



**TERMS OF REFERENCE FOR SERVICE PROVIDER
TO SUPPORT MARKET ACCESS ACTIVITIES FINAL FOLLOW-UP FOR THE WOMEN IN TRADE
FOR INCLUSIVE AND SUSTAINABLE GROWTH (WIT)
COLOMBIA – IT SERVICES SECTOR**

Preamble:

TFO Canada (Trade Facilitation Office Canada), a non-government non-profit organization, is implementing the project **Women in Trade for Sustainable and Inclusive Growth**, funded by Global Affairs Canada, and is seeking a service provider preferably located in **Colombia** to implement the final follow-up activity to Small and Medium Enterprises (SMEs) that participated in the market access component of the project.

Background:

TFO Canada is implementing the project Women in Trade for Inclusive and Sustainable Growth (WIT) in 23 developing countries in Africa, Asia, the Middle East, Latin America, and the Caribbean, a project funded by Global Affairs Canada. Working in partnership with Trade Support Institutions (TSIs), the project will address the main constraints faced by women exporters such as their lack of knowledge, skills, resources, and network to access global trade as well as their low involvement as members and leaders of trade support institutions.

The project is also addressing challenges faced by women exporters who are under-represented and under-served by public and private TSIs, and increasing the number of women from developing countries involved in international trade as exporters and also the share of exports generated by women-led Small and Medium Enterprises (SMEs).

The project is focused on the following sectors: artisan and home decor products, agro-food, Services (animation, software development, video games), Apparel, and Textiles, which present opportunities for employment creation particularly favorable to women. To increase access to Canadian and other international markets for women-led SMEs in these sectors, the project improves the ability to identify and respond to Canadian and other export market demands by organizing Trade missions (exporter missions and buyer missions).

In partnership with **ProColombia** in **Colombia**, TFO Canada organized different Trade Missions for Selected Small and Medium Enterprises (SMEs) from 2022 to 2024. The purpose of these trade missions was to support selected SMEs to establish commercial linkages with prospective Canadian and International buyers and to have optimal access to the Canadian and other International markets.

TFO Canada is conducting a final follow-up activity to support the consolidation of potential commercial relationships established during the trade missions. To this end, TFO Canada is hiring a Service Provider to assist the TFO Canada team with the follow-up activity.

Assignment:

Based on the above background, TFO Canada is looking for a Service Provider that executes the final follow-up activities with the **15 SMEs** that participated in the **IT Services Virtual Mission in 2023**.



Activities and Deliverables:

| Activities | Deliverables |
|--|---|
| #1: Meeting with TFO Canada Project Managers to get familiarized with WIT -market access activities, key project indicators, and organizational requirements. | no deliverables |
| #2: introduction to the Selected SMEs that participated in the market access activities. Coordination with TFO Canada staff to send follow-up surveys. | No deliverables |
| #3: Collection of data from surveys. Identification of SMEs that reported key actions, and data related to the indicators for the WIT projects. Discussion with the M&E project leader to discuss and validate other potential actions taken by SMEs that could support the indicators. Meeting with identified SMEs to learn more about these potential actions | List of SMEs (template of list will be provided) with detailed information of SMEs and key actions, and data related to the indicators for the WIT projects. List of potential actions implemented by identified SMEs <i>*Only the surveys fully completed will be accepted as deliverables. Service Providers must ensure the surveys are completed by SMEs.</i> |
| #4: Discuss findings with the M&E leader and TFO Canada Staff. In case there are further questions or need more information, hold follow-up meetings with SMEs | Updated list of potential actions with additional information |
| #5: Prepare the final report following the report template | Final report of Assignment |

Selection Criteria:

- Minimum of 5 years of work experience in implementing monitoring and evaluation activities, more specifically executing follow-up activities with project beneficiaries in developing countries.
- Experience working with project beneficiaries through a participatory approach
- Ability to communicate in the following languages: English and Spanish.
- Experience working with surveys, collecting and summarizing data, and using trackers
- Excellent computer application skills, particularly Microsoft Word, and Excel, as well as some experience working with database applications

Application Process:

Applications should be in English and include the following documents:

- Letter of interest outlining the experience of the service provider in similar assignments.
- Technical and financial proposal
- Two samples of recent similar work done following up with project beneficiaries



Applications should be made in writing by e-mail **no later than October 16, 2024**, to:
Program Director Latin America and the Caribbean and Trade Support Services
TFO Canada
66 Slater Street, Suite 2100
Ottawa, Ontario K1P 5H1
hr@tfocanada.ca

Note: The assignment will start no later than November 1st, 2024, and must be completed by November 30, 2024.

Please include ‘**COLOMBIA – IT - SERVICE PROVIDER: MARKET ACCESS ACTIVITIES FINAL FOLLOW-UP**’ in the subject line. Letters and related documentation will be reviewed at the end of the receiving period.

Payment:

Fees will be paid upon completion and approval of each deliverable.
No national/international travel is envisaged for this assignment.

Financial Proposal

The Service Provider should send a financial proposal along with the technical proposal.
The financial proposal range is CAD\$ 6,500.00 up to CAD 9,000.00 (including taxes).

Many thanks for your interest in this assignment.