

TERMS OF REFERENCE

Individual Contractor

1. Assignment Information

Assignment Title:	Consultant on an export guidebook/ cassava based products
UNDP Practice Area:	Poverty
Cluster/Project:	Poverty Reduction/ Cambodia Export Diversification and Expansion Programme II (CEDEP II) – Cassava Component
Post Level:	Specialist
Contract Type:	Individual Contractor (IC)
Duty Station:	Home/Phnom Penh
Expected Place of Travel:	Two provinces of Cambodia
Contract Duration:	44 days, with 17 working days in Cambodia

2. Project Description

Poverty reduction and growth are the highest priorities of the Government. The Rectangular Strategy Phase III reaffirms government's commitment to prioritize policies and investment in support of agriculture, infrastructure, private sector development and employment, and human resources development. The global economic crisis and the rise in food and fuel prices have led the Royal Government of Cambodia (RGC) to adopt a dual approach. This aims to increase national competitiveness and diversify the economy, and to expand the social protection and safety nets¹

The government has identified agriculture as the top priority for Cambodia's socio-economic development, focusing on increasing productivity and diversifying within this sector. This is clearly reflected in the Rectangular Strategy III and the National Strategic Development Plan (NSDP) IV both covering the period 2014-2018. Similarly, the Cambodia Diagnostic Trade Integration Strategy 2014-2018 (CTIS 2014-2018) stresses the need for Cambodia to strengthen and accelerate the diversification of its export base above and beyond its original, two core export sectors – garments and tourism. To support this major strategic orientation, CTIS identifies: (1) 10 product and service with export potentials for export (including cassava) (2) "cross-cutting" reforms and institutional developments required to unleash its growth; and, (3) capacity developments in areas of trade policy and Aid for Trade management. The strategy was endorsed by the Sub-Steering Committee on Trade and Trade-Related Investment in December 2013 (the Committee serves as National Steering Committee for all Aid for Trade in Cambodia) and launched officially by H.E. Prime Minister Hun Sen in February 2014.

This is also in line with the results of the country's Trade Policy Review undertaken in 2011 in partnership with the World Trade Organization (WTO) that calls for Cambodia to move away from its dependency on garment and rice and urges to diversify and expand the country's export basis.

Cassava is the second largest agricultural crop in Cambodia and is growing rapidly. Statistics from Ministry of Agriculture, Forestry and Fisheries (MAFF) indicates production of nearly 4.250 million

¹ Cambodia UNDP Country Programme Action Plan (CPAP) 2011-2015, chapter 2.18

MT in 2010, up from 3.5 million MT in 2009. MAFF sources estimate that 2013 production reached almost 8 million MT. The fast growing importance of the sector for export diversification and export revenues cannot be underestimated. Additionally, the sector might have been generating anywhere between \$300 to \$400 million worth of “informal” export revenues in 2013. Even though Cassava has become the second largest agricultural crop in term of income, employment, hectares cultivated, and export, there is very little technical assistance support provided to the sector.

UNDP, in its Country Programme Action Plan (CPAP), has vowed to support the above goals of economic diversification and poverty reduction and in particular the human capital development and competitiveness issues. Similarly, at the request of the Government, UNDP has decided to re-engage deeply in the trade sector through the creation of a dedicated project within UNDP named Cambodia Export Diversification and Expansion Programme (CEDEPII-Cassava Component) project.

The CEDEPII-Cassava Component project will contribute directly to:

- UNDAF outcome on “promotion of equitable, green, diversified economic growth”
- CPAP Outcome #1 on Poverty Reduction: strengthening national and sub-national capacities to develop a more diversified, sustainable and equitable economy.
- CPAP Output #1.1: supporting human capital development and institutional capacity for selected sectors of importance for the diversification of the economy
- CPAP Outcome #2: enabling national and local authorities, communities and the private sector to sustainably manage eco-system goods and services and respond to climate change

The CEDEP II-Cassava Component project aims at helping cassava exporters/processors accessing to more diversified markets through capacity building. The project supports to build direct linkage to markets, build capacity to meet market demands/requirements, support to engage in dialogue mechanism to address sector challenges, and support to establish cassava associations.

As part of capacity building for exporters/processors of Cambodia cassava, CEDEPII-Cassava Component project is looking for an independent consultant to formulate Export Guide Book for Cassava in Cambodia.

3. Scope of Work

The assignment aims to develop a practical export guidebook which can be used and referred easily by cassava exporters/processors. The guidebook should be less than 40 pages, excluding appendix and references.

