Contractor Opening No.: ITC/CIC/159/2023

Date: 4 Sep 2023

The International Trade Centre is looking for an:

**International UK Sales Advisor** to deliver capacity building for 3 women-led cocoa processors/chocolatiers from Ghana.

<table>
<thead>
<tr>
<th>Division/Section:</th>
<th>Division of Sustainable and Inclusive Trade (DSIT) – Green and Inclusive value-chains (GIVC)</th>
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<tbody>
<tr>
<td>Type of assignment:</td>
<td>International Consultant</td>
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<td>Type of contract:</td>
<td>Delivery contract</td>
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<td>Duty Station:</td>
<td>Home-based in the United Kingdom (UK)</td>
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<td>Duration of assignment:</td>
<td>01 October 2023 – 15 March 2024</td>
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<td>Application period:</td>
<td>04 September 2023 – 17 September 2023</td>
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**Terms of Reference**

**BACKGROUND**

The International Trade Centre (ITC) is a joint agency of the United Nations and the World Trade Organization based in Geneva, Switzerland. ITC's mission is to enable small businesses in developing countries and countries with economies in transition to successfully export internationally, by providing, with partners, sustainable and inclusive development solutions to the private sector, trade support institutions (TSIs) and policymakers.

The United Kingdom Trade Partnerships (UKTP) Programme is one of the implementing partners of the Foreign, Commonwealth & Development Office (FCDO) of the United Kingdom of Great Britain and Northern Ireland’s Trade Centre of Expertise (CoE) - a new mechanism established to provide a streamlined offer for developing countries and UK High Commissions to access high quality trade-related technical assistance. In particular, UKTP contributes to the Trade CoE’s Making trade happen priorities, boosting uptake of UK trade agreements (EPAs and DCTS) through supporting and facilitating access to UK markets, linking businesses, strengthening the resilience of supply chains; and improving participation of marginalised groups, including women-owned businesses in trade.

The UKTP Programme aims to increase trade from developing countries to the United Kingdom (UK) and the European Union (EU) by maximizing the benefits of UK and EU Economic Partnership Agreements (EPAs) and the UK’s Developing Countries Trading Scheme (DCTS). The UKTP Programme works in partnership with government agencies, private sector organisations, public sector institutions, small and medium-sized enterprises and other local stakeholders. Target beneficiaries of the programme will be export-ready SMEs who are committed to securing new trade opportunities with the UK.

In Ghana, the UKTP projects aim to build the competitiveness of SMEs in the cocoa derivatives sector. The intervention focused on market linkages in Ghana for women-led artisanal cocoa processors will be delivered by ITC Alliances for Action (A4A). A4A is a participatory partnership model that engages smallholder farmers and MSMEs in order to manage risk and facilitate networks that provide the required technical expertise and capacity building.

3 artisanal women-led chocolate companies were selected to become beneficiaries of phase II of the UKTP project and receive support to build the competitiveness of their products and their
brand in view of developing exports to the EU and the UK. These companies filled out an initial needs-assessment survey in which they indicated their strong interest in receiving tailored support for UK-specific market development knowledge and linkages, especially in light of their upcoming participation in an international trade show (CHOCOA) and a tailored B2B mission in the UK.

It is in this context that ITC is looking to hire a sales advisor based in the United Kingdom who specializes in the food sector to provide capacity-building to the selected women-led SMEs, including facilitating a B2B mission in the UK in Q4 2023 or early Q1 2024.

DESCRIPTION OF DUTIES/RESPONSIBILITIES
Under the overall guidance of the UKTP Ghana Project Manager and the direct supervision of the Associate Programme Officer, and in close collaboration with the A4A market development focal point and national project officer; the consultant will undertake the following:

1. Coaching with each SME for accessing the UK Market, including:
   - Conduct individual assessment/scanning per SME on their interest, challenges and projections into entering the UK market.
   - Facilitate one group webinar for disseminating key knowledge about the UK market, focused on trends and requirements.
   - Develop a company-specific overview or brief of the UK market and strategic positioning.
   - Based on the brief, share market information about the UK market, including trends, buyers’ requirements and key considerations for the SMEs aiming to visit and access the market. These activities can be done using different modalities, but it is suggested that it is done through:
     - At least 2 group webinars
     - Presentation (slides) on the market updates trends and market segmentation analysis products per SME.

