



Consultancy Opportunities at TFO Canada

Trade Facilitation Office (TFO) Canada improves lives through the creation of sustainable trade partnerships for exporters from developing countries with Canadian and foreign buyers.

TFO Canada assists Small and Medium-sized enterprises (SMEs) and Trade Support Institutions (TSIs) from developing countries to access international markets through information, advice, coaching, and contact services. Since 1980, TFO Canada's internationally experienced project staff and sectoral experts have been providing trade promotion and capacity-building services to tens of thousands of SMEs and TSIs from Latin America and the Caribbean, Africa, Asia, and the Middle East.

Sectoral Experts in African Agrifoods (Processed Foods)

The sectoral expert should have at least 10 years of experience working in the agrifoods sector in Africa and experience working with SMEs.

Knowledge of the South African and southern Africa market

Market:

- Market Size
- Domestic/regional production
- Trends and opportunities
- Imports

Import regulations:

- Inspection processes
- Documents required to import into South Africa
- Tariffs applied to specific agrifoods

Trade Practices:

- Quality standards
- Pricing
- Certifications
- Packaging and labeling
- Promotion and Industry events (regional and international trade shows)

Route to Market

- Logistics and transportation

Experience working with SMEs:

- Understanding of the day-to-day realities experienced by SMEs in less developed countries
- Assessment of SME export readiness
- Designing and delivering training and coaching to SMEs
- Hosting delegations of SME exporters
- Organizing and facilitating market familiarization tours, including visits to stores, major retailers as well as niche /specialty stores.

Buyer Networks

The sectoral expert should have a strong network of relevant buyers in southern Africa and be able to set up B2B meetings and develop agendas for market access activities (market familiarization tours, trade missions, etc.).

Languages:

English essential. French and/or Portuguese are assets.

Qualified consultants are encouraged to submit their CV, a letter **outlining their suitability for assignments, and indicate their daily rate to: tfocrc@tfoCanada.ca no later than Friday, February 3rd, 2023.**

TFO Canada strives to ensure gender equality for men and women in their participation in TFO Canada's programs, projects, and activities, and in TFO Canada's employment, contracting and management opportunities.