

Request for a Consultant to undertake an assignment
pertaining to the
*“Provision of technical support for the successful trade fair participation of Caribbean gift
and craft producers”*

Terms of Reference
The Autumn Fair, September 6th - 9th 2015

I. CONTEXT

1.1 BACKGROUND

The overall goal of the Caribbean Export Development Agency (Caribbean Export)¹ in partner with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) for this trade mission is to promote CARIFORUM’s gift and craft producers. This includes market visit support through the representation of the ‘Design Caribbean’ brand at the Autumn Fair 2015 in Birmingham, England. Design Caribbean is the branded market penetration platform geared towards supporting the Caribbean’s finest products and innovative designs in contemporary craft such as jewellery, interior decoration, home accessories and furniture. Under the 'Design Caribbean' brand, the Agencies will be supporting the participation of 10 to 12 designers or producers as exhibitors at the September 2015 Autumn Fair.

1.2 The Autumn Fair, Birmingham 2015

Visitors from eighty countries attended the UK based Autumn Fair in 2013. As such, the event represents an international platform through which Caribbean gift and craft producers may be introduced to a multitude of European and other international buyers, as well as distributors. Through participation at the trade fair, it is hoped that CARIFORUM producers may be given the opportunity to gain valuable insights and eventual penetration into the European markets for the sector.

The Autumn Fair brings together the biggest retail buyers from all areas of the home and gift industry and provides a location for seasonal short order purchases ahead of the festive season. Additionally, new product showcases depict a unique and lucrative platform to demonstrate new brands and innovative products to thousands of buyers. Other benefits include:

- Ten show sections which showcase products to a high-spending audience, allowing exhibitors to meet with ‘cross over buyers’ they would not usually meet at other niche market shows.
- Presence at an internationally revered trade fair with a strong reputation among buyers and visitors alike.
- Presence at the season’s largest home and gift showcase.
- Guaranteed attendance of key buyers relevant to the gift and craft sector.
- A wide variety of seminars available throughout the show (seminars will be divided into four themes, yet to be announced).

Further information about the Autumn Fair may be found by using the below link:
<http://www.autumnfair.com/>

¹ To learn more about the Caribbean Export Development Agency please visit www.carib-export.com

1.3 OBJECTIVES OF THE PROJECT

The main objective is to support the effective participation of 10 to 12 Caribbean gift and craft producers as exhibitors at the Autumn Fair, as well as to participate in business to business (B2B) meetings with appropriate EU and other international buyers interested in their products. The provision of effective follow-up in-market support, after return from trade fair is also a key main objective of the mission. To this end, the support initiative's specific objectives include:

1. To present the Collective Design Caribbean Brand, to the Buyer Market in the UK, EU and wider international market as an effective channel to identify potential business opportunities in the industry;
2. To Enable CARIFORUM producers access to one of the premier buying trade shows for the gift and craft market in the world, and provide opportunity to generate potential business orders;
3. To identify the top EU markets for Caribbean gift and craft producers to target and identify key strategies to effectively penetrate these markets;
4. For Caribbean gift and craft producers to gain a better understanding of doing business in the various EU markets;
5. To source additional buyers within the UK, EU and wider international markets to visit Caribbean gift and craft producers exhibiting in the Autumn Fair and conduct business to business meetings, in order to enhance the potential business that could be realized for them.
6. To establish long-standing relationships with buyers in the UK, EU and other international markets, as well as identify other key partner stakeholders and future events that Caribbean Export may leverage to support the Caribbean gift and craft industry.

The international companies recruited to attend business to business meetings with the Caribbean producers should fulfill the following criteria:

- i. Retail Buyers interested in purchasing Caribbean gift and craft products;
- ii. Boutique Buyers (Primarily EU Market); and
- iii. Firms willing to license gift and craft designs for mass production.

These EU firms should also be suitably chosen based upon their strengths which consider the constraints faced by CARIFORUM gift and craft producers as outlined below:

- Limited marketing capacity within the EU market.
- Limited capacity for mass production at international standard Lack of knowledge of Caribbean producers
- Limited statistics on the region's gift and craft industry and its potential for growth.
- A style and design that are uniquely influences by the region's culture, climate and resources (ethnic).

Training material as well as guidance sessions will be provided by the hired expert to CARIFORUM firms, to prepare them for interaction within the EU market. Such preparation shall address the issues outlined above and take into consideration the needs and interests of the EU buyers when doing business.

Preparation work shall also be conducted at least one month prior to the exhibition at the Autumn Fair September 2015 (e.g. several scheduled skype meetings with each producer and a face to face session upon the arrival of all participants in the UK).

