect the development of Garment and Textile sector.
- iii) To collect and make brief analysis of strategies of selected countries as strong exporters/competitors to Vietnam in the sector;
- iv) Etc.

4. Expected deliverables

- i) Presence at required meetings for consultation;
- ii) Analysis, as suggested above and any other analysis proposed by the methodology and by VIA during the course of support;
- iii) Market-related comments on the strategies during consultation workshops organised by VIA.
- iv) Summary of work done upon completion of the assignment for liquidation of the contract.

5. Working methodology & Budget

The consultant will carry out the activities in autonomy and in close cooperation with SIPPO Country Representative, HELVETAS Country director and admin team as required.

The consultant(s) is expected to propose methodology, tools, process and work plan for the development of the strategy as part of the technical application. However, the proposed methodology, tools and process should reflect the ToR and the recommendations of the Strategy Review Report.

The Consultant(s) is expected to propose a budget for the assignment. SIPPO will review all Expressions of Interest based on the following:

- a) Technical experience to deliver
- b) Timeframe and Methodology
- c) Financial proposal

The time frame for the assignment from 1st November 2019 to 10th December 2019.

6. Logistics

By the project including air ticket, car transfer, hotel and meals if meetings taking place outside Ha Noi.

7. Reporting / Debriefing

With deadline of submission deliverables/documents electronically

8. Qualifications

- Proven experience and track record of strategy development
- Excellent and proven analytical skills
- Deep understanding and knowledge of garment and textile sectors in developing countries especially Viet Nam;
- Experience in market development for Garment and Textile products

9. Documents

List of project documents the consultant needs for the consultancy/mission:

- SIPPO mandate description

Interested candidates (institution or individual) should send their expression of interests to Do Phuong Linh, Project Coordinator and email: info@sippo.vn by 30 Oct 2019.

Ha Noi, 18 Oct 2019