

Market orientation

Nutritious Products and Market Development in Nigeria, our reference 202410005

Organisation: The Netherlands Enterprise Agency, part of the Netherlands Ministry of Economic Affairs

Netherlands Enterprise Agency

The Netherlands Enterprise Agency (in Dutch: Rijksdienst voor Ondernemend Nederland, RVO) supports projects and collaborations that help create:

- A more stable business environment and solid entrepreneurship;
- More sustainable value chains;
- Better employment opportunities, especially for young people;
- Business process innovation (digitalisation);
- Sustainable trade and investment by Dutch companies in international markets; and
- Opportunities for companies to export to Europe and other regions.

More information about RVO can be found on: www.rvo.nl and [http://english.rvo.nl/ and Developing a strong and sustainable private sector \(rvo.nl\)](http://english.rvo.nl/and_Developing_a_strong_and_sustainable_private_sector_(rvo.nl)).

Purpose of the notification

The purpose of the market orientation is to identify interest of organisations available and able to carry out this assignment. So, this market orientation is not a request for proposal. It is not allowed to send a proposal or motivation letter.

RVO is looking for a party, or consortium of parties, that can carry out a product and market development research for nutritious food products in Nigeria, with a specific focus on locally sourced under-utilized crops like millet and sorghum.

Extent and duration

The project runs from 1 January 2025 until 31 December 2026 but this activity will start as soon as the contract is signed.

Budget indication

Maximum budget indication is **€ 90.000** excluding Dutch VAT and including (if applicable) all the local taxes and travel costs.

Purpose of the project

The overall objective of the assignment is to improve access to affordable and aspirational nutritious staple food for low-income consumers in Nigeria, fostering a more nutrition sensitive and sustainable food system across multiple stakeholders.

There is an increasing interest in promoting local climate-resilient indigenous crops (CRICs) as a way to improve the diversity of diets and the resilience of food systems in Sub-Saharan Africa. African and international research institutions as well as nongovernmental agencies such as FAO call for the re-introduction of traditional, nutritious crops for healthier diets.

Goals and deliverables

The following deliverables are expected, which can be further finetuned by the contracted party, in collaboration with RVO;

- One inception workshop together with Embassy of the Kingdom of Netherlands in Nigeria, Ministry of Foreign Affairs, RVO and other relevant actors;
- Inception report, that includes a revised activity plan based on the inception workshop;

- Final report, of at least 20 pages, presenting
 - a. Overview of available locally sourced under-utilized crops per state/region. Overview of nutritional gaps to guarantee the additionality of the developed products;
 - b. Product development strategy for local company/SME;
 - c. At least 2 recipes of nutritious food products that fit in the diets and consumption pattern of Nigerians;
 - d. Market development strategy and results (including consumer research), Including but not limited to: Product, Price, Promotion, Place, and People;
 - e. Opportunities, bottlenecks and recommendations for implementation, scaling, and sustainability of the designed and tested products;
 - f. Letter of intent of the local company / SME;
 - g. List of actors, organizations and private sector actors consulted (as an Annex).
- Webinar to share the results of this assignment;
- Slide deck of Webinar and reflection.

Required skills and experience

We are looking for party, or consortium of parties that obtains the following qualifications, in no particular order;

- Knowledge and expertise on nutrition and food security in Nigeria, including fortification.
- Experience with product development and market development;
- Experience with developing BoP consumer markets;
- Extensive (local) network, including experts 'on the ground'
- 'Hands-on' attitude, good communicator and works proactively;
- Good written and oral command of the English language at level B2 or higher.

Application

You can show your interest in this procurement procedure by sending an email to Ms Anna Shakina at anna.shakina@rvo.nl with your company details, confirmation of interest, and a response to the question below. The purpose of this Market orientation is to identify interest of experts available and to assess their ability to carry out this assignment.

Based on the market orientation, RVO can decide to start a procurement procedure. Interested companies/consultants can be invited to this procedure. Your response to this market orientation does not mean you have the right to be invited to this procurement procedure.

Selection will be done based on your response to below question and your CV.

Name interested party:	
Name contact person and function:	
Phone number contact person:	
E-mail contact person:	
Visiting address:	
Mailing address:	
Relevant Experience	Please describe, based on your previous experiences, how you fit the requested requirements.
CV	Please add your curriculum vitae (CV)

* You do not have to send any other documents.

If you do not meet the requirements but you know a company or consultant that does, please be free to share this document with them.

Deadline

The deadline for responding to this market consultation is set at **28 October 2024 by 1PM CEST**.

Anna Shakina
Procurement Consultant

.....

Procurement Office

Ministry of Economic Affairs

Netherlands Enterprise Agency

Prinses Beatrixlaan 2 | 2595 AL | The Hague
PO Box 93144 | 2509 AC | The Hague

.....