

**Notification: Market orientation regarding a Coach for the Export Coaching Program on Food Ingredients in Pakistan set up by the Centre for the Promotion of Imports from Developing Countries (CBI).**

**Organisation: The Netherlands Enterprise Agency**

The Netherlands Enterprise Agency (in Dutch: Rijksdienst voor Ondernemend Nederland, RVO) encourages entrepreneurs in sustainable, agrarian, innovative and international business. It helps with grants, finding business partners, know-how and compliance with laws and regulations.

The aim is to improve opportunities for entrepreneurs and strengthen their position. The Agency works at the instigation of ministries and the European Union.

RVO is part of the Ministry of Economic Affairs. The organisation has been in existence since 2014 and is the result of a merger between NL Agency and Dienst Regelingen. Some activities of the Commodities Boards are also included.

RVO focuses on providing services to entrepreneurs. It aims to make it easier to do business using smart organisation and digital communication. The Agency works in The Netherlands and abroad with governments, knowledge centres, international organisations and countless other partners.

As of 1 January 2015, the Centre for the Promotion of Imports from Developing Countries (CBI) is part of RVO.

More information about RVO can be found on: [www.rvo.nl](http://www.rvo.nl) and <http://english.rvo.nl/>.

The 'Export Coaching Program Food Ingredients' in Pakistan is part of CBI's Pakistan program that aims to address an important bottleneck for Pakistan exports to the European market for the sectors Food Ingredients, Metal engineering, Medical equipment and GSP+ / textiles.

The bottleneck is the limited practical knowledge and know-how among Pakistan small and medium sized enterprises (SME's) regarding exports to the European market, due to scarce availability of proper, structured and sustainable training and coaching services in the country. Also relevant market information is not easily accessible or disseminated among the companies in the food ingredients sector.

More information about CBI and CBI's programmes in Pakistan can be found on [www.cbi.eu](http://www.cbi.eu).

**Purpose of the market orientation**

The purpose of this market orientation is to determine whether there are enough suppliers who are willing to submit a proposal in the future concerning the continuation of the Export Coaching Program (ECP) in Pakistan as set up by CBI.

**Extent and duration**

The program was initially planned to be implemented in 2013 – 2015. The continuation is for the completion of the program in the period 2016 – 2017.

**Background information**

The overall CBI program in Pakistan includes sector programs and a Business Support Organisation Development (BSOD) program. CBI runs several sector programs in Pakistan, one of which is on the Food Ingredients sector.

The ECP's have a sector angle and are aimed at individual local businesses to enhance their export capacity in order to gain market access in Europe. The first phase of program implementation is to

select and audit interested companies on their capabilities to export to the EU in terms of products, organisational capacity, marketing strategy and knowledge and skills. After admission for participation in the program individual companies will join in a collective training session where they learn of the importance of a strategic market approach in order to meet specific and often demanding market requirements of the EU market. Participants then continue to receive coaching by local experts in Pakistan and EU market experts contracted by CBI to better prepare and execute their export marketing plan. This export coaching for all participants is set up in a multiannual Export Coaching Program (ECP). A distinction is made between the roles of the local experts that will provide for continuous monitoring and guidance of the participants and the EU experts that will support the participants with technical advice through company visits and guidance during market entry activities in the EU such as trade fair participations organised by CBI. All experts make use of and provide input to the CBI CRM database to allow for close monitoring of the participating companies.

The purpose of the BSOD project is to strengthen the institutional environment by supporting both relevant public and private organisations in Pakistan in enhancing their EU export related services for the local private sector. This to create a sustainable business environment that allows for sustained export competitiveness towards the future. BSOD activities are expected to start in 2016.

BSOD and ECP activities are part of an integrated programme and therewith complementary to each other.

The Pakistan program on Food Ingredients may have interference with the Natural Ingredients program in Afghanistan that aims at the EU food ingredients market but also the cosmetics and pharmaceutical ingredients market. Within the Pakistan program some participants in the food ingredients program are suppliers of natural ingredients and may also aim for the EU cosmetics and pharmaceutical ingredients market.

#### **Continuation of ECP**

The ECP on Food Ingredients started in 2014 and was planned to be finalised by the end of 2015. After the start of the program CBI has decided to update the company audits, re-evaluate participation of some companies and allow newly interested companies to join. The number of 16 participating companies initially foreseen may increase. Due to this the ECP will take longer than anticipated.

Export coaching within the ECP implies direct contact with the participants, based on a good relationship and a thorough understanding of the situation and characteristics of the food ingredients sector in Pakistan. At present first market entry activities have already taken place by trade fair participations such as SIAL 2014 and more have already been planned (FIE 2015, Biofach 2016).

