

Market orientation 'CBI Ghana Country Lead'

Ref. IUC: 202608030

Organisation: The Netherlands Enterprise Agency

The Netherlands Enterprise Agency (in Dutch: Rijksdienst voor Ondernemend Nederland, RVO) supports private and public organisations with funding, international business partners, knowledge, and regulations. More information about RVO can be found on: www.rvo.nl and <http://english.rvo.nl/>

This assignment is commissioned by CBI. CBI is the centre for the promotion of sustainable production and trade between low- and middle- income countries and the Netherlands/Europe. CBI partners with small and medium-sized enterprises (SMEs) and their ecosystem to strengthen their social and environmental sustainability.

CBI is implementing a country programme in Ghana. This programme will not only focus on activities *within* the individual export value chains but also more actively foster collaboration and synergies *between* the existing and future projects. By doing so, it seeks to enhance both efficiency and effectiveness. Beyond the supported value chains, the new country programme aspires to take an even broader approach: empowering market actors to develop innovative solutions that address barriers to youth employment across the *wider market system*.

In order to reach these objectives effectively, CBI wants to work with a Ghanaian Country Lead that is motivated to find solutions to the youth employment challenge and is capable of guiding CBI on where CBI's expertise and connections can be of most value in the Ghanaian ecosystem.

Purpose of the orientation

The purpose of this market orientation is to explore which parties are interested and possess the necessary knowledge, experience, and capacity to be eligible for this tender.

Extent and duration

The contract is from February 2027 till December 2027.

Budget indication

The indicative budget range for this contract is set between € 110,000.- and € 135,000.- excluding Dutch VAT and including any applicable local (foreign) VAT, as well as all other costs and fees. No rights may be derived from this indication.

Purpose of the assignment

CBI is looking for a company or person to coordinate the experimental country programme and is ready to advise CBI on critical decisions in all phases of the design and implementation of this programme from February 2027 till December 2027. The requested profile is included in Annex 1.

The purpose of the programme, its goals, activities, deliverables and requested expertise are outlined in the terms of reference, which is attached as Appendix 1. The content of this ToR document is not final and may be modified by CBI.

In case you possess demonstrable experience in similar projects you are invited to express your interest to the contact person mentioned below. Please fill out the questions outlined in the table on the next page.

Requirements

- Strong affinity with youth empowerment and employment, gender and social inclusion, and decent work;
- Strategic thinking qualifications and innovative and entrepreneurial mindset;

- Pro-active mindset, diplomatic skills and experience with intercultural collaboration ;
- Strong business acumen and understanding of market system development (MSD) and/or market system transformation concepts;
- Higher education degree in economics, environmental science, business administration or a related field;
- Demonstrated working experience in project management;
- Existing network of relevant partners in the Private sector development and youth employment sphere;
- Good organisational and planning skills and sound problem-solving and decision-making skills;
- Ability to work autonomously and as part of a remote central team;
- Must be based in Ghana;
- Excellent written and verbal communication skills in English (C1).

Application

Interested companies and/or candidates are requested to express their interest to RVO by completing the table below and sending this information by e-mail to francis.vandermaas@rvo.nl of the Procurement Office. No supporting documents are required at this stage.

(if applicable) Name company	
Name contact person, position + e-mail address	
Can you carry out the assignment in accordance with the requirements set above and in the Terms of Reference?	Yes / No
Can you carry out the assignment within the given budget range?	Yes / No
Are you available to carry out the assignment from Q1 2027 for a period of one year?	Yes / No
Relevant experience: You are requested to provide a brief explanation, based on your previous experiences and skills, of why you believe you are capable of completing this assignment.	Please submit your response in Verdana, font size 9 , not exceeding 400 words . No supporting documents are required at this stage.
Would you be able to contract and manage other consultants for the CBI Ghana team	
Additional remarks or suggestions: Please share any other observations or recommendations on the Terms of reference.	

As a result of the market orientation, CBI can decide to start a follow-up process. Interested parties can be invited to 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.

No rights can be derived from participating in this market orientation, please do not send a full proposal, only respond to the questions indicated above.

Deadline

The deadline for responding to this market orientation is set at 4 September 2026.

Yours sincerely,

Francis van der Maas
Procurement Officer

.....
Ministry of Economic Affairs and Climate Policy
Netherlands Enterprise Agency