

## **Market orientation**

### **Value Chain Development in the Kurdish Region of Iraq - ref. 202502094**

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

#### **Netherlands Enterprise Agency**

The International Department of 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 (digitalization);
- 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](http://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).

#### **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.

#### **Extent and duration**

The project will take place approximately from April 2025 up to 1 December 2026, but will start as soon as the contract is signed.

#### **Budget indication**

Maximum budget indication is €100,000.- including 0% Dutch VAT and (if applicable) including local VAT and all local costs and/or fees.

#### **Purpose of the assignment**

The objective of this proposed follow-up project <sup>1</sup>is to stimulate Value Chain Thinking and achieving better coordination and cooperation between the different actors in the value chain of vegetables (tomato and cucumber) in the Sulaymania region in the Kurdish region of Iraq.

#### **Goals and deliverables**

The ultimate goal (impact) of the assignment is to increase profitability and quality of tomato and cucumber value chains through improved cooperation, understanding, and adherence to market criteria, leading to sustainable growth for all actors involved.

#### **The following results need to be achieved during the assignment:**

##### **- Outcomes:**

- Improved Cooperation and Understanding among Value Chain Actors  
Relevant stakeholders along the tomato and cucumber value chain collaborate more effectively, fostering trust, shared knowledge, and coordinated efforts.
- Strengthened Capacity of Value Chain Actors  
At least 50 actors trained and coached in value chain thinking and;

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<sup>1</sup> In July 2024, HollandDoor Cooperative was commissioned to undertake a value chains analysis and needs assessment in the Sulaymaniyah horticulture sector. This needs analysis provided the basis of this assignment.

At least 50 actors are made familiar with improved post-harvest technologies (grading, sorting, packing), enabling them to adopt best practices and improve their competitiveness.

- **Enhanced Profitability and Product Quality**

Value chain actors are better informed on how to meet the quality, sorting, grading, and packaging standards required by targeted market segments/ end consumers, resulting in higher profitability and satisfaction among market customers.

- **Outputs:**

- A. Training and Coaching Activities**

- At least 50 value chain actors receive targeted training and coaching in:

- value chain actor collaboration and exchange.
    - Value chain thinking.
    - Post-harvest technologies (e.g., grading, sorting, packing).
    - Insights in customer behaviour.

- B. Networking activity**

- C. Communication Output**

- Creation and publication of 1 news article detailing activities, outcomes, and photos (free of rights and with consent for use) for communication purposes.
    - Creation of one inspiring interview with one or more participants (including photo (free of rights and with consent for use) in which the participant(s) are interviewed about participation in the training programme (shedding light on the effect of the training, and if/how it has contributed to better value chain actor collaboration and exchange).
    - End-of-Project Reporting.

## **Requirements**

The implementing team must:

- be able to manage and guide the result oriented program 'on the ground'. *It is therefore mandatory* to work with an experienced and relevant local partner that is based in the Kurdish region of Iraq;
- be familiar with the local context;
- have experience with or knowledge of vegetable value chain development in the Kurdish region of Iraq;
- have a relevant network in the Kurdish region of Iraq and more specifically the Bazian region;
- have a good understanding of and have experience with providing trainings and coaching on value chain thinking, post-harvest technologies and business development;
- be experienced with strengthening coordination and collaboration between farmers;
- well connected with the relevant government bodies, private companies, and other stakeholders like traders and investors to strengthen the entire value chain and align goals;
- include members with fluent communication skills in English, Kurdish and Arabic (spoken & written).

In case you possess demonstrable experience in similar projects and your implementing team fits the requirements you are invited to express your interest to the contact person mentioned below.

## **Application**

Interested companies are invited to send an expression of interest to RVO, by sending an e-mail to Leonie Verhoef, [leonie.verhoef@rvo.nl](mailto:leonie.verhoef@rvo.nl), of the Procurement Office. Please state the name of the contact person of your company and his or her e-mail address.

You do not have to send any documents; please only send a short message that you are interested.

As a result of the market orientation RVO can decide to start a follow-up process. Interested parties can be invited in this process to submit a request for proposal. If more than 5 applicants respond to the market orientation, a supplier selection can take place on the basis of a selection prior to the request for proposal.

In case of a follow-up process, no distinction will be made between parties that have or have not participated in the market orientation.

**Deadline**

The deadline for responding to this market orientation is set at **6 March 2025**.

Yours sincerely,

Leonie Verhoef  
Procurement Officer

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Ministry of Economic Affairs  
Netherlands Enterprise Agency