

TERMS OF REFERENCE

**Caribbean Export Development Agency
Ghana and Nigeria Trade and Investment Mission
Mission Support – Business Matchmaking and Logistics
5-15 June, 2023**

1. BACKGROUND INFORMATION/RATIONALE

1.1 Relevant background

The Caribbean Export Development Agency, as the regional trade and investment agency for the Caribbean Community (CARICOM) countries and the Dominican Republic, has as its remit the promotion of Caribbean trade globally and steering investments our way. Consistent with our 2021-2024 strategic plan, “Building Business, Transforming Lives for a Resilient Caribbean” we continue to identify new and innovative ways to bolster this agenda including looking at opportunities with non-traditional partners.

In recent years, Caribbean- Africa relations have been building momentum. In 2021 the inaugural CARICOM- Africa Summit was held. At our landmark Caribbean Investment Forum in November 2022 held in Trinidad Tobago, we welcomed the Secretary General of the Africa Continental Free Trade Area (AfCFTA) as our featured guest. In his remarks, he emphasised the opportunities in Africa as the fastest growing continent on the planet.

Africa’s growing economy sees immense potential. The AU-AfCFTA notes that by 2035, there is expected to be a USD 450m boost to the economy, lifting 30 million people out of poverty. Moreover, as the continent has garnered significant investment in non-traditional sectors, with many cities having established themselves as innovation hubs, the continent has experienced significant inward investment from across the world.

This changing dynamic is bearing fruit. In December 2022, the Board of Directors of the African Export -Import Bank (Afreximbank) approved US\$1.5 billion funding to enable member states of CARICOM to tap into the Bank’s financial instruments to assist identified economic sectors and work to strengthen local financial institutions to source finance for MSMEs.

According to International Trade Centre's (ITC) Trade Map, in 2021, Africa's exports to the CARIFORUM region represented 0.001% of Africa's total exports, while its imports from the Caribbean constituted 0.002% of its total imports. In comparison, CARIFORUM’s exports to Africa represented 1.4% of CARICOM's total exports, while the region's imports from Africa constituted

0.4% of its total imports. CARICOM's import basket of African products comprises overwhelmingly of petroleum from West Africa. Moreover, approximately over 80% of imports from the African continent are sourced from Gabon (petroleum and petroleum products) and the main export destination for CARICOM products is Ghana (petroleum and petroleum products). While this trade volume is low, it also represents a significant opportunity for an expansion of trade and investment between the partners.

The shift in the development agenda of Africa and the Caribbean highlights similarities and ambitions towards food security and the inclusion of smart technologies to retool and reshape traditional sectors such as agriculture and financial services. Moreover, the realities of climate change and natural disasters in the Caribbean in particular, have indeed prioritised the use of renewable energy sources to develop a more sustainable and resilient Caribbean.

In this regard, Caribbean Export has embraced the task of propelling the development of the Caribbean private sector through forging relationships with key in-market partners in Ghana and Nigeria, both private and public, facilitating knowledge and technology transfer and sharing of best practice. Consequently, Caribbean Export will lead a small delegation of SMEs and business/investment support organisations from the region to participate in this programme. The dates for the programme are as follows: Accra Ghana, 5-10 June; Lagos Nigeria, 11-15 June, 2023.

1.2 Contracting Authority

The contracting authority for this assignment is the Caribbean Export Development Agency funded by the 11th EDF Regional Private Sector Development Programme.

1.3 Beneficiary Countries

The primary beneficiaries are CARIFORUM countries, namely Antigua and Barbuda, Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St Kitts and Nevis, Saint Lucia, St Vincent and the Grenadines, Suriname and Trinidad and Tobago.

1.4 Target Groups

Private sector firms and organisations, business support organisations and investment promotion agencies in beneficiary countries.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1 Overall Objective

The overall objective of the Consultancy is to explore opportunities for trade, investment and cooperation between CARIFORUM countries on the one hand and Ghana and Nigeria.

2.2 Specific Objectives

The specific objectives of the Consultancy are:

- i. Explore opportunities for trade, investment and cooperation between CARIFORUM countries and Ghana and Nigeria on this inaugural mission by Caribbean Export.
- ii. Identify areas for trade, investment and cooperation in 3 targeted sectors:
 - a. renewable energy,
 - b. agriculture and AgTech,
 - c. ICT including fintech
- iii. Secure participation of private sector firms, organisations, business support agencies, investment promotion agencies and other industry associations, as well as qualified investors from Ghana and Nigeria, for a schedule of business meetings with Caribbean participants.
- iv. Secure partnerships with a view to undertaking Memoranda of Understanding (MOUs) between Caribbean-Africa key public and private sector stakeholders.
- v. Secure partnerships for joint activities to promote trade and investment between both regions.
- vi. Secure commitment and participation of African counterparts to a reciprocal trade and investment mission in CARIFORUM - the Caribbean Investment Forum 2023 scheduled for October 2023 in the Bahamas.
- vii. Assist in finalizing of logistical arrangements such as coordination of meetings.

