

TFO CANADA – REQUEST FOR PROPOSAL

Canadian Market Access and Capacity Building Services

Consultant(s) for Technical Assistance for SMEs Specialty apparel/textile, Home décor and Fashion accessories

TFO Canada (Trade Facilitation Office Canada), a non-government non-profit organization, funded by Global Affairs Canada seeks proposals from firm/individual(s) to work closely with implementing partners in Canada to:

1. Provide Exhibition show preparedness support to 30 SME exporters of specialty apparel, textile, home décor and fashion accessories from 08 Least Developed Countries (LDCs)-Lesotho, Uganda, Madagascar, Ethiopia, Haiti, Bangladesh, Cambodia and Nepal. For more information of the SMEs and their products please see <http://www.artisanhub.ca/>
2. Provide support for the above SMEs from LDCs by promoting their products to Canadian buyers/importers and arranging B2B meetings during the tradeshow in Toronto

A detailed Terms of Reference for this role as well as background on this project and its objectives is provided in the annex.

Proposals should be submitted no later than **17.00 hours (EDT) on April 10th, 2017**, should be in English and should include the following elements:

1. A presentation of the firm/individual making the proposal highlighting their relevant experience and current activities which demonstrate their capacity to fulfill the responsibilities of this position. The presentation should include a current C.V. of the individual making the proposal; if the proposal is made by a firm, the CV of the proposed consultant(s)/resource person(s) must be provided.
2. A brief description of three (03) recent projects that the proponent has worked on that are similar in nature.
3. A workplan in line with the Terms of Reference (ToR) and timeline presented below. Please highlight any suggested and/or required changes to the ToR.
4. Consultancy costs (in terms of person-days). TFO Canada estimates that it will require a total of up to 51 days to complete this assignment.

Selection Criteria

In the assessment of submissions, consideration will be given to technical competence, qualifications and experience, including:

- Master's degree in Business Administration, International Marketing or a related field
- Sound understanding of specialty apparel, textile, home décor and fashion accessories market in Canada and in developing countries (preferably least developed countries)
- At least ten years of relevant experience and track record of providing business development support/consulting services in the specialty apparel, textile, home décor and fashion accessories sectors in developing countries, including but not limited to, product development, trade promotion and technical assistance (one-on-one consultations, B2B matchmaking etc.) for trade missions to Canada/USA for SME producers/exporters
- Excellent oral and written communication skills in English and in French.

Selection Method

Following the assessment of submissions, the most technically capable and appropriately experienced applicant will be invited to provide the consultancy services. TFO Canada reserves the right to accept or reject late applications or to cancel the present invitation partially or in its entirety. It will not be bound to assign any reason for not engaging the services of any applicant and will not defray any costs incurred by any applicant in the preparation and submission of proposals.

Proposals should be submitted to Amandine Gakima, Project Manager- Africa and Caribbean (amandine.gakima@tfoCanada.ca) with the subject line "Proposal: Artisan Hub" no later than **17:00 hours on April 10, 2017**. Any questions/clarifications required in order to complete a proposal can be sent via e-mail or by phone (613-233-3925 Ext. 22) between 09:00 and 17:00 hours Monday to Friday.

Many thanks for your interest in this assignment and for your time and effort in preparing your proposal

TERMS OF REFERENCE

Canadian Market Access and Capacity Building Services

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BACKGROUND

Trade Facilitation Office Canada (TFO Canada), a notforprofit organization founded in 1980, confronts the challenge of global poverty by promoting sustainable economic development through export information, advice and contact. TFO Canada facilitates access to the Canadian marketplace and shares Canadian trade expertise for the benefit of smaller exporters in developing countries.

DESCRIPTION

In 2016, TFO Canada launched the Artisan Hub project, an innovative initiative to promote small and medium enterprises (SMEs) in the specialty textile and garment sectors. With financial support from Global Affairs Canada, and in collaboration with the International Development Research Centre (IDRC), the program focused on eight least developed countries (LDCs): Madagascar, Uganda, Lesotho, Ethiopia, Haiti, Bangladesh, Cambodia and Nepal. Recognizing their unique culture, traditions and know-how, TFO Canada strived to promote their work, some of which are recognized as world heritage by UNESCO., i.e. the Jamdani from Bangladesh and the Bark Cloth making from Uganda. Other textiles included in the Artisan Hub are silk in Cambodia, raffia in Madagascar, cotton in Ethiopia, Mohair in Lesotho, hand-painted textiles in Haiti and Pashmina in Nepal.

