



TERMS OF REFERENCE

Training Services

Location: Lebanon – Mount Lebanon (Shouf, Aley) and Bekaa (Zahle, Baalbak) Regions

Type of Contract: Trainer

Starting Date: 7 October 2024

End Date: 1 February 2025

Languages: Arabic and English

Coordinates with: FTL Project Coordinator

Project Title: EXCEL

Deadline: 20 September 2024

Contact: Procurement@fairtradelebanon.org

SCOPE OF WORK

1- Objective

The objective of the project is to empower 10 SMEs in Bekaa and Mount Lebanon areas by equipping them with practical knowledge and skills to develop and implement effective branding strategies for foreign markets, thereby enhancing their international competitiveness and market penetration.

Fair Trade Lebanon is looking for a Trainers' provider agency or individual trainers to provide training for the above-detailed project in the Mount Lebanon and Bekaa region.

2- Training Topics

The below topics should be developed in accordance with **Export Readiness** criteria however they are subject to change according to needs assessment and curriculum development results.

Individual trainers' applicants can apply for specific topics among the below.

- Foundational knowledge in export readiness
- Business Planning Development
- Supply chain and export logistics
- Market Study for Export
- Marketing and digital marketing
- Sales
- Product Development and Innovation
- Food packaging
- Legal and Compliance
- Certifications and compliance with international food safety and quality standards

3- Outcomes

The following outcomes are what the activity aims to achieve within the above-mentioned topics for the required training sessions:

- 20 sessions, 10 topics (2 groups of 20 per topic) for MSME.

The trainings will be given in two separate locations, one in the Bekaa and one in Mount Lebanon. Exact location to be determined later on.

The training topics will be confirmed following the needs assessment.

4- Deliverables

- Conduct a total of 20 training sessions on the listed topics above.
- Assess and analyse beneficiary performance and topic understanding through relevant Pre and Post tests.
- Submit timely pre and post training reports for each training given.
- Submit training and activity report.

5- Qualifications

- University degree in business, economics, marketing, or related fields.
- Minimum 5 years' experience as a trainer.
- Proven knowledge of Fair-Trade principles.
- Proven presentation skills.
- Drives results.

6- Skills

- Adheres to FTL values.
- Good interpersonal communication skills.
- Engaged in developing self and others.
- High degree of self-motivation.
- Excellent leadership, team building, and management skills.
- Good time management.
- Organized and able to create multiple timelines and schedules.
- Good knowledge of Arabic and English.

7- Company qualification

The company must have the following valid legal documents:

- Commercial Circular
- Fiscal Certificate of Incorporation at the Ministry of Finance
- VAT Certificate of Registration
- ID of company's authorized representative(s)

8- Payment terms

- Payments will be made through bank cheques
- Payment will be made within 15 to 20 business days after last delivery and submission of final invoice.

9- How to apply

Applicants are requested to send their:

- Legal documents
- Portfolio + references
- CV and ID of trainer and / or Owner company
- Short concept-note related to the abovementioned intervention
- Acknowledgment letter of payment modality
- Detailed budget

to: **procurement@fairtradelebanon.org**

The detailed workplan will be developed and agreed upon in coordination with the FTL team.

Only selected candidates will be contacted.