2.3 Purpose of consultancy and expected results

The target for this consultancy is at least 40 confirmed business matchmaking meetings broken down as follows:

- 20 investors and private sector firms in target sectors in Accra Ghana;
- 10 business support organizations, investment promotion agencies, chambers of commerce and industry associations including 3 partnership agreements in Accra Ghana;
- 10 business support organizations, investment promotion agencies, chambers of commerce and industry associations including 3 partnership agreements in Lagos Nigeria.

The expected results include a robust business-to-business programme that will enhance the prospect of increasing business and trade opportunities; increase the understanding of doing business across the two regions; CARIFORUM SMEs will be exposed to best practice and learn from the African counterparts; and open the Africa-Caribbean trade corridor in identified sectors.

3. ASSUMPTIONS AND RISKS AND MITIGATION

3.1 Assumptions

- CARIFORUM private and public agencies are interested in the mission.
- African affiliates, both public and private are interested in meeting and doing business with the Caribbean participants.
- Both jurisdictions' business and investment climate allow for the pursuit of potential partnerships and alliances.
- There is enough lead time to allow for the successful execution of this assignment.

3.2 Risks

- Lack of interest from CARIFORUM parties.
- Lack of interest from African affiliates.
- Insufficient time to assess potential partnerships.
- Lack of sufficient knowledge on doing business across the two regions.

3.3 Mitigation

- CARIFORUM business support agencies and investment promotion agencies in addition to private sector have been invited to participate.
- A consultant/team will be selected to secure leads for private sector firms as well as public sector agencies to secure their attendance at business matchmaking programme.
- Additionally, in-market/local consultants will be retained to provide event coordination support.

4. SCOPE OF WORK

4.1 Specific Activities

The consultant is expected to deliver the following results:

- **Business matchmaking:** The identification, confirmation, and profiling of at least 20 qualified firms and investors in Accra Ghana, and the scheduling of meetings with CARIFORUM participants as part of business matchmaking programme. (Please note that CARIFORUM SMEs in the three sectors identified will only attend mission in Accra Ghana, while the rest of the delegation will proceed to Lagos Nigeria).
- **Development of partnerships:** Provide support in identifying and securing 10 business and investment promotion partners (business support organizations, investment promotion agencies, chambers of commerce and industry associations) to attend and participate in a matchmaking programme with similar agencies from CARIFORUM, in each

of the two locations, with 6 of these resulting in signed MOUs. These partnerships may include Chambers of Commerce, Private Sector Organisations and other business/investment promotion agencies with a focus on internationalising their local firms, among others.

- **Event co-ordination in both markets:** Provide support and guidance to Caribbean Export in coordinating the mission in both locations, including conferencing facility and attendant agenda including welcome reception and business agenda, accommodation and logistics/transport etc. to site visits where applicable. The full scope of deliverables will be determined in consultation with Caribbean Export.
- **Post event feedback:** Provision of a final report that includes feedback on the lead generation and partnerships and scheduled meetings, with recommendations for future work.

5. PROJECT MANAGEMENT AND REPORTING

5.1 Responsible Body

Caribbean Export Development Agency

5.2 Management structure

The Executive Director will retain overall responsibility for the overall project. Day-to-day supervision of this specific programme is the responsibility of the Manager, Competitiveness and Export Promotion, who will communicate progress to the Executive Director.

5.3 Reporting

Progress report outlining key activities undertaken, progress made, and results achieved, must be submitted to Dr. Damie Sinanan, Manager Competitiveness and Export Promotion with a copy to Natasha Edwin-Walcott, Senior Advisor, Competitiveness and Export Promotion at dsinanan@carib-export.com and nwalcott@carib-export.com respectively.

The following reports are required:

- **Report 1:** An inception report to be produced **after one week** from the commencement of implementation detailing how the scope of activities will be achieved, including detailed work schedule and risk mitigation for any potential challenges.
 - This report shall include in particular the promotional strategy to generate firm and investor meetings, and a long list of 60 potential firms and investors who will be targeted for the event.
 - In addition, a list of at least 20 potential organisations in each market with whom partnerships can be developed.

- Report 1 is due by 21 April, 2023.
- **Report 2:** Report to be produced 1 month after inception meeting detailing progress towards achieving scope of activities.
 - This report shall include profile of the 20 firms and investors confirmed for the mission (Accra Ghana), and meeting schedule for these targets with CARIFORUM firms participating.
 - Profile of 10 organisations in each market confirmed as well as schedule to meet with CARIFORUM business and investment support agencies, as well as confirmation of the 3 MOUs in each location to be signed at the event.
 - Progress on event coordination;
 - Report 2 is due on 21 May, 2023.
- **Report 3:** Final report with the profiles of all investors and businesses as well as partners attending the mission and partnerships secured.
 - Report 3 is due by June 21, 2023.

6. LOGISTICS AND TIMING

6.1 Commencement date and period of implementation of tasks

The expected start of this assignment is **April 14, 2023** for a period of approximately 60 days, to be completed by **June 21, 2023**.

