



CALL FOR APPLICATIONS: REGIONAL ENTERPRISE COMPETITIVENESS AND ACCESS TO MARKETS PROGRAMME (RECAMP)- INDIVIDUAL CONSULTANT – SMEs BUSINESS ADVISORY SERVICES

The Common Market for Eastern and Southern Africa (COMESA) Secretariat is implementing the Regional Enterprise Competitiveness and Access to Markets Programme (RECAMP), funded under the 11 European Development Fund (EDF). The RECAMP aims at contributing to increased private sector participation in regional and global value chains. The Programme Overall objective is to contribute to the deepening of regional economic integration in the COMESA region through enhancing the competitiveness of the private sector with the Specific objective to increase private sector participation in sustainable regional and global value chains by increasing access to markets and improving business and investment climate.

The program will contribute to the attainment of the COMESA treaty provisions on private sector development. COMESA treaty recognises the importance of women as a vital economic link within the chain of agriculture, industry and trade. The Member States have agreed to increase the awareness of Women in Business issues at the policy level as well as promoting the effective participation of women in the Common Market trade and developmental activities.

One of the result areas for the program is Competitiveness and market access of MSMEs and other firms in the targeted value chains/sectors are sustainably enhanced. In this regard, the project will be providing technical assistance and advisory services for SMEs with the aim of improving business management performance and coordination among SMEs and other value chain players. Specifically, the focus of the advisory services will be to overcome preidentified barriers to internationalization and value-addition in the targeted value chains.

Targeted business assistance will ensure that entrepreneurs are better prepared to turn business ideas into successful new ventures that have a greater-than-average chance of success. FEMCOM, working in collaboration with the COMESA division of Gender and Social Affairs is promoting women businesses in all sectors through the 50MAWSP platform which complements and synergies the efforts under RECAMP.

FEMCOM/ COMFWIB is hiring **11 national consultants** each based in **DR Congo, Tunisia, Sudan, Rwanda, Malawi, Eritrea, Madagascar, Zimbabwe, Eswatini, Ethiopia and Comoros** to support provision of business advisory services to women entrepreneurs on optimizing sourcing, lean supply chain, production, logistics, packaging, export management, marketing and branding, e-commerce, support on product packaging, labelling and branding in Agri-business (Cassava, horticulture foods, honey, dairy, legumes, olive oil and many more), Textiles, ICT, Handicrafts and Technology (ICT and value addition equipment).

The Specific objectives of the consultancy are to:

- a. Lead participants to brainstorm innovative business ideas within the new normal
- b. Facilitate a training session on Financial literacy and access to finance
- c. Undertake a training session on marketing and branding of goods and services
- d. Conduct a training session on e-commerce and utilization of the women owned firms, linked to the 50 Million African Women Speak digital platform for women for enhanced business information and networking services and opportunities for targeted value chain
- e. Present women entrepreneurs' ways to use computers to expand and manage their businesses formally, for business promotions, upscaling, linkages and mentoring services
- f. Training on regional and international market standards, testing and certification requirements
- g. Build capacity of women to enhance their connectivity to regional, continental and global production networks and cross border trades
- h. Upskill women entrepreneurs to produce quality products; i.e. standards, packaging and ready for exports and trade
- i. Advise women to improve their businesses for better profits and upscaling of products

The candidate should

- a. Have minimum of (5) years of consultancy Experience in market access, business coaching, market research, innovative products
- b. Be able to inspire and conduct capacity building of women entrepreneurs for market resiliency
- c. Be able to create and deliver training manuals (general and specific sector) for any entrepreneurs
- d. Have a background working with African Women and youth Entrepreneurs at the grassroots level and at professional business setting

The Common Market for Eastern and Southern Africa (COMESA) and FEMCOM now invites eligible Individual consultants to indicate their interest in providing these services for a duration of three (3) months. Interested consultants must provide information through their Curriculum Vitae indicating that they are qualified to perform the services i.e. description of similar assignments, experience in similar conditions, etc.

Interested consultants may obtain further information at the address below during office hours from Monday to Friday, 08:00 hours to 17:30 hours. Expressions of interest must be delivered to the address below by 5th of October 2020 at 17:30 hours Lilongwe Time (C.A.T) and mention "Expression of Interest for Consultancy Services on "SME Business Advisory Services Consultancy."

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