

Terms of Reference for
**Consulting Services to showcase Bangladesh at the international sourcing
show/trade events for the four targeted sectors under EC4J Project
(Package no. S52)**

1. Background

Bangladesh's need for diversification of its economy at large and the export basket in particular, is well recognized by the policy makers, the private sector as well as development partners. The seventh Five-Year Plan (2016-2021) and the Bangladesh Export Policy for 2015-18 identify potential growth sectors that are increasingly competitive in international markets or showing signs of comparative advantage that could play an important role in economic and export diversification. The Ministry of Commerce has set an ambitious export target of reaching US\$ 60 billion by 2021.

The Project Export Competitiveness for Jobs has been designed on request from the Economic Relations Division (ERD), Ministry of Finance, Government of Bangladesh, with the objective of strengthening export competitiveness and increasing investment and employment in some priority sectors such as Leather & Leather Goods, Footwear (leather & non-leather), Light Engineering (Electronics, Electrical Goods, Bicycle, Automobile, Accumulators, Battery, etc.) and Plastics. To achieve this objective, Ministry of commerce is directly implementing a project titled "Export Competitiveness for Jobs" financed by the World Bank Group. The Project is expected to directly contribute to the Government of Bangladesh's policy objective of diversifying exports beyond ready-made garments (RMG).

While the apparel industry generates a large portion of export revenue, it is not sustainable for the economy to have a high concentration of export in one sector for the inflow of revenue, due to a number of reasons such as international competition, unstable internal economy, external economic shocks.

There are a number of other sectors in Bangladesh that have not exploited their full potential in the export industry. These promising sectors include the leather industry, footwear industry, plastics goods and light engineering industry. Improving the competitiveness of these sectors and encouraging economic diversification will not only increase the country's export revenue due to better access to the international market, but will ensure that the export industry of the nation is on a sustainable trajectory and is more resistant to external economic shocks.

While accessing export markets, one of the critical constraints Bangladesh faces is market development and branding both as a country, and the products it can competitively offer to the international markets. There are no systematic and strategic efforts to gather information on specific markets, brands and buyers neither by the private entrepreneurs nor by the public-sector agencies. While there are scanty initiatives such as organizing or participating in trade shows, there is hardly any targeted and strategic drive to harness market opportunities

utilizing state-of-the-art marketing and communication tools and mediums coupled with adequate market intelligence.

Therefore, showcasing Bangladesh as a manufacturing hub and a reliable sourcing destination, highlighting ESQ (Environment, Social and Quality) compliance performances and the export readiness in the minds of the buyers will help gain better market access.

2. Rationale of the assignment

The EC4J Project is supporting the private sector companies in the targeted sectors in accessing export markets by improving environmental, social and quality standards. EC4J aims to help companies, giving particular emphasis on Small and Medium Enterprises (SMEs) that are in the export market or have the potential and are aspiring to access export markets.

In order to consolidate positioning of Bangladesh in the global supply chain map by engaging international brands, buyers, retailers and sourcing agents EC4J project has planned to showcase Bangladesh in the international trade fairs as to highlight long term strategic benefits of Bangladesh as a sourcing destination. So that, the exporters from the targeted sectors can demonstrate a compelling and consistent story about the growth, prospect and the strength of the country and its competitiveness. As a result, creating market linkages among manufacturers and exporters of Bangladesh. That eventually translates into deepening ties to export markets, and growing into a global player with increased market access, better visibility and partnerships.

3. Objectives of the assignment

The primary objective of the assignment is to showcase Bangladesh through a carefully selective participation in the relevant global fairs/ sourcing shows for each of the selected sector such as Leather goods, Footwear, Plastics, Bicycle, Electronics & Electrical Devices and Motorcycles and Battery etc. and also executing the activities for creative showcasing of at the event. In addition to that, creating scope for the foreign investors to know firsthand the investment opportunities as well as business benefits of sourcing from Bangladesh.

The secondary objectives are -

- To design and execute international sourcing show participations for expediting the growth of export order for the selected sectors.
- To arrange for buyer meets with top buyers and sourcing agents of each of the selected industry.
- To create linkage and export leads with Bangladeshi manufactures specially in target markets like USA, Europe, Australia, Japan, Gulf region etc.

4. Scope of Work

Stage of Strategic Framework	Expected Services/Activities	Quantity
Fair/ Sourcing show selections and Factory participation engagement	<ul style="list-style-type: none"> • Select the most relevant sourcing show for the relevant product segments • Prepare the fair participation calendar and share with the relevant stakeholders • Engage with the sector, EPB and interested individual exporter to confirm at least 5-10 participants and their product showcasing • Guide the prospective exporters to select the right assortment of products and other associated preparation 	<p>Around 10 Events</p> <p>At least two for each Sector</p> <p>EU, North America, Japan, Australia, China etc.</p>
Fair Participation and Product Showcasing	<p>Sector Specific Globally Renowned and Important fair attendance:</p> <ul style="list-style-type: none"> • Pavilion Design • Stall / Pavilion Booking • Supplier Short listing • Portfolio Creation for Display • PR and press materials preparation for the respective show • Arrange necessary logistics • Display Products Sourcing from local manufacturers 	
Buyer meets	<ul style="list-style-type: none"> • Collect the list of the prospective buyers and potential investors in the destination markets • Communicate and invite them to visit the pavilion/ stands • Confirm schedule B-2-B meeting with the buyers • Take queries and find the relevant Bangladeshi counterpart and schedule the meeting • Arrange the meeting at the fair ground 	<p>At least 10 one-to-one buyer's meeting in each fair</p>

5. Deliverables

The expected deliverables include but not limited to:

- a) Inception report including event execution plan and fair selection criterion for each of the sectors;
- b) Showcasing Bangladesh in 10 international fair/ sourcing shows for the relevant sector;
- c) Participation of around 50 exporters (preferably SMEs) in international sourcing show;
- d) In total 100 B-2-B In buyers meeting with Bangladeshi manufacturers;
- e) Quarterly progress report along with data on business leads generated for each fair;
- f) Final report of the completion of the assignment with the overall export orders, business links, and investment proposal generated throughout the assignment period.

6. Logistics and equipment: The consultant will provide all necessary logistics in executing the fair participation.

6. Confidentiality:

- a) All draft and final output, including supporting documents, analytical reports and raw data should be provided in electronic version compatible with JPEG, WORD and EXCEL for Windows. Ownership of the data from the analysis rests with EC4J.
- b) The copyright of the intellectual properties like documents, materials, creatives, software, participants evaluation reports will rest exclusively with the EC4J Project. Key stakeholders can make appropriate use of the findings in line with the original purpose and with acknowledgement.

7. Selection Criteria

The Consultant should have the legal capacity to enter into the contract with proven track record of arranging sourcing show/trade events in the last 5 years. It must have extensive professional experience and hands-on expertise in planning and executing such events for the exporting industries in abroad. Demonstrated appropriate technical expertise, local knowledge and language capabilities in performing the above assignment is desired. A Sound knowledge on Bangladesh trade and commerce, their stakeholders and their technical knowhow would be considered as an added valuable asset. Partnerships between international and local firms combining resource and experience is highly encouraged.

10. Reporting

The firm will report to Project Director, EC4J Project and liaising with the PIU representative(s).

13. Timeline

The duration of the assignment will be over the period of 30 months. Specific deadlines of particular deliverables will be subject to the approval of the project team.