The consultant is expected to deliver the below output:

- **Export Guide Book** for cassava products, with focus on starch and dried chip in Cambodia

While the outline of the export guide book will be further discussed with the consultant once he/she is on board, the guidebook shall provide the following areas of information in a simple and user-friendly manner:

- **Section I:** describing relevant trade agreements either bilateral, regional, or global levels that can be at benefit of exporting cassava product to identified prospective markets, potentially India, Indonesia, Malaysia, and EU. The possible trade agreement to be explored shall include any bilateral trade agreement between Cambodia and the prospective market,

relevant condition in GMS, ASEAN, or WTO, etc. The key possible beneficial condition shall be provided and the related analysis on how this lead to privilege for Cambodia product export need to be highlighted;

- **Section II:** Clearly highlight the requirement, steps, contact point, document needed, stakeholder to be engaged during 1) pre-export stage; 2) preparation for export; and 3) delivering product from Cambodia to the buyers. This might include, but not limited to, the following:
 - Pre-export stage
 - Requirement from the government so that the company is eligible for the export;
 - Stakeholder to be engaged at each state;
 - Fee related;
 - Any other relevant necessary aspect.
 - Preparation for export
 - Step in processing export document;
 - Requirement in each step;
 - Stakeholder to be engaged at each stage;
 - Fee related;
 - Any other relevant necessary aspect.
 - Delivering product from Cambodia to buyers
 - Relevant incoterm, how it implied in term of document or process needed;
 - Possible payment method and modality;
 - Logistic arrangement if relevant;
 - Requirement in each of the key aspects at this “product delivering stage”;
 - Requirement and stakeholder to be engaged;
 - Fee related;
 - Any other relevant necessary aspect.
 - Takeaway tips for consideration
 - Recommended approaches to minimize unnecessary costs and time incurring during export process since Cambodia to target markets
 - Identify perceivable risks related to the export of cassava based products which should pay attention and their effects on exporters, i.e noncompliance with export requirements of target exported countries and quality set by buyers and recommend low cost mitigation strategies which can be applied by Cambodian exporters
- **Section III:** Provide case study on export of cassava to the three prospective markets (India, Indonesia, and Malaysia). The case study shall build on the analysis in section II, e.g. using the info and analysis under section II in the context of each of the specific market identified.

This section III shall as well include the recommendation (based by evidence analysis) on the following areas:

- Descriptions of export routes as well as transshipments to reach target export countries, and details on export procedures and documentary requirements based on the export routes and transportation modes;
- Effective facilitation and arrangement with supporting service providers to ensure that export documents, for instance: commercial invoice, packing list, transport, freight forwarder, bill of lading, etc. are available for certificate application and goods clearance timely;

- Details of documents for buyers to claim the ownership of their products;
- A table of related costs for the whole export cycle;
- A flow chart of the whole export process of cassava-based products from Cambodia to each export country or target market;
- Details of documents for import clearance required by the import countries;
- Details of the process of application and procedure of each required export document, for example: Cargo inspection, Certificate of Origin, Custom clearance and others which are relevant.
- Work in close collaboration with the Cassava Product Specification Expert, to be recruited by the project, to integrate the following dimensions in the case study of each market in the relevant section:
 - Details of cassava based products (fresh roots, dry chips, starch, etc.) such as its trade terms, HS codes, product specification, and quality standards
 - Details of the process of application and document needed to response to market requirement such as SPS, Fumigation.

▪ **Annexes:**

- Attach required documents (application forms, certificates, etc) at each stage as analyses in section II and Section III of both Cambodia and target export countries as reference;
- Provide list of stakeholder, including their contact and address at each stage as analyze in section I, II, and III;
- List of relevant website/network for cassava export.

To deliver the expected output as per the above specification, the consultant carry out the following tasks:

- Produce work plan with timeline to deliver the assignment;
- Conduct desk review on the existing documents. While the consultant can include other relevant documents during the desk review exercise, below is the list of documents to be provided by the project team namely:
 - Business Process Analysis: Export of Cassava and Maize in Cambodia, SATNET Asia/UNESCAP, Jan 2014;
 - Guide book on export procedure for small and medium enterprise in Cambodia, MOC/IFC, April 2008;
 - Training manual for cassava exporter/processor, CCP II project, 2014;
 - Export manual for marine fisheries products, UNIDO, 2015.
- Consultant with relevant stakeholder to generate any relevant update info as deems necessary;
- Keep close communication with the project focal person, National Project Manager, and provide any necessary update on his/her work progress and information in relation to this assignment as required;
- Present the draft and final product to the stakeholder for consultation and dissemination purpose.

4. Expected Outputs and Deliverables

N	Deliverables/Outputs	Estimated Duration to Complete	Target Due Dates	Review and Approvals Required
1	Workplan to deliver the assignment	2	2 nd week of May 2017	Reviewed by Programme management specialist/Programme analyst/approved by ACD/Team leader
2	Draft of export guide book	20	2 nd week of June 2017	
3	Final draft version of export guide book produced with all comment from stakeholder incorporated	6	4 th week of June 2017	
4	Draft case study from the three potential market produced and incorporated in the final draft of the Export Manual	12	4 th week of August 2017	
5	Compleat final draft of the Export Manual produced with the case study of the three markets identified incorporate	4	1 st week of October 2017	
Total # of Days:		44		

5. Institutional Arrangement

Under overall direct supervision of the ACD/Poverty Team Leader, oversight of Programme analyst and direct guidance from national management specialist, the consultant will be responsible for delivering all outputs as above.

