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Kumar Kylychev, Sustainable Development
Dimension Chief

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Empowered lives.
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TERMS OF REFERENCE

International consultant on development and introduction of technologies in managing and organization of exhibitions

Project Name	Aid for Trade
Short title of Assignment:	International consultant
Duty station:	Homebased with travels to Bishkek, Kyrgyzstan 7 days in country of residence 32 days in Bishkek, Kyrgyz Republic
Type of Contract:	Individual Contract
Duration of Contract:	August 2016 – September 2016 (39 effective person-days)

BACKGROUND

UNDP implements a regional “Aid for Trade” project in Central Asian countries, which is funded by the Government of Finland. The project is aimed at promotion of inclusive economic growth through trade development and strengthening of national competitiveness and sustainable development, support of the poor and vulnerable groups of the population, and share benefits of trade between the communities.

“Aid for Trade” is a global initiative that enhances opportunities of the developing countries to gain benefits from the international trade. Main part of initiative is oriented towards enhancing of the domestic production and competitiveness through improvement of business environment and establishing of economic infrastructure including interventions: (1) in field of trade policy and regulation; (2) trade development; (3) economic infrastructure; (4) production capacity. III phase of the project (2014-2017) based on successful practices of phases I and II implemented in the Batken region, will facilitate promotion of inclusive economic growth through trade development, increase of national competitiveness and sustainable development, support of the poor and vulnerable groups of the population through following interlinked three main components: 1 Trade-related policy makers are better qualified to support favorable pro-poor trade promotion environment; 2. Trade promotion capacity of local authorities, selected business associations and service providers enhanced; 3. Productivity within selected value chains increased and exports volume raised through application of improved marketing techniques.

In the framework of the second component, project provides support to trade support institutions such as the Chamber of Commerce and Industry (CCI) which is one of the major players in setting up dialogue between Government of the Kyrgyz Republic and private sector. CCI represents the interests of small, medium and large business', promotes the growth of the Kyrgyz economy and provides favorable conditions for foreign trade, promoting exports of goods and services, as well as trade-economic and scientific-technical relations of the Kyrgyz

Republic with other countries. One of the objectives of the Chamber is promoting exports of goods and services through organization of international and foreign exhibitions, trade fairs, presentations of various companies and organizations in Kyrgyzstan, organizing and supporting KR exhibitions abroad. Assessment showed that CCI has general review of functions and tasks of conducting exhibitions, without a comprehensive explanation and structure of work that is necessary to deliver quality services at exhibitions and organization of fairs and thus lacks modern knowledge of exhibition management. World practice shows that exhibition industry is significant contributor to the economy of the country, it is important for the CCI to learn world new practices and tools and apply to extent possible to the KR. In order to address this gap CCI requested UNDP to provide international expertise on strengthening capacities of the staff on management of exhibitions and fairs, development of detailed explanation of the functions, service delivery process at exhibitions, organization of fairs, and clearly defining responsibilities; anchoring it in job descriptions of respective departments of CCI. Based on this, a TOR is developed to contract an International Consultant to address the gaps identified above.

OBJECTIVE

The objective of the assignment is to provide advisory support and strengthen capacities of the CCI staff on management of exhibitions; in attraction of target clients and target visitors both from Kyrgyzstan and abroad; on modern aspects in exhibition technologies (design, IT and other technologies); in branding of exhibitions; revising current approaches in communication with target audience and post-exhibitions activities.

SCOPE OF WORK

Under overall supervision of UNDP PMU Sustainable Development Dimension Chief and AFT Project Coordinator in Kyrgyzstan, the International Consultant will closely coordinate its activities and cooperate with Chamber of Commerce and Industry of Kyrgyzstan and other stakeholders.

The International consultant will focus on the following key tasks:

1. Conduct situation and stakeholder analysis through desk review and meetings based on the Needs Assessment and other documents provided. Support with brief Minutes of conducted consultations.
2. Develop and agree capacity development program on managing and organizing of exhibitions with the Chamber of Commerce and Aft country team (Kyrgyzstan). Customize and adopt training materials in accordance with feedback received from the Chamber and Aft team.
3. Provide at least 10-day training in Bishkek for at least 10 staff the Chamber and advisory support to the Chamber during preparation and conducting Agroprodexpo Exhibition in Bishkek on following:
 - a. Communication aspects
 - Provide “know-how” on increasing number of target visitors and exhibitors.
 - New trends and best practices in communication of advertising exhibitions (including social media, traditional media and others).
 - Analyze and revise current channels of communication for addressing target audience both for universal and specialized exhibitions.
 - Difference in advertisement of exhibitions and fairs.
 - Provide techniques in creation messages (story telling) and informational materials on example of selected exhibition (case analysis).
 - Tips of attraction the Media as partners of exhibitions.
 - b. Customer Relationship Management aspects
 - Provide knowledge on segmentation of customers of selected exhibition (case analysis).
 - Techniques in attraction of new customers of exhibitions (visitors and exhibitors) and in retaining old customers.
 - Analyze needs of customers of selected exhibition (case analysis) – gender-aggregated approaches.
 - Loyalty programs and other tips for retaining customers of exhibitions.