7. PAYMENT TERMS

All services must be completed to the satisfaction of the Agency and payments will be contingent on submission and approval of reports and related invoices. Proposed schedule as follows:

- Upon presentation and acceptance of Report 1, 30% of the total cost will be paid;
- Upon presentation and acceptance of Report 2, 40% of the total cost will be paid;
and
- Upon presentation and acceptance of Report 3, 30% of the total cost will be paid.
Final payment will be performance based and contingent on targets met and confirmed, i.e., participating businesses and investors as well as partners attending the missions and partnerships/MOUs signed.

8. REQUIREMENTS

8.1 Qualifications

- Experience in generating investor and business leads, pre-qualifying investors and securing the participation of potential investors and businesses in meetings and events to discuss investment and business opportunities (Please provide evidence of at least 2 lead generation exercises executed in the past 5 years);
- Experience in marketing and public relations, with a particular focus on business development and cross border partnerships;
- Demonstrated knowledge of the Caribbean and in particular, appreciation of Caribbean trade and investment.
- Demonstrated knowledge of local markets, and doing business in Accra Ghana, and Lagos Nigeria.
- Strong network of partners such as Governments, Chambers of Commerce, Business and Investment organisations and industry associations in target markets.
- Demonstrated experience in organizing trade missions of this nature.

8.2 Required Documentation.

The Applicant must submit technical and financial proposals **in EUROS**, together with the completed Applicant Declaration Form to Mrs. Natasha Edwin- Walcott, Senior Advisor Competitiveness and Export Promotion at nwalcott@carib-export.com with a copy to Dr. Damie Sinanan, Manager Competitiveness and Export Promotion at dsinanan@carib-export.com **no later than 4:30 pm AST on Friday April 7, 2023.**

8.3 Office Accommodation

Office accommodation will not be provided by the Executing Agency.

8.4 Facilities to be provided by the Consultant

None

8.5 Equipment

The consultant is expected to utilise his/her resources to ensure the adequate fulfilment of the scope of services.

8.6 Travel

Travel to participate in the Mission to ensure that scheduled meetings are undertaken is expected for this consultancy. A global priced contract is anticipated, that is, all travel expenses must be included in the overall budget. Reimbursements will not be considered.

9. REPORTS

9.1 Submission and Approval of Reports

The reports and deliverables noted in Section 5.3 must be submitted to Natasha Edwin-Walcott, Senior Advisor Competitiveness and Export Promotion at nwalcott@carib-export.com with a copy to Dr. Damie Sinanan, Manager Competitiveness and Export Promotion dsinanan@carib-export.com. All reports must be submitted in English in electronic format. The Executive Director is responsible for approving the reports.

10. EXCLUSION CRITERIA

Candidates will be excluded from participation in the bidding process if they:

- a) are bankrupt, insolvent, filing for insolvency or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) are the subject of proceedings for fraud, corruption, a declaration of bankruptcy, for winding-up, for administration by the courts, for an arrangement with creditors or for any similar procedure provided for in national legislation or regulations;
- c) have been convicted of an offence concerning professional conduct by a judgement which has the force of *res judicata*
- d) are guilty of grave professional misconduct proven by any means which Caribbean Export can justify;
- e) are guilty of serious misrepresentation in supplying the information required by the contracting authorities as a condition of participation in the procurement process; they have been declared to be in serious breach of contract for failure to comply with obligations in connection with another contract with the same Contracting Authority or another contract financed with Caribbean Export's funds;
- f) are in breach of payment of taxes or social security contributions;
- g) have been convicted or are the subject of proceedings for money laundering, terrorist offences or activities, child labour, human trafficking, being a criminal enterprise in the production of goods and services, or any other irregularity;
- h) are established as or operating as a shell company.

A derogation from the mandatory exclusion clauses provided above, may be provided on an exceptional basis, for overriding reasons to entities operating in the public interest such as public health or protection of the environment.

11. MONITORING AND EVALUATION

The Consultancy will be monitored and evaluated by Caribbean Export over the duration of the project. Performance on the project will be measured by satisfactory completion and timely submission of the deliverables outlined in Section 5.3 and 4.1, and as outlined within the work

plan submitted in the inception report. Feedback, other than acceptance, on each submitted deliverable is not a requirement for the continuation of the project. However, in some instances the Consultant may need to integrate any feedback into the subsequent deliverables. The Contracting Authority will provide feedback to the consultant within ten (10) working days of receipt of the final report.

12. SPECIAL REQUIREMENTS

Any special requirements which the Consultant must take into consideration in the conduct of the Consultancy.

13. PUBLICATION OF INFORMATION

To participate in any activity executed or supported by Caribbean Export, you hereby agree that any information and personal data that you share and is collected by the Agency will be processed for the purpose of reporting the outcomes and impact of your projects and/or participation. Please note that Caribbean Export reserves the right to publish the Contractor's/Participant's name and address, the purpose and nature of the activity, and financial arrangements, in accordance with Caribbean Export's Personal Data Protection Policy. (<https://carib-export.com/about/governance/personal-data-policy/>) . Derogation from publication of this information may be granted if it could endanger the Contractor/Participant or harm his/her commercial interests.

14. DECLARATION

To participate in any procurement undertaken by Caribbean Export, all applicants must complete and submit to the agency the Applicant Declaration Form. <https://content.carib-export.com/download/applicant-declaration-form/>