On the ground assessment of the companies, their products and their production capacity led to the identification of 60 companies, whose product samples were evaluated by Canadian buyers, importers and designers during roadshows organised in Montreal, Toronto and Vancouver.

Based on the feedback provided by Canadian buyers and designers during the roadshows, 30 most promising companies were selected to participate in a trade show in Canada in August 2017 to exhibit their products and establish sustainable relationships on the Canadian marketplace.

The objectives of this assignment are to:

1. Provide Exhibition show preparedness support to 30 SME exporters of specialty apparel, textile, home décor and fashion accessories from 08 Least Developed

Countries (LDCs)-Lesotho, Uganda, Madagascar, Ethiopia, Haiti, Bangladesh, Cambodia and Nepal. For more information of the SMEs and their products please see <http://www.artisanhub.ca/>

2. Provide support for the above SMEs from LDCs by promoting their products to Canadian buyers/importers and arranging B2B meetings during the tradeshow in Toronto

ACTIVITIES

- 1) Provide Exhibition show preparedness
(Timeline: May – August 2017; Duration: up to 30 days)

Consultant(s) provide Exhibition show preparedness of 30 SME exporters of specialty apparel, textile, home décor and fashion accessories from 08 Least Developed Countries (LDCs)-Lesotho, Uganda, Madagascar, Ethiopia, Haiti, Bangladesh, Cambodia and Nepal (please see <http://www.artisanhub.ca/>) and based on the assessment provide individual technical assistance on product development, which will include but will not be limited to:

- Support in the selection of product lines/collections (range, types etc.)
- Recommendations on competitive Pricing strategy for the Canadian market
- Guidance on Product packaging, packing and shipping
- Support the design of trade show supporting/marketing documents: Business cards, order books, catalogs, price list
- Guidance on negotiating with Canadian buyers

Based on the above the consultant(s) will:

- 1.1 Provide a Comprehensive exhibition show prep manual for all 30 SMEs
- 1.2 Provide Canadian buyer engagement plan that will provide a list of potential Canadian buyers. The consultant(s) will use his/her own network as well as list of buyers provided by TFO Canada to communicate and engage with potential Canadian buyers.

- 2) Provide support for the above SMEs from LDCs by promoting their products to Canadian buyers/importers and arranging B2B meetings
(Timeline: May 2017 – August 2017; Duration: up to 21 days)

Based on Activity 1, the consultant will arrange, in co-ordination with TFO Canada, an exporter trade mission of thirty (30) SMEs to a relevant trade show in Toronto in August 2017.

This will include:

- Promotion of 30 LDC SME exporters and their products to Canadian buyers and arrangement of business matchmaking events and company visits (if relevant) for the SME exporters during their participation in the trade show in Toronto in August 2017
- Collection of feedback on products from Canadian buyers who meet the LDC SME exporters
- After the trade mission, prepare briefing reports for SMEs incorporating Canadian buyer feedback and market potential (including final recommendation on product improvement/development/design, competitive positioning, pricing and distribution)

METHODOLOGY

TFO Canada will provide all background material (IDRC market studies and other TFO Canada material), which will serve as a basis for the research. The consultants will find relevant additional secondary information through desk based review (internet and other available secondary sources).

TFO Canada will also arrange and pay for all trips and accompanying expenses (accommodation, meals, incidentals) within Canada in consultation with the Consultant as per TFO Canada travel policy.

PROPOSED SCHEDULE & DELIVERABLES:

1. Contract signed with the consultant(s) no later than May 1st, 2017
2. Consultant(s) designs and submits Canadian buyers/importers engagement plan for the 30 SMEs by June 1st, 2017
3. Consultant(s) engages with SMEs (by email/skype), prepares and submits in-depth Exhibition show preparedness report for each company by August 1st
4. Consultant(s) arranges business matchmaking (B2B meetings) for 30 SMES and support their participation in relevant trade show event in Canada during August 20-23rd, 2017.
5. Consultant(s) collects Canadian buyers' feedback during trade show and submits briefing reports, incorporating action items for exporters, buyer feedback and market potential by December 30th, 2017.