The International Trade Centre is looking for a:

Export Management Coach for the Export Management Coaching Initiative (EMCI)

<table>
<thead>
<tr>
<th>Division/Section:</th>
<th>Division of Market Development – Trade Facilitation &amp; Policy for Business</th>
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</thead>
<tbody>
<tr>
<td>Type of assignment:</td>
<td>National Consultant</td>
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<td>Type of contract:</td>
<td>Delivery Based</td>
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<tr>
<td>Duty Station:</td>
<td>Home Based (with travels)</td>
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<td>Duration of assignment:</td>
<td>01 March 2023 to 31 December 2023 (10 months)</td>
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<td>Application period:</td>
<td>28.11.2022 – 31.01.2023</td>
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Terms of Reference

**Background**

ITC is the joint agency of the World Trade Organization (WTO) and the United Nations (UN). It is the only multilateral agency fully dedicated to supporting the internationalization of SMEs. ITC's mission is to foster inclusive and sustainable growth and development through trade and international business development. ITC Headquarters is located in Geneva, Switzerland.

ITC projects and programmes contribute to the global efforts to achieve UN Global Goals for Sustainable Development and the Aid for Trade agenda.

ITC works at three levels:

- Strengthening the integration of the business sector of developing countries and economies in transition into the global economy,
- Improving the performance of trade and investment support institutions for the benefit of small and medium size enterprises (SMEs), and enhancing the abilities of trade support institutions to better support them,
- Improving the international competitiveness of SMEs.

If you want to contribute your skills to increasing export competitiveness for developing economies, more particularly in Myanmar, and if you are motivated to work in an international environment that promotes diversity, ITC is the organization to work for.

We look for dynamic and adaptable individuals able to work at the highest standards of efficiency, competence and integrity, and will be able to live and demonstrate the UN values in their daily activities.

ITC champions workforce diversity, inclusion and gender parity and considers all qualified women and men equally, including those with disabilities, without discrimination or prejudice of any kind.

**About the Project: ARISE Plus Myanmar**

ITC is the implementing agency for the Arise Plus Myanmar project funded by the European Union (EU).

**The overall objective (impact) of the project is** to foster inclusive and sustainable trade growth in Myanmar.
The specific objective (outcome) of the project is to increase trade diversification and integration, regionally (ASEAN) and internationally (EU and global markets) with a focus on gender inclusive market led value chains.

The expected results (outputs) of the project are:

1. Strengthened capacities of the private sector, notably MSMEs, to exploit the business opportunities offered by the ASEAN single economic space (AEC), EU and global markets, in two selected gender inclusive value chains
2. Improved Sanitary and Phytosanitary Measures (SPS) regulatory, control systems and quality compliance in line with ASEAN and international commitments, with a focus on selected value chains within the context of a developing harmonised National Food Safety Policy/Structure in Myanmar.
3. Strengthened trade policy formulation and implementation for meeting regional (ASEAN) and international (World Trade Organisation - WTO, EU) commitments and addressing non-tariff barriers (NTBs) along value chains.

The Office for Asia and The Pacific (OAP) of ITC is responsible for the management of the project.

As part of this project, ITC will implement its Export Management Coaching Initiative, which offers practical and action-oriented advisory services to businesses through the delivery of on-the-job coaching. ITC’s Export Management Coaching services are delivered by local professionals with extensive experience in the fields of import / export, freight forwarding and logistics. The training programme consists of one-on-one, on-the-job training delivered by an Export Management Coach (EMC) over the course of five days, at the premises of the beneficiary SME. Coaches are equipped with a manual designed by ITC with the help of lead coaches and covering five thematic areas that commonly pose challenges to SMEs. Coaches are encouraged to adapt the coaching intervention to the specific needs of each beneficiary SME.

In this context, ITC is seeking five (5) local experts to fill the positions of Export Management Coaches (EMC) from Myanmar to provide Export Management Coaching services to Myanmar MSMEs between 01 March 2023 and 31 December 2023.

