



SMEs' Export Accelerator - EuropeAid/138-495/ID/ACT/MK

04.02.2019

Institute for dynamic development SFERA-NOVA
Str.29ti Noemvri 42-1/7 Skopje

**Open call for
Consultancy Services for SMEs Export Accelerator Business Analysis and Demo Small Projects**

1. Project description and overall objective

The project "*SMEs Export Accelerator* ", financed by the EU, is implemented by the Organization of Employers of Macedonia (OEM) and the Institute for dynamic development SFERA-NOVA. The goal of the project is to enhance the competitiveness of SMEs and to pragmatically contribute to the implementation of national strategic competitiveness documents. The project will work towards achieving a competitive sustainable advantage of export of the food processing industry and will help SMEs in internationalization, raising export capacity and opportunities.

2. Maximum budget for call is 877.000,00 MKD

3. Main Tasks/Activities:

LOT 1

- Within Activity 1-Business Analysis of the Export Opportunities in Regional Markets on Food Processed Products from Macedonia, to prepare and conduct modules: 3.1. **Developing and applying PESTLE Analysis of external markets**, 3.2. **Developing and applying Competitive Analysis - CPM Matrix**, 4. **Making decisions for the analyzed target markets** and 4.1. **Analyzing of collected data and finalization of the Comprehensive Report**;
- Within Activity 3 -Supporting up to four Demo Small Projects on Export Food Products from Macedonia on Regional Markets, to prepare and conduct module 1.2. **Conducting the re-design of at least 4 food processed products.**

LOT 2

- Within Activity 1-Business Analysis of the Export Opportunities in Regional Markets on Food Processed Products from Macedonia, to prepare and conduct modules: 1.2. **Identification of potential markets for food processed products**, 2.1. **Conducting primary /basic desk research on international markets**, and 3.1. **Assessment of target markets for food processed products**, including *export diagnostic, selection of regional market and promotional activities*;

Проектот „ ИЗВОЗЕН АКЦЕЛЕРАТОР ЗА МАЛИ И СРЕДНИ ПРЕТПРИЈАТИЈА- SMEs Export Accelerator EuropeAid/138-495/ID/ACT/MK “ се спроведува од:



Проектот е финансиран од Европската унија



ОРГАНИЗАЦИЈА НА РАБОТОДАВАЧИ НА МАКЕДОНИЈА
ORGANISATION OF EMPLOYERS OF MACEDONIA



ИНСТИТУТ ЗА ДИНАМИЧЕН РАЗВОЈ
СФЕРА-НОВА



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- Within Activity 3 -Supporting up to four Demo Small Projects on Export Food Products from Macedonia on Regional Markets, to prepare and conduct modules: 1.3. **Evaluation of the export potential of companies** and 1.4. **Piloting up to four export projects on regional markets;**
- **Evaluation of the export readiness** and level of satisfaction from the project results at the end of the second year.

LOT 3

- Within Activity 1- Business Analysis of the Export Opportunities in Regional Markets on Food Processed Products from Macedonia, to prepare and conduct modules: **5.1 Preparation and facilitation of the Round Table discussion with the stakeholders for the Business Analysis findings.**
- Within Activity 3-Supporting up to four Demo Small Projects on Export Food Products from Macedonia on Regional Markets, to prepare and conduct modules: 1. **Preparation of the Public Call for interested companies to apply** and 1.1. **Creation of the evaluation criteria and selection of 4 companies (2 + 2)** and **3.2 Developing Policy Recommendations for enhancement of the Export activities for SMEs in food processing industry;**
- **Recommendations for Content Management** for web portal and mobile application.

4. Selection criteria

LOT 1 Senior Non Key Expert 4 (SNKE4)

Qualifications and Skills

- University degree Economic or Agriculture or 5 years above the general professional experience required below.
- Excellent English oral and written communication skills

General professional experience

- A minimum of 5 years working experience in agriculture and food processing industry for SMEs

Specific professional experience

- Experience in at least 3 projects in food processing industry, market diagnostics, product export development for SMEs
- Experience in at least 3 business analysis and/ or assessments related to food processing industry, market diagnostics, export preparation of goods for SMEs.

LOT 2 Senior Non Key Expert 5 (SNKE5)

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Qualifications and Skills

- University degree in Economics or 5 years above the general professional experience required below.
- Excellent English oral and written communication skills

General professional experience

- A minimum of 5 years working experience in transport, logistics and customs procedure for export of goods

Specific professional experience

- Experience in at least 3 projects or min 10 years work experience in transport, logistics and customs procedure for export of goods
- Experience in at least 3 analysis and/ or assessments related to transport, logistics and customs procedure for export of goods

LOT 3 Senior Non Key Expert 6 (SNKE6)

Qualifications and Skills

- Master degree in Economics or 5 years above the general professional experience required below.
- Excellent English oral and written communication skills

General professional experience

- A minimum of 5 years working experience in capacity building or training.

Specific professional experience

- At least two year experience in policy development
- Experience in drafting policy or strategic papers in at least 2 project

5. Application

Please send a letter for expression of interest to the following e-mail: ivana.karchicka@gmail.com, till 08.02.2019, 14:00 h. We'll provide application format and details to all candidates meeting above mentioned criteria.

6. Additional information

Contact person and details:

Ivana Karchicka

072 278 956

ivana.karchicka@gmail.com

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