

COMMON MARKET FOR EASTERN AND SOUTHERN AFRICA



EXPRESSION OF INTEREST

CONSULTANCY FIRMS

CONSULTANCY TO CONDUCT ASSESSMENT OF TARGETED VALUE CHAINS FOR THE “REGIONAL ENTERPRISE COMPETITIVENESS AND ACCESS TO MARKETS PROGRAMME (RECAMP)”

1. BACKGROUND

1.1. Introduction

The COMESA has received funding from the 11th European Union (EU) Fund (EDF) to assist in implementing the Regional Enterprise Competitiveness and Access to Markets Programme (RECAMP) which aimed at the development of the private sectors through enhancing private sector competitiveness in the COMESA region. This programme is in line with the EU Strategy Documents¹ and Action Plans and COMESA industrialisation strategy.

The RECAMP will focus on challenges that affect value chain actors, both small and large enterprises, and that are relevant to regional economic integration and to the efforts to increase intra-regional and international trade of value added and manufactured products.

The programme will support the following three value chains that were selected as having high potential to contribute to the region’s industrialisation drive as espoused in the COMESA Industrialisation Strategy:

- (i) horticulture; (ii) leather and leather products; and (iii) agro-processing with focus on maize, livestock (fish, dairy, poultry, meat and related products) and agro-inputs particularly quality seeds.

The three value chains were selected based on the following specific criteria:

- (i) the VC potential to generate value addition, (ii) potential to create jobs, (iii) contribution to increase trade, (iv) likeliness to generate regional value chains, (v) participation in global value chains, (vi) potential to attract investment, and (vii) facilitation of scale up and upgrading of operations.

1.2. The Objectives and Expected Results of RECAMP

¹ These include the Agenda for Change (2011), the EU Aid for Trade Strategy (2007), the Joint Africa-EU Strategy (2007) and European Consensus on Development (2005).

The overall objective of the COMESA RECAMP is: *"To contribute to the deepening of regional economic integration in the COMESA region".*

The specific objective is: *"To increase private sector participation in sustainable regional and global value chains".*

Expected Results

Two key results, each with sub-results, are expected to be achieved:

Result 1: The competitiveness and market access of SMEs and other firms in the targeted value chains/sectors are sustainably enhanced.

Sub-result 1.1: *Market access and business linkages in the targeted sectors are enhanced.*

Sub-result 1.2: *Capacities of beneficiary firms related to SPS and regional standards and quality management are improved, including social and environment standards required under the WTO and/or EU market.*

Sub-result 1.3: *Technical Assistance Facility (TAF) to support Member States in the implementation of the above-mentioned sub-results through a technical assistance scheme managed by COMESA.*

Result 2: The business environment for SMEs and other firms in the selected value chains is improved.

Sub-result 2.1: *Regional public- private dialogue platforms are supported and enhanced aimed at promoting business opportunities.*

Sub-result 2.2: *Regional policies in favour of value chains development are further developed and mainstreamed in national policies.*

The beneficiaries of this programme include respective business communities in Member States, particularly SMEs, youth and women entrepreneurs.

2. OBJECTIVES OF CONSULTANCY

The overall objective of the consultancy is to carry out assessment to generate and analyze baseline data on the current production, markets access and trade, key actors and business environment for the three targeted value chains (Horticulture, Agro-processing (maize, livestock (fish, dairy, poultry, meat) and Leather and Leather products) in the COMESA region.

The specific objectives of the assessment include:

- (a) To determine the level of production for targeted three value chains, key commodities/products, and sources of inputs, and assess the potential comparative advantages the different COMESA Member States have in terms of export readiness, diversification and the actual market access for the three value chains.
- (b) To determine the volumes of cross-border trade, exports by SMEs (disaggregated by gender), lead firms and analyze the trade and market trends including obstacles, challenges and opportunities for enhancing SMEs (with focus on youth- and women-owned MSMEs) competitiveness in the three value chains;

- (c) To identify and profile/map other value chains actors, including agro-processors, development partners, CSO's, public agencies, and business service providers including their role, capacity, and power;
- (d) To identify the good practices being employed in the Member States to enhance competitiveness of SMEs and other value chain actors.
- (e) To identify and assess the existing policies and regulations related to production, market access and trade in the three value chains, and the value chain governance and analyze the extent to which they promote inclusive economic engagement of the actors in the value chains;
- (f) To develop a database for key SMEs and business service providers supporting targeted value chain commodity and product development with focus on women and youth; and
- (g) To make actionable recommendations including policy responses based on the assessment findings to improve the business performance (markets access and competitiveness) of SMEs (with focus on youth- and women owned MSMEs) and other key actors in the three value chains.