Role of the consultant

- The consultant is responsible to provide his/her technical expertise to produce the expected outputs;
- The consultant shall cover all the related cost for his mission to Cambodia. The field work to the province will be covered by the project;
- The consultant shall work under the assigned focal person from UNDP project team, National Project Management Specialist;
- The consultant needs to maintain daily communication with the UNDP project focal person as and when problems emerge during the consultancy period, especially if they affect the scope of the job.

Role of UNDP focal person/team

- The UNDP programme unit will provide overall quality assurance for this consultancy;
- The UNDP programme unit will review deliverables for payment release;
- UNDP focal person, National Project Management Specialist, will act as the focal person to interact with the consultant to facilitate the assignment, to facilitate the review of each outputs and ensure the timely generation of the comment from stakeholder on each output.

6. Duration of the Work

The consultant will work for 44 working days. He/she is expected to be on board in the 1st week of May 2017 and complete the assignment no later than the 4th week of June 2017.

7. Duty Station

The consultant will be homebased or anywhere at his/her own convenience. The consultant should arrange transportation for his or her own use during the data collection and meeting with stakeholders.

The assignment is required the consultant to travel to Cambodia for three times. The proposed mission schedule is as the following:

- 1st mission: around 2nd week of May 2017. To have a first round of stakeholder meeting to kick start the assignment. The consultant is expected to be in the country for 7 working days.
- 2nd mission: around Mid-June 2017 to present the preliminary draft of the Export Guide Book to stakeholder. The consultant is expected to be in the country for 5 working days.
- 3rd mission: around 2nd week of September to present the draft case study of export procedure for the prospective markets to stakeholders. The consultant is expected to be in Cambodia for 5 working days.

Selected individual contract(s) who is expected to travel to the Country Office (CO) to undertake the assignment in the country (Cambodia) is required to undertake the *Basic Security in the Field (BSIF) training*

(<https://dss.un.org/dssweb/WelcometoUNDSS/tabid/105/Default.aspx?returnurl=%2fdssweb%2f>) prior to travelling. CD ROMs must be made available for use in environments where access to technology poses a challenge. ⁱ

8. Budgeting and Payment Milestones

The consultant will be paid on a lump sum basis under the following installments.

No	Outputs/Deliveries	Payment Schedule	Payment Amount
1	Upon satisfactory completion of the working proposal	2 nd week of May 2017	20%
2	Upon satisfactory completion of the draft of export guidebook	2 nd week of June 2017	30%
3	Upon satisfactory completion of the final report	4 th week of June 2017	30%
4	Upon satisfactory completion of the draft case studies	4 th week of August 2017	10%
5	Upon satisfactory completion of the final case studies and incorporation in the export guidebook	1st week of October 2017	10%

9. Minimum Qualifications of the Individual Contractor

Education:	<ul style="list-style-type: none"> At least Master Degree in International Business, Business Administration, and Trade related disciplines
Experience:	<ul style="list-style-type: none"> At least 5 years experience working to support development project related to trade policies and export procedure of agricultural commodities. Particular experience in Cambodia is a strong asset, preferable with cassava-based products such as dry chip and starch Experience on international trade context and trading system between countries particularly in Asia. Specific knowledge on the prospective markets (India, Indonesia, Malaysia) is a strong asset Experience working with international agencies and programs, preferably with UN agencies in the areas of trade and capacity building for export Record of developing manual(s) on export procedure and having at least one or more assignments before as lead consultant/researcher
Other Competency	<ul style="list-style-type: none"> Time management (in managing deliverables) Team management Professionalism, courtesy, patience Outstanding inter-cultural communication, networking and coordination skills.
Language Requirement:	<ul style="list-style-type: none"> Excellent written and oral English; knowledge of Khmer is an asset.
Other Requirements (if any):	

10. Criteria for Evaluation of Level of Technical Compliance of Individual Contractor

Technical Evaluation Criteria	Obtainable Score
At least 5 years experience working to support development project related to trade policies and export procedure of agricultural commodities. Particular experience in Cambodia is a strong asset, preferable with cassava-based products such as dry chip and starch	30
Experience on international trade context and trading system between countries particularly in Asia. Specific knowledge on the prospective markets (India, Indonesia, Malaysia) is a strong asset	20
Experience working with international agencies and programs, preferably with UN agencies in the areas of trade and capacity building for export	20
Record of developing manual(s) on export procedure and having at least one or more assignments before as lead consultant/researcher	30
Total Obtainable Score:	100

Approval

Signature: _____

Name: Pen Rany

Title/Unit/Cluster: Assistant to Country Director

Date: _____

ⁱ POPP: <https://intranet.undp.org/global/popp/cap/Pages/administration-of-travel-of-ic.aspx>