

TFO CANADA - REQUEST FOR PROPOSAL

CONSULTANT – PREPARATION OF A GUIDE ENTITLED ‘PREPARING LATIN AMERICAN WOMEN EXPORTERS FOR SUCCESS IN THE CANADIAN MARKET’

TFO Canada (Trade Facilitation Office Canada), a non-governmental non-profit organization, funded by Global Affairs Canada seeks a firm/individual to serve as a “consultant” to design a guide for women exporters in the Pacific Alliance countries (Chile, Colombia, Mexico and Peru) for success in the Canadian market.

A detailed Terms of Reference (TOR) for this role as well as background on this project and its objectives is in the enclosed Annex.

TFO Canada is inviting interested parties to submit a proposal to serve in this consultant role. Consultants may submit proposals for all or part of the assignment. Proposals should be submitted no later than June 22, 2018 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 requirements and responsibilities of the TOR. The presentation should include a current CV of the individual making the proposal; if the proposal is made by a firm, the CV of the principal advisor should be provided.
2. A 1-2-page outline of a preliminary strategy that the proponent would use to develop the guide including in which language the guide will be drafted.
3. A proposed table of contents in keeping with the ideas presented in the terms of reference.
4. A sample of a similar guide prepared previously by the proponent.
5. A compensation proposal which does not exceed, in total, the budgetary parameters provided in the terms of reference.
6. Any other information which the proponent feels relevant.

Proposals should be submitted by email to Marysabel Gonzalez, TFO Canada Project Manager Latin America and the Caribbean (marysabel.gonzalez@tfoCanada.ca) by June 22, 2018. Any questions/clarifications required in order to complete a proposal can be sent via e-mail or by phone (613-233-3925 Ext. 30).

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

ANNEX

TERMS OF REFERENCE – PREPARATION OF A GUIDE ENTITLED ‘PREPARING LATIN AMERICAN WOMEN EXPORTERS FOR SUCCESS IN THE CANADIAN MARKET’

This document describes the terms of reference for the Consultant to act on behalf of the Trade Facilitation Office Canada (TFO Canada) as Consultant, within the context of TFO Canada’s Trading Partner Responsive Facility – Pacific Alliance project as described below.

DESCRIPTION

TFO Canada is currently implementing the Trading Partners Responsive Facility (TPRF) with four country members of the Pacific Alliance (Chile, Colombia, Mexico and Peru). TPRF is a component of the Canadian Market Access and Capacity Building Services Project (CMA-CBS) funded by Global Affairs Canada and implemented by TFO Canada between 2014 and 2018. Projects approved within this component will assist developing countries, and in particular Small and Medium Enterprises (SMEs), to take advantage of new export opportunities created by free trade agreements with Canada.

The Facility is intended to respond to priorities identified by the countries themselves, through their exchanges with Canadian Government officials, particularly in the context of trade negotiations or subsequent trade agreement implementation activities. The Facility places a particular emphasis on initiatives that will help ensure that free trade access to Canada will ultimately contribute to job growth and poverty reduction in developing countries, and those which also address gender inequality or environmental concerns in doing so.

The TPRF-Pacific Alliance will directly contribute to stimulating sustainable economic growth by:

- Increasing the knowledge and capacity of Trade Support Institutions (TSIs) in Chile, Colombia, Mexico and Peru;
 - TSIs from four Pacific Alliance countries are trained to assist agribusiness SMEs to understand and use efficiently Free Trade Agreement tools;
 - TSIs support SMEs expanding their business in global markets and accessing the Canadian market.
- Promoting sustainable and fair economic growth with a focus on SMEs from disadvantaged regions within the 4 target countries.

Following the successful implementation of training for TSIs and a trade mission to Grocery Innovations Canada in Toronto for SME exporters, the project has been extended to include preparing of training guides and a buyer mission.

One activity of the TPRF-Pacific Alliance project is the development of a guide for Women Exporters to help them be successful in the Canadian market.

Purpose of the Guide

The purpose of the guide is to assist women exporters (mainly SMEs) from disadvantaged regions of Chile, Colombia, Mexico and Peru to understand the Canadian buyer business culture and expectations. The guide should provide relevant information, explanations, tools¹ and tips to help prepare women exporters to interact confidently and successfully with Canadian buyers in specific contexts such as: independent missions, trade shows, and hosting buyer missions. It should cover the complete cycle from making initial contact with buyers to closing deals and sustaining long-term trade relationships. The guide is aimed at women who have limited exporting experience in Canada or other international markets. The main sectors which are relevant to the women exporters are fresh fruits and vegetables, processed food and textiles/handicrafts. The guide should be approximately 30 pages in length. Translation and lay-out is not part of this assignment.

Potential Table of Contents

1. Understanding Business Culture and Expectations of the Canadian Importer
2. Finding and preparing for the right trade promotion activity: what to expect during
 - a) Independent Exporter Missions
 - b) Exporter missions to Trade Shows
 - c) Receiving Buyer Missions
3. Confident and Assertive Communication (in person, virtual, email, telephone, etc.): the “elevator pitch” or how to present yourself, your company, your product or service; business cards, websites and other marketing materials;
4. Effective Negotiations Skills Winning buyer interactions, strategic follow-up; what type of questions to expect from a buyer and how to answer them
5. Preparing Export Documentation: prices, incoterms, logistics
6. How Free Trade Agreements are relevant to you: Relevance of CSR and good environmental practices when doing business with Canadian buyers and understanding labour standards²
7. Resources: global/regional/Canadian resources for women exporters, i.e. TFO Canada website/other platforms, e.g. ITC, IADB, etc. particularly in Spanish

NB: TFO Canada will provide you with some resources for numbers 2 and 5

¹ Tools may include samples of self-introduction emails, thank you emails, elevator pitch, among others.

² TFO Canada already has material developed for this chapter

RESPONSIBILITIES OF THE CONSULTANT:

1. In collaboration with TFO Canada team, understand the target audience (women SME exporters from 4 Pacific Alliance countries) and identify key content for the guide drawing on existing TFO Canada resources such as training power points, guides, webinars, etc., resources from the 4 Pacific Alliance countries' Trade Support Institutions and other relevant resources
2. Propose the final table of contents
3. Conduct background research and write guide content
4. Ensure incorporation of links to audio visual materials and relevant existing resources
5. Coordinate with TFO Canada project manager in the preparation and delivery of the guide

SCHEDULE & DELIVERABLES:

1. Contract signed with Consultant no later than June 29th, 2018
2. Orientation to TFO Canada materials and introduction to Coordinators from each TSI in Chile, Colombia, Mexico and Peru no later than July 5, 2018
3. Table of contents submitted and approved July 10, 2018
4. Draft guide submitted for review by July 27, 2018
5. Revisions to guide completed by August 3, 2018

COMMUNICATION AND CO-ORDINATION

For all communications related to this assignment, the point of contact for TFO Canada will be Marysabel Gonzalez, Project Manager for Latin American and the Caribbean, at marysabel.gonzalez@tfoCanada.ca

CONSULTANT QUALIFICATIONS

1. Background in international trade; preferably experience conducting trade missions
2. Understanding of challenges faced by women in business
3. Experience preparing training guides or previous training experience
4. Good understanding of different cultures, especially Canadian business culture and Latin American culture
5. Bilingual (Spanish/English)

BUDGET COMPENSATION

TFO Canada's compensation for the Research Consultant will be CDN\$ 600 per day (7.5 hours) for a total assignment of 10 days. No travel is involved in this assignment.