



### Terms of reference

<b>Project</b>	ECF
<b>ToR Number</b>	ECF/01/2024
<b>Period of Performance</b>	10 days
<b>Location</b>	Middle East & North Africa (Remote - Assignment)
<b>Date of announcement</b>	2024-01-31
<b>Title</b>	Export Readiness Expert

### Project Background

The overall objective of Euromed Clusters Forward is to empower clusters to promote inclusive innovation and competitiveness in the South Neighbourhood region in order to enhance growth, economic diversification, sustainable development and employment. The project is conducted by a consortium of partners, led by ANIMA Investment Network (France), and including Berytech (Lebanon), Leaders International (Palestine), Economic Research Forum (Egypt). This specific assignment falls under Fostering policies for clusters development and collaboration, with the aim of improving the clusters regulatory framework and the incentives of collaboration among the quintuple innovation helix stakeholders to enhance the firms' performances and their competitiveness. Countries of focus: Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia

### Objective

The Export Readiness Expert will be responsible for developing and implementing strategies to enhance the export readiness of clusters in the Southern Mediterranean countries. This involves facilitating the adoption of best practices and international standards to improve the competitiveness of these clusters in the global market. Additionally, the expert will oversee the establishment and management of a two-day online academy, dedicated to providing comprehensive training on export preparation and market entry strategies. The objective is to ensure that these academies serve as effective platforms for interactive learning experiences for cluster members. This includes the design and curation of training modules covering key aspects of export preparation, such as market analysis, export regulations, logistics, and international



business practices. The expert will deliver engaging and informative training sessions through online platforms, aiming to equip cluster members with the necessary knowledge and skills for successful international trade.

### **Scope of Work**

#### **Development and Oversight of Online Training Academies:**

- Establish and manage a two-day online academy, with each day consisting of a 3-hour session, preferably in the afternoon, focused on enhancing the export readiness of clusters in the Southern Mediterranean countries.
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- Design and curate comprehensive training modules, ensuring they address key aspects of export preparation and market entry strategies.

#### **Content Creation and Delivery:**

- Create engaging and informative content for the online academies, covering topics such as market analysis, export regulations, logistics, and international business practices.
- Deliver training sessions through online platforms, fostering interactive learning experiences for cluster members.

#### **Monitoring and Evaluation:**

- Implement a robust monitoring and evaluation framework to assess the effectiveness of the online training programs.
- Collect feedback from participants and use data-driven insights to continually enhance the quality and relevance of the training content.

#### **Capacity Building for Clusters:**

- Strengthen the capacity of clusters to navigate the complexities of international trade by providing targeted support through online academies.
- Collaborate with industry experts and practitioners to ensure the training aligns with current global best practices in export readiness.



**Deliverables and Timeline**

The expert will start the work after the validation of their offer by Leaders International and the signature of an agreement and shall coordinate with the Leaders International team for the strategy and implementation throughout **10 working days** based on the following timeline:

<b>Deliverable</b>	<b>Description</b>	<b>Level of Effort</b>
Online Training Material Creation	Create and deliver bilingual online training materials for Southern Mediterranean clusters, focusing on export preparation and market entry strategies	5 days
Pre and Post Surveys	Create surveys to evaluate participant knowledge, expectations, progress, and satisfaction, utilizing data for program enhancement	1 day
Delivery of training	Conduct two days of online academy sessions, ensuring effective content delivery on export preparation and market entry strategies for Southern Mediterranean clusters	2 days
Reporting	Summarize and analyze training activities and feedback for continual program improvement	2 days

**Topics for the Online Academy:**

International Trade Fundamentals:

- Understanding the basics of international trade
- Exploring trade agreements and policies
- Navigating global economic trends



#### Administrative Skills for Export:

- Efficient management of export-related paperwork
- Organizing and coordinating logistics for international shipments
- Streamlining administrative processes for export activities

#### Sales and Marketing Strategies:

- Developing effective sales strategies for global markets
- Creating impactful marketing campaigns for international audiences
- Utilizing digital tools for market expansion

#### Digital Marketing in International Trade:

- Leveraging digital platforms for international market outreach
- Implementing online marketing strategies for global visibility
- Integrating e-commerce into export plans

#### Compliance and Regulatory Practices:

- Ensuring adherence to international trade regulations
- Managing compliance with export laws and standards
- Incorporating ethical practices into export operations

#### Workshop Essentials for Exporters:

- Setting up and organizing effective workshops
- Engaging participants in interactive learning experiences
- Incorporating practical exercises and case studies

#### Career and Personal Development in Export:

- Personal and professional growth in the field of international trade
- Building a successful career in export management
- Strategies for continuous learning and development



#### Management and Supervisory Skills:

- Leadership skills for overseeing export operations
- Supervisory Techniques in a cross-cultural Business Environment
- Effective management practices for export success

#### Trade and Finance:

- Understanding the financial aspects of international trade
- Financial planning and risk management in export activities
- Accessing trade finance options for cluster members

#### **Qualifications**

- Bachelor's or Master's degree in Business Administration, International Development, or a related field with a focus on export management.
- Demonstrated experience in developing and delivering online training programs, preferably in the context of export readiness, international trade, or economic development.
- In-depth understanding of export-related processes, market dynamics, and international business strategies, with a focus on the Southern Mediterranean region.
- Excellent communication and interpersonal skills, particularly in facilitating virtual learning environments and fostering online collaboration.
- Ability to adapt to evolving circumstances and integrate innovative approaches to enhance the effectiveness of online training programs.
- Fluency in both Arabic and English.

#### **Taxes and other Terms**

- The offer should include VAT
- For individual consultants, Applicable tax laws apply
- Please address your offer to Leaders Organization /EUROMED CLUSTERS FORWARD

***Please submit your technical and financial offer indicating your daily rate in addition to your company profile or CV (Individual Consultants) no later than February 14, 2024 using Euro Currency.***