



TERMS OF REFERENCE

Market Expert/Company for Matchmaking Event in Akkar

Location: Akkar, Lebanon

Project Title: AFDAL phase IV

Coordinates with: Paty Nakhle

Procurement Activity to be submitted by: 10 July 2024

Deadline related to the posting:

Contact: procurement@fairtradelebanon.org

SCOPE OF WORK

1- Summary

AFDAL project works towards enhancing resilience to climate change/shocks, productivity, access to market, and overall income generation opportunities within the food system in Akkar Lebanon. FTL is seeking a market expert to make a profile for each selected beneficiary, outreach potential businesses and relevant stakeholders, as well as support in the organization and implementation of the matchmaking event in Akkar area. This event aims to bring together farmers, cooperatives, restaurants, identified businesses, and potential buyers to network and establish business connections.

2- Objective

AFDAL phase IV financed by WFP and implemented by Care International Lebanon and Fair Trade Lebanon, aims to enhance resilience to climate change/shocks, increase productivity, access to market, and overall improve employability and income generation opportunities within the food system in Akkar Lebanon.

FTL is seeking a market expert to conduct an in-depth market analysis for farmers, identify potential buyers, develop a marketing strategy to promote the matchmaking event and attract participants, organize and categorize participants to facilitate round table discussions, pairing groups such as farmers with traders and cooperatives with bakeries. The market expert will compile a detailed report after the matchmaking event, summarizing all discussions, evaluations through follow up surveys, and providing recommendations for future events.

3- Duration and mission

The expert responsible has 20 days to complete all the tasks between mid-July and mid-October. The expert will report to the project coordinator at FTL and provide regular updates on progress, challenges, and achievements.

The expert will be responsible for the following tasks:

- Prepare a profile for each beneficiary and conduct an in-depth market analysis for farmers to identify potential buyers, such as restaurants, patisseries, grocery stores, traders, and bakeries.
- Develop a comprehensive marketing strategy to promote the event and attract participants.
- Organize and categorize participants to facilitate round table discussions, pairing groups such as farmers with traders and cooperatives with bakeries.
- Prepare discussion questions for each round table session.
- Compile a detailed report after the matchmaking event, summarizing all discussions and providing recommendations for future events.
- Create a detailed event program, including presentations, networking sessions, and matchmaking opportunities.
- Coordinate with speakers and presenters to ensure all content is relevant and engaging.
- Monitor and evaluate the event's success through participant feedback and follow-up surveys.
- Provide recommendations for future matchmaking events based on the outcomes of the current event.
- Facilitate matchmaking sessions to foster partnerships between agri-food businesses and support entities.
- Organize roundtable discussions to generate actionable ideas for partnership development and activity acceleration.
- Provide a structured networking format, allowing participants to showcase their products and services.

4- Deliverables

- Profile for each beneficiary.
- Market analysis and identification of potential buyers.
- Detailed event plan and schedule.
- List of invited participants and confirmed attendees.
- Event questions, and discussion objectives.
- Report on matchmaking outcomes, including established partnerships and feedback from participants.
- Pre and post-test.

5- Qualifications

- Proven experience in organizing similar matchmaking or market linkage events.
- Strong network within the agri-food sector in Lebanon, particularly in Akkar.
- Excellent coordination and communication skills

6- Payment terms

- Payments will be made only through bank transfer or bank cheques
- The price will be paid in USD while the VAT will be paid in LBP based on the official exchange rate on the date of the invoice.
- Payment will be made within 15 business days of invoice receipt.

7- How to apply

Interested experts/companies are required to submit the following:

- Proposal detailing the approach and methodology for organizing the events.
- CVs of key team members.
- Examples of previous similar work.

to: procurement@fairtradelebanon.org

Only selected candidates will be contacted.