Terms of Reference (ToR)

to realize

Training in the use of Big Data, Predictive Analysis and Artificial Intelligence tools

in the area of BSOD

1. Background Information

sequa gGmbH realizes in close cooperation with the Federation of German Wholesale, Foreign Trade and Services (BGA) the **Import Promotion Desk** ("IPD" or the "project"). It is funded by the Federal Ministry for Economic Cooperation and Development (BMZ). The project started on October 1/2012 and is from July 2024 onwards active in its fifth project phase. This fifth phase will last until June 30/2027. An extension of the project duration by three years is expected.

The IPD project aims to facilitate and to sustainably increase imports from developing and emerging countries to Europe. Likewise, the project contributes to strengthening small and medium-sized enterprises (SMEs) and to building sustainable economic structures in the partner countries. At the same time, new or alternative sourcing opportunities and contacts are being offered to German and other European importers.

Several analyses have been carried out to determine the demand for imports from developing and emerging countries to Europe for different sectors (currently fresh produce, natural ingredients, cut flowers, sustainable seafood, IT outsourcing and sustainable tourism). Based on these results, the IPD is also working in the fifth project phase in the following existing partner countries: Colombia, Egypt, Ethiopia, Ecuador, Ivory Coast, Ghana, Indonesia, Kenya, Madagascar, Morocco, Nepal, Peru, Sri Lanka, Tunisia, Ukraine and Uzbekistan. Whereas Brazil, Cambodia, Senegal, South Africa and Tanzania are also new additions. Thus, IPD is active in 21 partner countries and more than 35 country-sector combinations.

<u>The overall objective of the IPD mandate:</u>

It is the program's objective that partner countries have improved their international competitiveness. In selected sectors of the partner countries, exports to Europe shall increase and lead to more employment. The expected impacts and results (Key Performance Indicators) are listed in annex 1.

IPD activities are structured according to two main areas of intervention:

1. Advising, training and matching companies (micro level)
2. Advising BSOs and strengthening the offer of export related business services (meso level)

In the first area of intervention, IPD strengthens the competitiveness of Small-to-Medium-sized-Enterprises (SMEs) in its partner countries and matches them with European importers. To support SMEs to become export ready and sell their products to the European market on the one hand and enable European importers to gain access to reliable suppliers on the other hand, IPD implements following activities:

- Preselection of suitable suppliers according to IPD criteria and the needs of importers
- Capacity building for SMEs in form of individual consultancy, virtual/on-site workshops and through the IPD E-Learning platform
- Support SMEs in the development of relevant marketing and sales material
- Realization of Export Market Orientation Missions / Study Tours for SMEs
- Matchmaking at trade fairs, selling missions, buying missions and on-demand between SMEs and European importers
- Support the follow-up of business contacts between SMEs and European importers
- Provision of market information for European importers and SMEs via the IPD website and relevant publications

In the second area of intervention, IPD strengthens partner Business Support Organizations (BSOs) in their mandate of business services' providers for local SMEs. To develop capacities of BSOs to offer demand-oriented export-related business services IPD implements following activities:

- Advice at strategic and operational levels to develop/improve export-related business services oriented towards the needs and demands of companies (e.g. trade fair and B2B services, market intelligence/information services, training services)
- On-the-job training of BSO staff during sourcing missions and company visits on site
- Involvement of BSO staff during activities targeting SMEs (trainings, coaching etc.)
- Information and know-how transfer regarding trade promotion activities and events in Europe
- Support in the improvement of internal processes and structures (e.g. checklists, monitoring, impact measurement)
- Trainings and ToT for BSO staff
- Promoting the exchange of practices and experiences with other BSOs belonging the IPD network (peer-to-peer learning)

2. Objective of assignment

Around 10 staff of CNE are trained in the application of artificial intelligence, of various Big Data tools and improve the quality of advisory services provided to public and private bodies in Côte d'Ivoire.

The training will be divided into two levels.

All employees of CNE can participate in the first level, which will have the following outcomes:

- Agents are introduced to artificial intelligence and its applications in trade
- Agents are trained in the use of various Big Data tools (Tableau, Power BI, Google Analytics, etc.)
- Agents are encouraged to innovate in business support methods using AI-based solutions.

The training of the second level is intended for advanced participants and will have the following outcomes:

- Agents collect, store, analyze and interpret international market data using AI and Big Data tools
- Agents are able to identify opportunities for exporting companies using to AI tools
- Agents exploit the results of predictive analysis to anticipate trends and identify export opportunities.

