
TERMS OF REFERENCE

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

Employer: **HELVETAS Swiss Intercooperation**
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Contract duration From: 01 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 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 organisational 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 organisational development (OD) consultants and sector experts.

In 2018 and 2019, SIPPO has started building capacity for BSOs staff in searching and collecting market information and market intelligence in selected markets and for selected products. The information has been mostly used for their members in preparation for their trade fair participation

Specifically,

- In 2018, information was collected for Korean market and EU markets in general, German market in particular for furniture products to prepare Hava members for the VIFA fair (in Viet Nam) and Kofurn fair (Korea);
- In 2019,
 - o *Still for furniture sector*, the information of Korean market was updated for the delegation to Kofurn, EU markets for VIFA again and for members of FPA travelled to Spoga fair (Germany).
 - o Besides, SIPPO also assisted the collection of information on US market to prepare furniture companies of Hava for the show in Las Vegas fair (July

2019) and of FPA travelling to High Point fair (Oct 2019). A quick scanning of UK furniture market was also prepared for Minh Duong company, member of Hawa and BIFA, who travelled both to UK and then US.

- *For Value-Added-Textile sector*, two market scannings were completed. One for EU markets as a whole (in Apr 2019, to prepare Vitas for the Premier Vision fair in France in Sep 2019) and the other, by a junior survey team in Germany for German market (to prepare VIA for Munich Apparel Source fair, Germany, also in Sep 2019). It is expected one preliminary scanning should be prepared for UK market to prepare all BSOs and Viet Nam in the context of Brexit.

This TOR sets the ground and call for proposed ideas to recollect all the documents and information obtained by SIPPO team and BSOs together with their companies through preparation and participation in the fair. Lessons learnt and recommendation for SIPPO further support in 2020 and beyond are also expected.

2. Objective(s) of consultancy

- Information are cleaned, sorted and updated for each market for SIPPO Viet Nam;
- Capacity of BSOs' staff reinforced in market intelligence collection and update;
- Lesson learnt and experience documented for SIPPO's further implementation in market intelligence.

3. Main Tasks and Activities of the Consultant

The consultant(s) is expected to propose methodology, tools, team composition, process and work plan for the support to SIPPO and related BSOs. The principle for SIPPO is the changing from service provider to capacity building through facilitation.

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

- i) To closely work with SIPPO and expert(s) who have been working with SIPPO to obtain details regarding work done;
- ii) To exchange and facilitate BSOs' staff update of information obtained from the fairs they participated, for lessons/experience gained and recommendations for the future;
- iii) To suggest and prepare best forms for outputs and deliverables which can be continue for use in the future;
- iv) Etc.

4. Expected deliverables

- i) Update market information for 5-7 markets for both Furniture and Value-Added-Textiles in user-friendly templates;
- ii) Clean folders and files with information and recommended good sources for future updates;
- iii) Lessons learnt and recommendations for further SIPPO's support to BSOs in the areas of market intelligence;
- iv) Summary of work done (particularly facilitation session with BSOs staff) upon completion of the assignment for liquidation of the contract.

5. Working methodology & Budget

The consultant(s) 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.

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 to 1st December 2019 for SIPPO Vietnam sharing on Community of Practice (COP) scheduled on 5th 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 market research, particularly export market data
- Excellent and proven analytical skills, facilitation skills.
- Experience in report writing.

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, 22 Oct 2019