- Advise on design and development of loyalty programs.
 - Satisfaction of customers and its evaluation.
 - c. Organization and management aspects
 - Train on key steps in arranging of exhibitions.
 - Accounting and registration of customers during exhibition.
 - Advise on advisory and technical support of exhibitors and visitors.
 - Arranging non-exhibition activities as part of exhibition process (workshop, roundtables etc.).
 - Post-exhibition activities.
 - Income generation. Structure and sources of income from exhibition.
 - Evaluation of effectiveness and efficiency of exhibitions.
 - d. Innovative Solutions and new trends in organization of exhibitions
 - Innovation in services provision in exhibitions.
 - Innovations in design and layout of premises.
 - Innovations in media-coverage (presentations, social media, audio and video tools, etc.).
 - IT solutions for exhibitions.
4. Submit the final report, endorse it at the Chamber of Commerce and Industry and get approval of UNDP Chief Dimension and AFT Coordinator.

FINAL DELIVERABLES

PRODUCTS	DEADLINE	PAYMENT STRUCTURE
<ul style="list-style-type: none"> • First draft report with: <ul style="list-style-type: none"> ○ an overview of the analysis of a situation and stakeholder conducted through desk review and meetings based on the Needs Assessment; ○ minutes of conducted consultation included in the appendices; ○ description of a draft capacity development program on managing and organizing of exhibitions; ○ samples and examples of training materials such as presentations, handouts, multimedia and so on; ○ overview of the analysis, draft program, training materials and the minutes after discussions on trainings must be approved by the Chamber of Commerce and Aft country team before submission. 	10 August 2016	30%
<ul style="list-style-type: none"> • At least 10-day training in Bishkek for at least 10 staff the Chamber of Commerce and Industry on managing and organizing of exhibitions is provided. Minutes of discussion and evaluation table of training provided to the Chamber of Commerce and Industry and Aft country team. • Advisory support on arranging the Agroprodexpo exhibition to be held in Bishkek to the Chamber, Report on evaluation and analysis of efficiency of the Agroprodexpo exhibition is provided. • Second draft report with a Manual on exhibition management with focus on improving (a) communication, (b) Customer Relationship Management, (c) organization and management aspects, as well as the (d) Innovative Solutions and new trends in organization of exhibitions. The manual must contain tips and recommendations in line with the tasks indicated above. 	05 September 2016	40%
<ul style="list-style-type: none"> • The final report containing overview of the analysis, final program and trainings materials, as well as the Manual on exhibition management endorsed at the Chamber of Commerce and Industry and approved by UNDP Chief Dimension and AFT 	30 September 2016	30%

Coordinator.		
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REPORTING REQUIREMENTS		
<p>Reports on the achieved results stating all actions taken during the assignment are to be submitted in agreed format after each deliverable and according to schedule. Reports should be submitted for approval by UNDP PMU Manager, Sustainable Development Dimension Chief and Aft Project Coordinator and serve as a justification for payments. The Certifying officer is Aft Project Coordinator.</p>		
QUALIFICATION REQUIREMENTS		
<ul style="list-style-type: none"> • Bachelor degree or equivalent in economics/public administration/law/finance/marketing/business administration. A master degree or equivalent in the abovementioned areas is an asset. • Minimum 3 years of professional work experience as manager of exhibitions in organizations arranging both national and international trade or business exhibitions. • Minimum 1 year of professional work experience in providing consultations, trainings and capacity development programs in exhibition arrangements is a strong asset; • Minimum 1 year professional work experience with national / local government and non-government agencies, research institutions or international organizations is an asset; • Knowledge of English language. Knowledge of Russian or Kyrgyz language is strong asset. 		
SCOPE OF PRICE PROPOSAL		
<p>Contracts based on lump-sum</p> <ul style="list-style-type: none"> • Lump-sum contract <p>Preferred Currency of Offer: United States Dollars (US\$)</p> <p>The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables. Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including the daily fee, travel expenses, living allowances).</p>		
ADDITIONAL REQUIREMENTS FOR RECOMMENDED CONTRACTORS		
<p>Statement of Medical Fitness for Work</p> <p>For an Individual Contractor who is of 62 years of age or older, and on an assignment requiring travel, be it for the purpose of arriving at the duty station or as an integral duty required under the TOR, a full medical examination and statement of fitness to work must be provided. However, this is not a requirement for individuals on RLA contracts</p> <p>Where there is no UN office nor a UN Medical Doctor present in the location of the Individual Contractor prior to commencing the travel, either for repatriation or duty travel, the Individual Contractor may choose his/her own preferred physician to obtain the required medical clearance.</p> <p>Inoculations/Vaccinations</p> <p>Individual Consultants/Contractors are required to have vaccinations/inoculations when travelling to certain countries, as designated by the UN Medical Director. The cost of required vaccinations/inoculations, when foreseeable, must be included in the financial proposal. Any unforeseeable vaccination/inoculation cost will</p>		

be reimbursed by UNDP.
TRAVEL REQUIREMENTS
<p>Duty Station: Homebased with travels to Bishkek, Kyrgyzstan</p> <p>The assignment requires one round-trip travel to Bishkek, Kyrgyzstan for 32 days in total (31 overnights).</p> <p>All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket and daily allowance exceeding UNDP rates. Should the IC wish to travel on a higher class he/she should do so using their own resources.</p> <p>In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.</p>
SECURITY CLEARANCE
<p>The Consultant/Contractor will be requested to undertake the Basic Security in the Field II (BSIF-II) training and Advanced Security in the Field (ASIF) training. These requirements apply for all Consultants, attracted individually or through the Employer</p>
UNDP INPUT
UNDP will provide necessary documents and materials for desk research.