2. Prepare a UK market entry plan/route to market strategy per SME. Including:
   - Assist each of the 3 SMEs, through at least twice a month individual online coaching session, key focus includes:
     - Market requirements (certifications and standards)
     - Brand adaptation to the UK market
     - Feedback on product samples
     - Marketing and Design Brief
     - Pitch development
     - Sales proposition and trade marketing plan
     - Route to market strategy
     - Discuss the list of potential distributors/retailers suitable per company and strategies to engage them
     - Provide an action plan/implementation framework per company in relation to the agreed route to market strategy

3. Organize and facilitate a B2B mission in London, including a market tour and or participation at a relevant event at the same time if applicable:
   - Based on knowledge about the companies and suitability, define a suitable B2B mission plan (concept note) to introduce the companies to the UK market and facilitate meetings with relevant actors including potential distributors/retailers etc.
   - Once the mission plan is approved by ITC; Coordinate pre-mission logistics and facilitate online meetings with the companies to effectively prepare for the trip (setting mission plans, providing feedback on promotional materials etc.) in close collaboration with the participating companies and A4A market development focal person.
   - Develop a strategy to use in setting up meetings with potential buyers and attend meetings with the SME and or represent the SME when needed.
   - Guide and support the SME with follow-up and management of leads from meetings with potential partners.
   - Deliver a one-day market tour in London, visiting retailers, shops and competitors.
   - Facilitate at least 6 B2B appointments (2 per company) with interested parties, in line with the market entry plan. This would include segments such as diaspora, bean-to-bar and ethical-focused retailers.
o Gather feedback through online sessions from the SMEs on the B2B meetings held in the UK.

o Prepare and share with ITC the final report on the meetings attended by each of the 3 companies and highlighting results/potential for follow-ups.

The tentative dates for the B2B mission are Q4 2023 or early Q1 2024 to be validated with the companies. The duration is to be confirmed between 2-3 days.

**EXPECTED OUTPUTS AND TIMELINES**

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<tr>
<th>Deliverable</th>
<th>Date</th>
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<tr>
<td><strong>Output 1.</strong> Individual coaching plan for 3 SMEs and proposal of draft concept note for the B2B mission, highlighting the following.</td>
<td>20 October 2023</td>
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<td>o Assessment from each SME on their interest, challenges, and projections for entering the UK market and recommendations provided as an action plan per company.</td>
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<td>o Report from the knowledge dissemination webinar and feedback from the companies collected.</td>
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<td>o The draft concept note for the B2B trip, including the list of potential visits/meetings/events submitted to ITC for review.</td>
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<td><strong>Output 2.</strong> UK market entry strategies, one for each SME including action plans with timelines, trade marketing plan and selling into target retailers as agreed with each SME.</td>
<td>15 November 2023</td>
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<td><strong>Output 3:</strong> Successfully organized the B2B mission and undertook the post-B2B feedback/results from the 3 companies. A final report summarizing all activities implemented and detailing the main outcomes per company, including success stories and changes/and or improvement in their business processes and access to the UK market.</td>
<td>15 February 2024</td>
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The Consultant has to ensure that s/he has obtained the necessary permissions with regard to intellectual property rights required to perform his/her services under this consultancy contract and for the subsequent dissemination by ITC in any form. Documentary proof is to be submitted to ITC. Should any license fee be due for the use of copyrighted materials of third parties, the Consultant shall request the prior written permission from ITC. S/he has further to ensure to obtain accreditation to event(s), if required.

**TRAVEL:** Domestic travel in the UK.

**REQUIREMENTS**

**SKILLS**

- Extensive knowledge in the areas of food import in the UK market, quality compliance and related areas.
- Direct experience in sales of specialty food products, and experience in the chocolate industry is an added advantage.
- Good knowledge of value chain and MSME development concepts in relation to market linkages for food products.
- Advanced knowledge of the UK food market and the agribusiness industry at large.
- Ability to create engaging content and deliver interactive training sessions using a digital format.
• Advanced writing and communication skills with the ability to produce documents/reports for official circulation among institutions and international stakeholders.
• Ability to work with minimum supervision, efficiency, competence, and integrity and in harmony with people from different backgrounds.
• Capacity to travel and network with stakeholders and partners particularly buyers/consumers/retailers in the UK market.

EXPERIENCE
• Minimum of 7 years of relevant experience in the agribusiness industry (agro-food, sales, quality compliance or related areas).
• Experience working directly with food retailers and buyers in the UK is desirable.
• Experience working with women entrepreneurs and understanding the gender-specific issues related to export for women entrepreneurs is highly desirable.
• Experience working with SMEs in the agribusiness/value addition particularly working with cocoa processing SMEs is desirable.
• Experience working with clients and partners from diverse backgrounds.

EDUCATION
Master’s or University degree in business administration, economics, marketing, food sciences or a related field.

Extensive relevant experience may be accepted in lieu of the university degree.

LANGUAGE
Excellent proficiency in English is required.

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