II. CONSULTANCY OUTPUTS

Deliverables:

The hired expert will be contracted by the Deutsche Gesellschaft für Internationale Zusammenarbeit, reporting directly to the GIZ Executive Project Manager, Dr Rainer Engels. The hired expert shall be expected to work closely with the relevant programme officers as identified from both Agencies. The expected outcomes of this consultancy include the following:

1. At least 3 to 5 business to business (B2B) meetings scheduled and executed for each Caribbean participant with suitable EU buyers with a keen interest in Caribbean products, who have been recruited to conduct formal meetings (preferably before and after the schedule trade fair dates);
2. Expertise provided to CARIFORUM firms participating at the Trade Fair throughout the whole process (before and during trade fair, as well as after for a period of up to 15 man days)
3. Preparation sessions conducted day **before the** trade fair attendance by the CARIFORUM gift and craft producers, in order to prepare them for the business to business meetings and effective trade fair participation. Such a preparation should additionally outline to the CARIFORUM producers the most realistic available options within the EU market based upon their company profiles (which shall be reviewed by the consultant beforehand). It should also be made clear to the CARIFORUM firms the needs of the EU buyers in evaluating new products for the various channels in the EU markets. Finally the face to face preparation session should cover subjects related to pricing, and contract negotiations.
4. Help to coordinate the look and feel of the gift and craft producers' presentation at the Autumn Fair. This includes, but is not limited to, booth display and joint promotional material.
5. Provide assistance in curating the products that will be presented as part of their Autumn Fair collection; as well vet and provide guidance on each producer's product catalogue, presented electronically and physically.
6. Prepare and submit a final report to the stipulated representatives from the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and to the main partner Caribbean Export Development Agency no later than 15 days after the completion of the contracted duties outlined above. The final report should include key recommendations and conclusions, as well as clearly outline the achievement of the deliverables contracted to be performed. This should also be accompanied by the submission of the Buyer directory developed by the hired expert.

7. A directory developed and submitted of at least 20 key EU Gift and craft companies/representatives that could be contacted for business matchmaking purposes, with clearly expressed interest in the Caribbean market and willing to be contacted at later dates for such purposes. This booklet should include brief guidelines for Caribbean Export for supporting Caribbean companies for this sector in future into the EU market;

III. DURATION OF CONSULTANCY

We estimate that this consultancy shall not exceed 50 to 60 man-days and shall commence in July/August and ending in September/October 2015.

IV. QUALIFICATIONS & EXPERIENCE

The following qualifications would be desired from the consultant(s):

- At least a bachelor's degree in marketing, gift and art craft merchandising, sales or business administration or equivalent qualifications;
- Have at least a minimum of 10 years' experience in the gift and art craft industry and at least 5 years' experience in project management;
- Demonstrated knowledge of the EU gift and art craft industry;
- Experience in B2B match-making;
- Established buyer relationships with retail and distribution channels in the EU (proof of other relevant strategic contacts would be an asset);
- Excellent communication and presentation skills;
- Some knowledge of Caribbean gift, art and craft industry would present a distinct advantage;
- The consultant must be fluent in English. Knowledge of Spanish would be an asset.

V. PRESENTATION OF PROPOSALS & SELECTION CRITERIA

5.1 The interested consultant(s) should submit a proposal to the agency briefly outlining:

- i. Methodology for conducting the work under this consultancy (max 2 pages);
- ii. Proposed work plan with a chronogram of deliverables (max 5 pages);
- iii. The names and CVs of the individual consultant(s) to be assigned;
- iv. The estimated number of man-days on the assignment;
- v. Itemized budget and indication of the total cost of the proposed work plan.

The below table may be used as a guide to outline the breakdown for items (iv) and (v) above

No.	Activity	Unit Cost (US\$)	No. of Man Days	Total Cost (US\$)
1	Scheduling of B2B meetings for each Caribbean participant with suitable EU buyers			

2	Expertise provided to CARIFORUM exhibitor firms in preparation for, during and after the trade fair			
3	An in person session conducted day before the trade fair and actual conducting of session (preparation and execution)		2	
4	Help to coordinate the look and feel of the gift and craft producers' presence at the Autumn Fair (includes, but is not limited to, booth display and joint promotional material).			
5	Provide assistance in curating the products that will be presented as part of their Autumn Fair collection; as well vet and provide guidance on each producer's product catalogue, presented electronically and physically.			
6	A booklet and directory developed and submitted of at least 20 key EU Gift and craft companies/representatives that could be contacted for business matchmaking purposes		4	
7	Prepare and submission of final report		4	
	Total		50 to 60 days	\$

Please note: In their proposal submission the consultant is free to propose changes to the above table based upon their expert experience.

GIZ and Caribbean Export will select the best proposal.

5.2 Submission of Proposals

Proposals should be submitted electronically by **May 20th 2015**, to Ms Ginelle Greene, GIZ Private Sector Officer at email ginelle.greene@giz.de. Any queries may be addressed to both Ms Ginelle Greene and Mr Damie Sinanan at dsinanan@carib-export.com.

Additional Contact Details:

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