Descriptions of Duties / Responsibilities

The Export Management Coach will work under the direct supervision of the Project Manager, technical guidance of the Trade Facilitation Advisor at the ITC headquarters in Geneva, Switzerland, and Lead Coaches. The consultant will perform the following duties and deliver the respective outputs in the context of 6 SMEs that he/she will be assigned:

- Attend one (01) five-day Training-of-Trainers (ToT) course on ITC’s export management coaching methodology and tools. The exact location and dates of the training shall be determined and announced in due course by the ITC. Deliver coaching services to six (06) MSMEs (to be selected by ITC in collaboration with its Institutional Partner in Myanmar) to improve the SMEs’ export management practices in selected areas covered by ITC’s Export Management Coaching Manual, including but not limited to:
  1) Packaging and Labelling;
  2) Mandatory Certifications / Registrations & Buyer Standards;
  3) Customs and Duties;
  4) International Shipping by Sea, Rail, Road and Air;
  5) Export Planning and Proforma Invoice.

- Each coaching mission shall include three to five visits to the premises of the selected SME. The dates of the visit will be determined between ITC, its Institutional Partner in Myanmar, the SME and the Export Management Coach.
Expected outputs and timelines

Output 1: A first Export Management Coaching mission is delivered, including at least three (03) visits to the premises of the selected SME and the submission of a full coaching report to the SME, to ITC and to its Institutional Partner in Myanmar is validated (by the end of April 2023)

Output 2: A second Export Management Coaching mission is delivered, including at least three (03) visits to the premises of the selected SME and the submission of a full coaching report to the SME, to ITC and to its Institutional Partner in Myanmar is validated (by the end of May 2023)

Output 3: A third Export Management Coaching mission is delivered, including at least three (03) visits to the premises of the selected SME and the submission of a full coaching report to the SME, to ITC and to its Institutional Partner in Myanmar is validated (by the end of June 2023)

Output 4: A fourth Export Management Coaching mission is delivered, including at least three (03) visits to the premises of the selected SME and the submission of a full coaching report to the SME, to ITC and to its Institutional Partner in Myanmar is validated (by the end of July 2023)

Output 5: A fifth Export Management Coaching mission is delivered, including at least three (03) visits to the premises of the selected SME and the submission of a full coaching report to the SME, to ITC and to its Institutional Partner in Myanmar is validated (by the end of November 2023)

Output 6: A sixth Export Management Coaching mission is delivered, including at least three (03) visits to the premises of the selected SME and the submission of a full coaching report to the SME, to ITC and to its Institutional Partner in Myanmar is validated (by the end of December 2023)

Timeline: All the above duties need to be completed by 31 December 2023.

Travel information

The Consultant will be required to travel within Myanmar with the applicable restrictions from the UN Department of Security and Safety. For any travel, a prior travel authorization will be required.

Skills

The national consultant will have the necessary expertise and experience to complete this assignment, such as:

• Strong understanding of international trade and local export procedures in particular
• Strong understanding of business management practices and business operations
• Strong logical and problem-solving skills
• Strong communication skills and ability to build trust with different audiences

Education

☒ Undergraduate degree (BA/BSC or other)
☐ Advanced degree (MA/MSc or other)
☐ Post-graduate degree (PhD or other)
☐ Secondary school
☒ Extensive relevant experience may be accepted in lieu of the university degree (10 years of experience at the minimum)

Indicate the subject of degree required for this assignment: an undergraduate degree in international business management, business, trade, logistics, economics, organizational management or related field. Extensive relevant experience may be accepted in lieu of the undergraduate/university degree (10 years of experience at the minimum).

Experience

The EMC is expected to have a minimum of eight (8) years of relevant experience in the matters that are the objects of this consultancy:
• Required:
  - Experience in a shipping/logistics department of a (multinational company;
- OR experience working in an SME engaged in exporting activities;
- OR experience in a customs brokerage OR a freight forwarding company,
- OR experience in the trade facilitation initiatives (implementation of TFA measures, support to SMEs on self-certification, consultancy position in the field of conformity assessment and quality infrastructure)

- Required: past experience in training and coaching;
- Optional: experience in consultancy would be an asset.

Languages

- Advanced English and Burmese with excellent written and oral communication skills is essential