

Market orientation

Burkina Faso – Moringa, our reference 202501032

Organisation: CBI, The Netherlands Enterprise Agency (RVO) - The Ministry of Economic Affairs, The Netherlands

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.

The initiator of this project is the Centre for the Promotion of Imports from Developing Countries (CBI). CBI is part of RVO.

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://www.rvo.nl/en/developing-a-strong-and-sustainable-private-sector).
[Strengthening the sustainability of SMEs through exports | CBI](http://www.rvo.nl/en/strengthening-the-sustainability-of-smes-through-exports)

Market orientation

The purpose of the market orientation is to identify interest of parties 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, that can build and showcase sustainable Business Models in the Moringa sector, through the promotion of export of Moringa and potential other exportable products to regional and EU markets.

Extent and duration

The contract will commence as soon as the contract award letter is signed and will end 31 December 2026, and thereafter may be extended for a maximum of twelve (12) months.

Budget indication

Maximum budget indication including the potential extension is **€ 80.000** excluding Dutch VAT and including (if applicable) all the local taxes and travel costs.

Purpose of the project

The overall objective of this activity is to ensure support, guidance and follow up to the participating service providers to build an effective business case for the moringa sector

The overall focus of the project is to create alternatives for existing unsustainable outcomes, create conditions for change, and set up the sector more sustainably by showcasing alternative business models to SMEs, but also to cooperatives and farmers.

Goals and deliverables

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

The above results are to be achieved through the following activities:

- Strong cooperation with the CBI team (Business Export Coach (BEC) Andreas Wesselmann, EEE experts Kees Jan van Til and Jean Bosco Dibouloni) during the full period.

- Individual (face to face and online) guidance (individual) on relevant themes, which could be for example on:
 - Business model development, using business model canvas;
 - Development of strategic business plan;
 - Development of a pitch and value proposition;
 - Development of specific service products relevant for the moringa sector etc.
- Specific training(s) on ins and outs of the moringa sector, touching on relevant themes such as:
 - Specifications of moringa drying;
 - Specifications on good agricultural practices for moringa in Burkina Faso;
 - Specifications of regional moringa market;
 - Information on the international moringa market etc.

For some of these trainings international expertise (online presence) could be required. This should be taken up into the quotation for this assignment.

- Matchmaking activities to link potential clients (moringa stakeholders) to the different types of service providers:
 - Group meetings to pitch services
 - Support during individual appointments if necessary
- Development of an upscaling and / or exit strategy to ensure sustainability of the BDS activities. Knowledge should be made available to a broader group of service providers, through for instance a partner, and where upscaling is an option, other service providers should be included into the process in the second without CBI's direct involvement.
- Advise to CBI team on how to best support the service providers during the project period;
- Coordination will be the responsibility of the local team (engaged through this ToR) but the EEE experts and BEC expert will also be able to provide strategic guidance and necessary input, upon request and through pro-active intervention of the local team.
- Meet regularly with CBI Programme managers and CBI team during the year.

Required skills and experience

We are looking for party that obtains the following qualifications, in no particular order:

- Situated in Burkina Faso, in order to be able to conduct necessary face to face activities, both in Ouagadougou and Bobo Dioulasso;
- Demonstrated of a broad network in the moringa sector (both on the processors as well as the service providers side) in Burkina Faso;
- Has a vast knowledge on moringa, its commercialization, the market, the drying procedures and the cultivation of moringa;
- Is able to communicate in both English and French;
- Has ability to engage an international expert for specific, specialized information sharing.
- Has knowledge of BDS (business development services);
- Familiar with project management (including reporting and monitoring of activities);
- The maximum daily rate is 400 EUR excluding Dutch VAT but including local taxes.

Application

You can show your interest in this market orientation 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 questions 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 tender. Interested companies/consultants can be invited to this procedure. It is anticipated that this process will result in a framework agreement. Your response to this market orientation does not mean you have the right to be invited to this procurement procedure. In the case of a tender, no distinction will be made between parties that participated in the market orientation and those that did not.

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

Name interested party	
Name contact person and position	

Phone number contact person	
E-mail address contact person	
Visiting address	
Mailing address	
Website	
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 **14 February 2025**.

Anna Shakina
Procurement Consultant

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