



Terms of Reference – International Consultancy Assignment

RFQ-PTC-108-11-2018

Consultancy Assignment to develop a market study for Green agricultural products in target markets

AN OVERVIEW

THE PALESTINE TRADE CENTER- PALTRADE

The Palestine Trade Centre - PalTrade is a non-profit, membership-based organization with a national mandate to lead the development of exports as a driving force for sustainable economic growth. The centre advocates a competitive, enabling business environment and is dedicated to improving trade competitiveness. PalTrade provides a wide range of export support services in the areas of export development and market intelligence, export promotion, and export policy and advocacy.

PROJECT BACKGROUND

PalTrade has received a grant from the EU to implement a project titled “Creating a Business Enabling Environment for a Green Economy in Palestine” as part of European Union (EU), represented by the European Commission (EC), Support to Civil Society Organizations in Palestine – Economic Development and Local Authorities, To ensure that actions which are funded by the European Union (EU) incorporate information and communication activities designed to raise the awareness of specific or general audiences of the reasons for the action and the EU support for the action in Palestine concerned, as well as the results and the impact of this support , PalTrade will undertake a series of activities to ensure the visibility of the project

PalTrade has set two specific objectives for this project:

- Objective 1: To create a national policy that would foster a green enabling environment for Palestinian economic enterprises;
- Objective 2: To build up enterprises’ green capacity to penetrate global markets.

As part of the Export Development Project activities, and within **activity 2.1.3**, the Market intelligence Department is willing to conduct three comprehensive market researches in



two new markets (Netherlands and France) and to update the existing market information /studies for Germany

Background on Available Information:

PalTrade has previously collected relevant information to these market studies, thus it is foreseen that these information will be utilized by the selected company; some of these information could be updated, while others could be used without the need for their update. Furthermore EC and CBI has published several relevant market information for export to Europe on the identified products including for organic and fair trade as niche markets.

Below is a sample of available resources that could be utilized as a background and or available information.

Market research study about export of Palestinian olive oil to Germany.

<https://www.paltrade.org/upload/multimedia/admin/2017/03/58ce764165bb7.pdf>

Export potential of dates from Palestine:

<https://www.paltrade.org/upload/multimedia/admin/2018/09/5b98eb560816e.pdf>

olive oil export guideline from Palestine to Germany (2015)

<https://www.paltrade.org/upload/multimedia/admin/2017/03/58ce775cd6f5b.pdf>

Olive oil:

https://ec.europa.eu/agriculture/sites/agriculture/files/dashboards/olive-oil-dashboard_en.pdf

<https://ec.europa.eu/agriculture/sites/agriculture/files/olive-oil/prices/market-situation.pdf>

https://ec.europa.eu/agriculture/olive-oil_en

<https://www.cbi.eu/market-information/fresh-fruit-vegetables/fresh-herbs/europe/>

1) Exporting Fresh Herbs to Europe (Nov 2016)

<https://www.cbi.eu/market-information/fresh-fruit-vegetables/fresh-herbs/europe/>

2) Exporting Fresh Herbs to Germany (Feb 2016)

<https://www.cbi.eu/market-information/fresh-fruit-vegetables/fresh-herbs/germany/>

3) Exporting Fresh Dates to Germany (Nov. 2016)

<https://www.cbi.eu/market-information/fresh-fruit-vegetables/dates/germany/>

4) Export olive oil to Germany (Jan 2016)

<https://www.cbi.eu/market-information/vegetable-oils/olive-oil/germany/>

5) exporting sustainable spices and herbs (June 2017)

<https://www.cbi.eu/node/2145/pdf/>

6) exporting vegetable oils to Europe

<https://www.cbi.eu/market-information/vegetable-oils/channels-segments-vegetable-oils/>

<https://www.cbi.eu/market-information/vegetable-oils/trade-statistics-vegetable-oils/>

7) fresh vegetables and fruits (including herbs and dates)

Competition on the European fresh fruit and vegetables market (Jan 2018)

<https://www.cbi.eu/market-information/fresh-fruit-vegetables/competition/>

Opportunities on the European fresh fruit and vegetables market (2018 Jan)

<https://www.cbi.eu/market-information/fresh-fruit-vegetables/trends/>



Channels to get fresh fruit and vegetables onto the European market (Jan, 2018)

<https://www.cbi.eu/market-information/fresh-fruit-vegetables/channels-segments/> **Requirements should**

Fresh Fruit or Vegetables comply with to be allowed on the European market (Jan 2018)

<https://www.cbi.eu/market-information/fresh-fruit-vegetables/buyer-requirements/>

SCOPE OF WORK

PalTrade is seeking highly qualified consulting firm/consultants to conduct market research. Below is a description of what should be covered in these market studies. It is important to note, that several information are already available as described above, particularly with regards to the German market, thus updating and complementing the existing information in a usable document by Palestinian producers and traders is important. For the Netherlands market and the use of Netherlands as a hub, there is less information available, and it is important to distinguish the information related to the Netherlands market from those when used as a hub.

