



International
Trade
Centre



A project funded by the
European Union



CALL FOR EXPRESSION OF INTEREST To participate in training on Business Export Strategy under EU-EAC Market Access Upgrade Programme (MARKUP)

Expressions of Interest are invited from Tanzanian Small and Medium-sized Enterprises (SMEs) who wish to participate in training workshops on **Business Export Strategy**. Applications are requested from SMEs in **avocado** and **spices** sectors interested in developing a business export strategy to be able to sell their produce to foreign buyers.

Date of this Call for Expression of Interest (EOI): **26 February 2019**

Closing Date for Receipt of EOI: **8 March 2019**

Project Background

The International Trade Centre (ITC) is a joint agency of the United Nations and World Trade Organization based in Geneva. ITC's mission is to enable small business export success in developing and transition-economy countries, by providing, with partners, sustainable and inclusive development solutions to the private sector, trade support institutions and policymakers.

The International Trade Centre (ITC) is implementing the Market Access Upgrade Programme (MARKUP), which aims to contribute to the economic development of the East African Community (EAC) partner countries by improving market access to European Union (EU) and the East African region. Financed by the EU, the project supports agro-industrial crop and horticultural sectors in the five EAC partner countries. In Tanzania, the project is focused on coffee, tea, avocado and spices sectors. The program works towards improving value addition, quality compliance as well as the integration of the EAC-based SMEs into regional and international supply chain, including by **providing support to SMEs to develop business export strategies**.

The project is implemented jointly with key Tanzanian institutions, including the Tanzania Horticulture Association (TAHA) and Tanzania Trade Development Authority (TanTrade).

Technical assistance scope

The Business Strategy and Export Process (BSEP) training programme addresses the knowledge, aptitude and skills needs of micro, small and medium size enterprise (MSME) managers for:

- Understanding and implementing the requirements of planning, executing and monitoring of enterprise resources effectively and efficiently for enhancing the enterprises competitiveness;
- Designing, planning and verifying competitive business strategies;

- Building capacities for undertaking the export transactions in terms of getting export orders and fulfilling them;
- Preparing an export business plan to serve as a tool for export management that could be turning into funding proposals.

The workshop will have a duration of three days to address the following topics: 1) Managing for Competitiveness, 2) Export Strategy Design, 3) Export Transactions and 4) Preparation of an Export Business Plan.

Selection criteria:

To qualify for above-mentioned support, the enterprises must meet the following criteria:

1. Be an established SME in the **avocado** and **spices** sectors in Tanzania.
2. Have exporting experience or would like to export for the first time.
3. Well developed managerial and operational processes.
4. Committed to improving the enterprise management operations.
5. Willingness to share information and take action to implement recommendations for export strategy.
6. Willingness to develop a business export plan and complete assigned tasks within agreed upon timelines
7. Have a rich shop floor in terms of machinery and operations.
8. Strong presence in the domestic market.
9. Have more than a few (domestic and international) buyers or has a strong will to expand its customer base.

Process, Application Procedure and Timing:

The deadline for the submission of application is **March 8, 2019**. Please fill out the attached application form and submit to leite@intracen.org **copy to** adallo@intracen.org and eric.mwesigwa@taha.or.tz; asha.malanga@tantrade.go.tz before the deadline.

Application Number
(for internal use only)

Market Access Upgrade Programme (MARKUP) Expression of Interest (EOI) for SMEs to participate in the Business Export Strategy Training

INSTRUCTIONS

- It is important that you provide us with complete information to ensure quick processing
- This application form should be signed by the authorized representative of the enterprise.
- Please return Completed Form to leite@intracen.org copy to adallo@intracen.org and eric.mwesigwa@taha.or.tz. If you need any clarification or explanation, please contact at +255 689 860 723.

A. Please check your eligibility before completing the form. (Check the relevant box with "✓" symbol)	Yes	No	If you have answered " YES " to any of the questions, you are ineligible for this SME support program and you may contact MARKUP for clarification. In case of " NO " to all questions, please continue to the next section.
a. Is the number of your employees MORE than 100 ?	<input type="checkbox"/>	<input type="checkbox"/>	
b. Is your Annual Revenue MORE than TZS. 500 million? (including holding/subsidiary company & associated companies)	<input type="checkbox"/>	<input type="checkbox"/>	
c. Are you a not-for-profit company or NGO	<input type="checkbox"/>	<input type="checkbox"/>	

B. BUSINESS DETAILS (Check the relevant box with "✓" symbol. Select all that apply)	
Focused sector(s)	<input type="checkbox"/> Avocado <input type="checkbox"/> Spices

C. OWNERSHIP DETAILS	
Name of Business/Company	
Do you have BUSINESS LICENCE?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> In Process
Business Operational for	<input type="checkbox"/> 6 months – 1 year <input type="checkbox"/> 1 year and more

D. CONTACT DETAILS			
Correspondence Address (If more than one, include addresses in the Additional Information box)			
Telephone (land line)		Mobile	
Website (if any)		Email	
Contact Person Name		Designation	
Business Address			

E. Outline how your enterprise meets the selection criteria	
Please express your interest and commitment to participate in the business export strategy training	
Number of years exporting	<input type="checkbox"/> Not applicable <input type="checkbox"/> 3 years <input type="checkbox"/> 5 years or more If you marked not applicable and are interested to export, please provide three main reasons.
Does your enterprise have well developed managerial and operational processes?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Committed to improving the enterprise management operations	<input type="checkbox"/> Yes <input type="checkbox"/> No
Are you willing to share information and take action to implement recommendations for export strategy?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Main markets and buyers	

F. I/We hereby confirm that the requested service(s) will help us to increase our business sales/exports and/or increase in Jobs.	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>

G. DECLARATION & AGREEMENT		
<p>I/We certify that the information provided in this application form is correct to the best of my/our knowledge. I/We agree to the MARKUP terms and conditions as outlined in the instructions to applicants and the draft agreement. I/We, grant permission to ITC MARKUP to share only the contact details (including contact name, designation, name of organization, phone number, and email) with MARKUP consultants and trainers. This information will only be used for providing technical assistance to SMEs related to MARKUP's activities. I/We understand that all other information contained in this application will be treated confidentially by ITC (only for internal use) and we agree that ITC can ask any additional documents or to have access to the original documentation as required.</p> <p>I understand that ITC reserves the right to reject the application without assigning any reason.</p>		
Signature		Company Seal
Name		
Job Title		
Date		