



Experts in trade for developing countries
Experts en commerce au service des pays en développement
Expertos en comercio al servicio de los países en desarrollo

TFO Canada
130 rue Slater Street, Suite/Bureau 400
Ottawa, Ontario, CANADA K1P 6E2
Tel/Tél: 1.613.233.3925
Toll-Free/san frais: 1.800.267.9674
info@tfoCanada.ca
www.tfoCanada.ca

TFO CANADA – REQUEST FOR PROPOSAL

Canadian Market Access and Capacity Building Services

Consultant(s) for Market potential analysis for Senegalese products in Canada

TFO Canada (Trade Facilitation Office Canada), a non-governmental non-profit organization, is currently implementing the Canadian Market Access and Capacity Building Services program (CMAS) with funds provided by Global Affairs Canada .

Through one of its components, the Trading Partners Responsive Facility (TPRF), TFO Canada is executing the Export Launchpad Senegal project, a joint initiative with the International Islamic Trade Finance Corporation (ITFC), and in collaboration with the Senegalese Export Promotion Agency of Senegal (ASEPEX); and seeks proposals from firm/individual(s) to:

- Undertake analytical research and market overview of four pre-identified sectors
- Rank sectors based on export potential and suitability for the Canadian market
- Provide market entry recommendation for top sectors

A detailed Terms of Reference (ToR) 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 January 15th, 2018**, should be in English and should include the following elements (max 10 pages):

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 CV of the individual making the proposal; if the proposal is made by a firm, the CVs 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 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 24 days to complete this assignment.



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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 import markets in Canada and in developing countries, preferably Senegal
- Experience working with and understanding challenges faced by women exporters
- At least seven recent years of relevant experience and track record of conducting trade market research and writing about Canadian sectors
- Excellent written communication skills in English and a good communication skills 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: Market potential analysis for Senegalese products in Canada" no later than **17:00 hours on January 15th, 2018**. 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



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TERMS OF REFERENCE

Canadian Market Access and Capacity Building Services

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I. BACKGROUND

TFO Canada 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. Founded in 1980, TFO Canada is a non-governmental, non-profit organization.

II. DESCRIPTION

The Trading Partners Responsive Facility (TPRF) is a component of the Canadian Market Access and Capacity Building Services Project (CMA-CBS) funded by Global Affairs Canada (GAC) and implemented by TFO Canada between 2014 and 2018. This fund aims at assisting developing countries, and their SMEs, take advantage of new export opportunities created by free and preferential trade agreements with Canada. The TPRF places an emphasis on initiatives that will help ensure that free and preferential 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.

Through the TPRF mechanism, TFO Canada is currently implementing the Export Launchpad Senegal project, a joint initiative with the International Islamic Trade Finance Corporation (ITFC), and in collaboration with the Senegalese Export Promotion Agency of Senegal (ASEPEX). A key component of the project is the Canadian market access technical assistance, where Senegalese SME exporters will be provided with the necessary tools and knowledge to enable them to better access the Canadian market and adapt their product offers to the Canadian market demands.

TFO Canada has thus collaborated with ASEPEX in identifying the following four priority sectors, where Senegalese SMEs hold high competitiveness for the Canadian market:

- i. Processed exotic fruits
- ii. Natural ingredients for Cosmetics
- iii. Fish and sea food (fresh and frozen)
- iv. Wigs, false beards, eyebrows and eyelashes, switches and the like (HS code 6704)



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III. OBJECTIVE AND EXPECTED RESULTS

The objective of this assignment is three-fold: 1) to undertake analytical research and Canadian market overview of the four sectors; 2) to rank them in order of export potential/suitability for the Canadian market; and 3) to provide market entry recommendations for the producers/exporters for the top two potential sectors, keeping in mind the nature of the companies TFO Canada supports which are SMEs including women-led companies.

The areas of analysis should concentrate on the following areas among others:

- Canadian demand for the products: analysis of information for the past five years and forecast of consumption for the upcoming five years
- Market environment for new entrants: competition within the market, market size and sales, promotion, certifications
- Import requirements: Federal legislations and regulations, any proposed legislative changes, packaging, labelling, safety standards, etc.
- Distribution within the Canadian market (e.g.: Major Players along the distribution chain and their influence on product placement, markup along the chain, etc.)
- Useful Information sources for SMEs to use to create market entry strategies; including Government trade organizations, Sector/industry associations, Industry events in Canada (e.g. trade shows), Industry publications, including specific initiatives for women-led SMEs if available, etc.

IV. METHODOLOGY

The analytical research may include all or a combination of the following:

- Desk-based research
- Primary research as well as Interactions/interviews with industry stakeholders

V. SCHEDULE & DELIVERABLES

- Publication of Request For Proposals December 14th, 2017
- Selection of consultant or team of consultants by January 23rd, 2018
- Contract signed with the consultant(s) no later than January 26th, 2018
- Submission of research plan, highlighting methodology by February 2nd, 2018
- Submission of first draft for initial feedback by March 2nd, 2018
- Submission of final report by March 16th, 2018