These studies will cover the following:

1. consumer preferences and trends in target market
2. Market analysis, Market trends, Market size (in terms of general market and in the Green market), including potential for growth, prospects, and history.
3. Major competitors in target markets and their share in the market.
4. Market entry requirements: standards, labelling, packaging, language requirements, voluntary standards, .etc. (including samples of export documentation); including special requirement for Greening standards.
5. Prices of similar green products in the target markets and comparison with conventional products.
6. Trade volume and trends with Palestine
7. Unit price and distribution channels in as much detail as possible.
8. Main importers/and related associations. (with detailed information on their preferences, and requirements, with focus on interests in green products)
9. Potential partners/ buyers in the target market, (with detailed information on their preferences, requirements particularly their interests in standards in terms of green products, and commercial practices).
10. Cost of logistics and shipments from Palestine to target market, and the procedures involved.
11. Tariffs and preferential treatment available to Palestine.
12. Business opportunities.
13. Legal, political and Economic Factors (on the overall economy):
 - a. Political climate and stability
 - b. International trade developments.
 - c. Trade agreement
 - d. Trade barriers (both tariff and non tariff)

The above information needs to be made available for the three sectors (listed in the table below).



Market	Sectors
Netherlands (as a market and as Hub to Europe) and France, Update Germany market study	Olive oil
Netherlands (as a market and as Hub to Europe) and France and Germany	Dates
Netherlands (as a market and as Hub to Europe) and France and Germany	Fresh Herbs

DELIVERABLES

1. Detailed action plan
2. Biweekly progress report of the assignment
3. First and final of drafts of the study in English

TECHNICAL AND FINANCIAL OFFER SHOULD INCLUDE

4. List of related experience supported by samples.
5. Work Methodology.
6. Clear Description of the report (outline proposal) with time frame
7. CVs of consultants.
8. Contacts of at least 3 references.
9. Proposed action plan.
10. Detailed financial budget with breakdown of cost.

Financial Offer:

Detailed financial budget with breakdown of cost. Financial offer should include (level of effort and “number of days.

The Financial offer should be in Euro and include VAT, please fill the table below



<u>Country</u>	<u>Sector</u>	<u>Cost</u>
<u>Netherlands</u>	<u>Olive Oil</u>	
<u>Netherlands</u>	<u>Dates</u>	
<u>Netherlands</u>	<u>Fresh herbs</u>	
<u>France</u>	<u>Olive Oil</u>	
<u>France</u>	<u>Dates</u>	
<u>France</u>	<u>Fresh Herbs</u>	
<u>Germany</u>	<u>Update Olive oil market study</u>	
<u>Germany</u>	<u>Dates</u>	
<u>Germany</u>	<u>Fresh herbs</u>	
<u>All markets</u>	<u>All sectors</u>	

Consultants can apply to one or all countries for the offer. PalTrade reserves the right to split or cancel the assignment.

DURATION

No longer than 8 weeks of the date is the contract signed.

Application process

Send a cover letter responding to the Terms of Reference that includes a technical proposal including CVs of the working teams, a sample of related previous works, financial proposal and work plan to procurement@paltrade.org ONLY. Proposals should be submitted by 14/12/2018.

The evaluation criteria is the following

No	Evaluation Criteria	Max (points)
1	Technical Weight	70%
1.1	Working Methodology	30
1.2	Understanding of the Assignment	15
1.3	Relevant/ previous experience	10
1.4	Company profile & C.V. of the consultant	15
2	Financial Weight	30%
Total		100%

This Project is Funded by



EUROPEAN UNION



Evaluation passing scores

Evaluation will be based first on technical evaluation; if the companies and individual consultants based the technical passing scores (55/70), then PalTrade will open the financial offers.