3. SCOPE OF WORKS

The consultant (s) will report to COMESA RECAMP Team Leader and work closely with the RECAMP Value Chain Expert.

The consultant(s) is expected to carry out the following work:

- (a) Desk review: Analysis/review of existing and relevant documents related to the assignment;
- (b) Design the assessment protocol including: the assessment methodology, data collection tools, detailed fieldwork plan, analysis plan, and quality control plan;
- (c) Conduct the assessment including where necessary, primary data collection in the fields with support from RECAMP Team Leader;
- (d) Collaborate with COMESA RECAMP Team Leader and the RECAMP Value Chain Expert to share, update and get comments for preparation of the final version of assessment report.

4. DELIVERABLES

The following are the expected deliverables:

- a) The Inception Report;
- b) Assessment Protocol including, the study methodology, data collection tools, detailed fieldwork plan, analysis plan, and quality control plan;
- c) A baseline survey report in English, including annexes following the agreed outline which may include: i) An executive summary; ii) Introduction and background; iii) Objective, scope and methodology; iv) Situation analysis and Key findings; v) Conclusion and recommendations;
- d) Final Assessment Report will be submitted to the COMESA RECAMP Team Leader English language in hard copies and in electronic format, with all figures, tables and maps included within the text.

5. Criteria for Evaluation of Consultants

Bidders must provide Technical proposals. The evaluation shall be based on the following attributes:

- (i) The overall responsiveness and quality of the proposal in clearly stating an understanding of the work to be performed;
- (ii) Technical ability of the proposer to perform the required services;
- (iii) The experience and reputation of the consultant as represented in the response and the quality of the references;
- (iv) Technical proposal detailing understanding of the task, proposed approach, the individual consultant's profile (including CVs, links/documents to attest to AT LEAST three similar assignments previously undertaken);
- (v) The consultant must also indicate his/her monthly retainer rate in case COMESA decides to retain his or her services beyond this assignment.

	Evaluation attribute	Percentage Points
1	Consultant's Understanding of Client's requirements	20
2	Approach and methodology	15
3	Specific Experience of the consultant in carrying out similar assignments. Evidence in form of reference letters, offer letters, orders or copies of contracts should be presented	40
4	Qualifications and Experience of the firm's consultant(s)	25
	Total	100

Please note only candidates with a pass score of seventy per cent (70%) and above shall be considered for this assignment, and the award shall be based on the highest score attained.

6. TIMEFRAME

Timeframe for the assessment study will be expected within 60 days from the date of signing the consultancy contract.

The consultants will be expected to provide a detail study schedule against the following time spots:

- a) Inception report within 10 days from the date of signing the contract;
- b) Assessment desk reviews and field work expected to be completed within 20 working days;
- c) Draft assessment reports expected within 15 days after completion of the desk reviews and field works;
- d) Final assessment report to be submitted within 15 days after the draft reports, to the COMESA RECAMP Team Leader.

7. REQUIREMENTS FOR CONSULTANTS

The consultants should have the following requirements:

- a) A firm or company that has multi-disciplinary team with at least Master's degree in Agriculture, Livestock and Fisheries, Agricultural Economics, Business, Economics, Marketing, and related fields;
- b) At least 5 year demonstrated experience in analysis and development of regional agricultural value chains as well as in conducting baseline survey/ assessments including quantitative and qualitative analysis methods;
- c) Demonstrated experience in the design of interventions for enhancing MSMEs market access and competitiveness and for integrating youth- and women-owned MSMEs into market access and market development across agricultural value chains;
- d) Good knowledge and understanding of the dynamics and requirements of the regional and international markets for agricultural commodities and products;
- e) Excellent English and French speaking and writing skills.

8. PROPOSAL SUBMISSION

The proposal for the consultancy should including the following:

- a) Introduction of the Consultants' profile and related experience;
- b) Technical proposal for achieving all expected objectives within mentioned timeframe
- c) Financial proposal that specifies number of working days required and consultancy rate;

Sample of a similar assessment baseline survey report for development projects

COMESA Secretariat now invites interested consultants to submit their Expressions of Interest including a detailed updated Curriculum Vitae with certified copies of academic and professional certificates and a motivation letter of not more than two pages explaining the Consultant's understanding of the various responsibilities required for this position on or before **Monday 5th October 2020** at 15:00 hours Zambian time.

The Expression of Interest must submit by courier or electronically clearly labelled; **EOP- CS/PRO/CS/SC/01** "Consultancy for Value Chains Assessment for the COMESA RECAMP"

The Chairman – Procurement Committee

COMESA Secretariat.

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Att: Procurement Unit

Email: Procurement@comesa.int