

Market orientation

Youth Engagement and Job Creation in the Ghana Dried Fruits Sector, ref. nr. 202504062

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 Centre for the Promotion of Imports (CBI) from developing countries is part of the **Ministry of Economic Affairs of the Netherlands**.

CBI is recognized worldwide as a leading expert in export development. CBI supports the transition towards inclusive and sustainable economies. CBI focuses on transitions in targeted export sectors in least developed and lower and middle income countries, working towards becoming more inclusive and sustainable. CBI has a bottom-up approach, starting from the perspective of local SMEs, strengthening their competitive position on European and regional markets for products and services with a positive economic, social and environmental impact. CBI operates as a facilitator, broker and partner on multiple levels.

More information about RVO and CBI can be found on: www.rvo.nl, <http://english.rvo.nl/> and <http://www.cbi.eu>.

Purpose of notification

The purpose of this market orientation is to determine whether there are parties who can and want to carry out the work within the available budget, timeframe and requirements set.

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 start as soon as the contract is signed and will end in May 2028.

Budget indication

- The maximum budget indication is **€125.000** excluding Dutch VAT and including local foreign VAT, travel costs and all other costs and fees.
- The maximum daily rate is €500 excluding Dutch VAT and including local foreign VAT, and all others costs and fees.

Purpose of the project

The ambition of the CBI Ghana Dried Fruits project is to contribute to a productive and sustainable Ghanaian dried fruits sub-sector in order to generate decent employment opportunities for youth. The project started in July 2023 with an implementation phase, and has moved to implementation phase in 2025, which will last until mid-2028.

Ghana's dried fruit sub-sector, and the processed fruit and vegetables (PFV) sector in general, face quite a number of obstacles that prevent growth, exports and job creation. Critical obstacles for SMEs are: the inability to meet minimum required volumes and buyer requirements (e.g. certification), and limited supply of high quality fresh inputs and difficult access to finance which hampers the potential to invest and grow. By providing Business Export Coaching (BEC) to selected Ghanaian Dried Fruits producing SMEs, CBI expects that SMEs will increase their exports, improve profit margins and are able to invest in their businesses. This will enable them to invest in production capacity, sustainability improvements, and decent jobs and employment circumstances.

Furthermore, CBI is working on sector coordination, Corporate Social Responsibility (CSR) and the development of supporting services for the Dried Fruits sector in Ghana.

In order for the expected business and sector growth to result in job opportunities for youth, CBI wants to actively work on the engagement of youth in the sector, by providing skills development, training, and outreach events, and match youth to the companies (by internships, traineeships, or job placement), also collaborating with relevant educational institutes in Ghana.

This implementing party is expected to organize activities such as (but not limited to):

- providing training on soft and technical skills to recent graduates and youth interested in working in the sector;
- linking young people to internships and job placements in participating companies;
- providing on-the-job training to young people already working in the sector;
- collaborating with educational institutes to work on curriculum development;
- advising SMEs on improving their policies and working conditions for youth (aimed at higher retention rates and job satisfaction);
- work on a positive image of the sector among youth by organizing sector branding and outreach events, facilitating company visits and innovation challenges.

The implementing party is also expected to advise CBI and the companies in the project on the further involvement of youth in the value chain. This will be done in close collaboration with the CBI team, consisting of CBI staff and consultants.

Goals and deliverables

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

- Provide training to youth interested to work in Ghana's fruit processing sector on topics such as:
 - technical skills (food safety, fruit processing and food innovation);
 - soft skills (such as communication, presentation, networking).
- This should lead to young graduates being better prepared to enter the workforce in the fruit processing sector, and more likely to succeed in finding and retaining a job.
- Actively link young candidates/ recent graduates to internships or job placements at Ghanaian food processing companies. This includes:
 - linking and matchmaking of candidates;
 - coaching them during their first months of work in the sector;
 - ensuring feedback and follow-up, so that the project can learn from the experience gained;
 - communicate with the companies (owners/ managers) on the progress of candidates and their work.
 - Increase the interest of Ghanaian youth in working in the local fruit processing sector. This can be done by organizing activities such as:
 - outreach and guest lectures at schools, universities, colleges, also by joining career fairs / events;
 - arranging company visits and CEO-talks by the participating SMEs in the project;
 - setting-up (online) branding campaigns and organizing (social) media coverage;
 - organising food innovation challenges, etc.
 - Organize training activities organised for young workers already employed in Ghanaian fruit producing companies, on topics such as:
 - soft skills (communication, personal branding, time-management, self-reflection);
 - technical skills (food safety, hygiene, certification, processing equipment etc.).

The goal is to:

- Equip them with better skills and improve their position within the companies and their future career opportunities, and/or to improve working conditions.
- Ensure active participation and input of youth in the project, e.g. by organizing a Youth Advisory Committee (in collaboration with other project partners and team).
- Ensure good cooperation with the CBI team and experts during the full project period.

This is not an exclusive list. CBI works with a flexible and locally-driven approach to its projects, meaning that other deliverables and activities may be added over the course of the project period, in consultation with local stakeholders and project team.

Requirements:

- Proven experience working across the Ghanaian local context, with the ability to tailor the approach to the target country and project partners;
- expertise with the content of the assignment, including training young employees and recent graduates, capacity building in soft skills and employability skills to youth, organizing organizing and coordinating outreach events and campaigns targeted to youth;
- experience in food processing and food innovation is considered a plus;
- a well-established professional network in the food processing / agro-processing / agrifood sector, also among relevant educational institutes (Ghana's TVETs and universities);
- experience in working with SMEs and small businesses, especially on the field of decent work and youth employment;
- experience in working with and reaching out to youth, by organizing e.g. events, media campaigns and workshops;
- access to/ability to arrange access to venues where food innovation events can be held in Ghana;
- ability to communicate fluently in English (written and spoken) and proficient in Twi (spoken);
- ability to be present at location in Ghana upon demand during the project period.
- the maximum daily rate is €500 excluding Dutch VAT and including local taxes.

Application

You can show your interest in this procurement procedure by sending an email to Leonie Verhoef at leonie.verhoef@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 below question and your CV(s).

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

Deadline

The deadline for responding to this market consultation is set at **28 May 2025**.

Leonie Verhoef
Procurement Consultant

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Procurement Office
Ministry of Economic Affairs
Netherlands Enterprise Agency
Prinses Beatrixlaan 2 | 2595 AL | The Hague
PO Box 93144 | 2509 AC | The Hague
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