3. Specific Tasks and Deliverables

The international expert/team is expected to:

I) Preparation of the trainings (2 days)
   a. Analysis of CNE's level
   b. Develop training content and modules to AI and Big Data for beginners and advanced people
   c. Share training material/presentation with IPD
   d. Deliverables:
      i. Deadline 04.04.2025:
         a. Content
         b. Agenda
         c. Training materials for the two trainings

II) Training level 1 (4 days)
   a. 2 Mondays and 2 Thursdays training of a group of around 10 people at CNE conference room
   b. Theoretical training with practical exercises. All participants are present with their laptops.
   c. Deliverables:
      i. Deadline April/May 2025
         a. List of participants

III) Training level 2 (4 days)
   a. 2 Mondays and 2 Thursdays training of a group of around 5 people at CNE conference room
   b. Theoretical training with practical exercises. All participants are present with their laptops.
   c. Deliverables:
      i. Deadline April/May 2025
         a. List of participants
         b. Report with pictures

4. Expected Expert Profile

The following qualifications are required:

- University degree (Bac + 4 or 5) in Data Science, Artificial Intelligence, Statistics, Computer Science, International Business or any other relevant field;
- Professional certifications in Big Data, Predictive Analysis, Artificial Intelligence (e.g. Microsoft Power BI, Google Analytics, Machine Learning, etc.) would be an asset;

- At least 5 years' experience in the field of Big Data, Predictive Analysis and/or Artificial Intelligence applied to businesses;
- Proven experience as a trainer in digital transformation, data analysis and AI;
- Knowledge of the trade sector, exports and international trade issues would be an asset;
- Experience in using artificial intelligence tools to improve business productivity;
- Ability to simplify complex concepts and adapt content to the needs of participants;
- Ability to propose case studies and practical situations;
- Good written and oral skills in French;
- No conflict of interest against counterparts, partner organizations (e.g. German sector associations, other import promotion programs) and other target groups (e.g. German/European importers or exporters of IPD partner countries).

5. Timeframe

Tasks	Timeframe	WD
I. Preparation	**CW 14**	**up to 2**
II. First training	**CW 15-19**	**up to 4**
III. Second training & Report	**CW 17-22**	**Up to 5**
Total working days (WD)		**max. 11**

6. Annex:

- Annex 1: Project Results and KPIs
- Annex 2: Contact List

Sabrina Jauss / 12.03.2025

Annex 1: Project Results and KPIs

Overall objective: "Partner countries have improved their international competitiveness."

Project goal: "In selected sectors of the partner countries, exports and revenues to Europe have increased and have led to a rise in employment."

The achievement of objectives is measured using the following indicators:

1. Partner companies* supported by the IPD have increased their export turnover to Europe by an average of 100%. Data Source: digital Validated Results Sheets as well as alumni companies survey.

2. Partner companies* supported by the IPD have increased their number of employees by an average of 40%. Data Source: digital Validated Results Sheets as well as alumni companies survey; including member of cooperatives and FTEs, part-time or seasonal workforce. The indirect effects will be estimated by applying sector specific BMZ multipliers.

3. 60% of the supported Business Support Organizations** (BSOs) can document by the end of the phase that they have expanded export promotion services and/or improved internal processes. Data Source: BSOs' export promotion services (including specific services for woman-led companies) as well as internal processes (digitalization, M&E, contact management, consultation services / export coaches, etc.), including BSO subsidiaries in Europe, reports by short-term experts, and BSO reports.

The project results will be realised in two project components.

Outcome project component 1: „Partner companies increase their competitive advantage, assume social responsibility, and have established long-term trade or business relations with new European importers. Attainment of results is measured with the following indicators:

1.1 65% of the partner companies supported by the IPD have realised new business deals with European businesses. Data source: digital Validated Results Sheets, project participations and deals documented in the CRM, follow-ups with partner companies and European companies.

1.2 35% of the partner companies supported by the IPD are led by women. Data source: Company profiles at date of programme entry, IPD service portfolio

1.3 65% of the companies supported by IPD have implemented at least two improvements from the catalogue of six export or trade relevant operational improvements (English language skills, marketing materials, export marketing plan for European market, website, Unique Selling Proposition, EU pricing). Data source: Documentation of participations and trainings, digital Validated Results Sheets.

1.4 Environmental and Social Governance (ESG): 70% of the companies supported by IPD improve their ESG and have implemented new measures or a corresponding action plan/strategy or introduced or renewed recognized socio-ecological sustainability standards. Data source: digital Validated Results Sheets (certifications and standards as well as change of CSR-Status 1 or 2 to 3 , 4, or 5).

Outcome project component 2: „The export promotion capacities of supported Business Support Organizations (BSOs) in the partner countries have been strengthened." Attainment of results is measured with the following indicators:

2.1 At least 500 employees, local trainers or consultants of BSOs in partner countries have participated in IPD capacity building trainings and received consultation for improving export or trade promotion

services. Data source: Documentation of training participation data, export market orientation missions, sourcing- and trade-fair attendance, Pre-fair workshops, coaching, etc.

2.2 On average, two employees per partner BSO provide at least one concrete example each of how they have applied competencies acquired during IPD's capacity building measures (See 2.1). Data source: Documentation of training activities and surveys of BSOs, including the employees of European subsidiaries.

Partner companies*: all supported companies in partner countries and IPD sectors that have been in the IPD programme for two years or more as well as former partner companies that completed the programme no longer than two years ago (alumni) – including companies exporting products as well as partner companies for IT outsourcing and tourism businesses.
BSOs**: BSOs with completed projects or projects with a duration of two or more years.

Annex 2: Contact List:

Name	Function / Position	Contact Details
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