ECP activities thus far have been assigned under European open procedure contract 'international experts Food & Ingredients for export development and promotion, sector expertise and institutional development' Lot 5A Natural Ingredients Pakistan, published June 3rd , 2014 (2014/S 107-188650).

Due to amendments and intensification of ECP activities CBI adjusted initial planning for the ECP implying that participants will be needing continued technical assistance and new participants will have to be assessed in terms of needs and guidance.

The ECP will continue in 2016 and possibly 2017. In this period export coaching is to be continued in concurrence with trade fair participations and other technical assistance and training activities organised by CBI.

## **General objective**

Implementation of the ECP Food Ingredients in the period 2016 – 2017 in Pakistan.

## **Objective(s) of the Assignment**

The objective of the current assignment is to provide technical assistance on the topic of EU market entry to 15 – 20 individual companies in the food / natural ingredients sector in Pakistan by means of distance guidance, some company visits on location, all in close cooperation with CBI local experts in Pakistan.

## **Scope of work**

The consultant is expected to perform the following type of work for this assignment :

- Assess in close cooperation with CBI local consultants progress made by participants in preparing for market entry in the EU;
- Decide in close cooperation with CBI local consultants on the need for on site company visits and technical assistance to individual companies;
- In case of difficult to reach areas in Pakistan, provide distant guidance to individual companies;
- Provide input for CBI on implementation of Food Ingredients program in Pakistan in terms of market opportunities, bottlenecks, relevant CSR issues, etc.;
- On the instigation of CBI implement Technical Assistance Missions (TAM's) in Pakistan;
- Maintain direct relationships on a personal level with participating companies, implying requested number of EU experts is 1 or 2;
- Process monitoring information in the HBAT module of the CBI CRM system;
- Report on results of TAM's to CBI;
- Provide guidance in preparation of, during and in follow-up to market entry activities (trade fair participations) through individual guidance and group trainings;
- Mobilise existing network in EU food processing industry, and preferably also with cosmetics and pharmaceutical industries in order to bring potential buyers to Pakistan exporters;

## **Expected Results**

1. All participants of CBI Food Ingredients ECP in Pakistan have received thorough, specialised, tailor made and professional technical advice and input on their export marketing strategy for the EU market, including trade fair participation;
2. All participating companies have been properly assessed on their capacities for EU market entry;
3. All participating companies have been able to seek satisfactory professional advice and guidance on market entry on the EU market for food ingredients and possibly also natural ingredients for cosmetics and pharmaceuticals;
4. Participants developed a clear Export Marketing Plan and have started working accordingly;
5. Participants acknowledge technical assistance provided has contributed substantially to success in gaining access to EU market;
6. Participants have become competitive exporters for EU market;
7. Participants have increased their export turnover.

## **Required Skills/ Experience**

The coach is required to have :

- Demonstrated knowledge in the global and EU market for food ingredients and ingredients for cosmetics and pharmaceutical or health products;
- At least 6 years of relevant experience in the European market over the last 8 years in the sector of food ingredients.
- At least 6 years of relevant experience in exporting food ingredients products to Europe or import into Europe in a technical/commercial and/or a consultancy function.
- At least 6 years of relevant experience with trade related technical assistance (TRTA) and training in developing countries. Experience in challenging and transitional environments.
- Demonstrated experience in the last 6 years of market entry activities, such as (organizing) trade fairs, or other business match-making activities.
- Experience in international technical assistance in South Asia or Central Asia;

- Good understanding of CBI methodology including BSO Development / Institutional Development. Also the expert must be able to act fully independent as a representative of CBI in the relevant sector. This entails, among others, that the expert should not be contracted or employed as an agent for any EU buyer that operates in the same sector and/or country or region as in this lot .
- Excellent market knowledge of the European market for food ingredients / natural ingredients, including the latest developments and trends.
- Acquainted with the distribution channels to / in the EU market for food ingredients.
- Acquainted with market standards, EU regulations and logistics in the food ingredients sector as well as relevant topics on Corporate Social Responsibility and sustainable supply chains.
- Excellent network of EU buyers in the Food Ingredients sector.
- Network of local experts with knowledge and experience regarding certification, quality, logistics, business operations and supply chain management.
- Demonstrable analytical and interpersonal skills including coherent oral and written communication. Fluency in written and spoken English is required.
- Proven excellent coaching and consultative skills as well as didactic skills for group trainings .
- Proven experience working in cross-cultural teams.
- Displays cultural and gender sensitivity and adaptability.

### **Application**

Market players who are interested in this assignment and feel to meet the above requirements are invited to show their interest to **the Ministry of Economic Affairs at the latest on December 3, 2015, by email to Ms. Natasia Ozir e-mail: [Natasia.ozir@rvo.nl](mailto:Natasia.ozir@rvo.nl)**

Depending on the outcome of this market orientation, we will decide which correct procedure to follow regarding the procurement.