



ADVERTISEMENT

CONSULTANCY ON MEDIA MONITORING SERVICES

Summary of the assignment:

Nature of assignment	Short term
Location	
Timeframe	
Reporting	To Executive Director/CEO

I. BACKGROUND TO THE EABC TRADEMARK EAST AFRICA PROJECT

The TMEA project, “Public-Private Sector Dialogue (PPD) for Trade and Investment - Regional and Country Programmes” mainstreams advocacy throughout TMEA’s project clusters – i.e. in transport and logistics, trade facilitation, customs & tax, standards and NTBs. The new approach presented and approved by the TMEA’s Board will foster closer collaboration across project teams and will contribute to results across all intermediate outcomes. The programme’s core objective is to enhance private sector organisations’ (PSO) capacity to proactively and positively influence decision-making, to accelerate dispute resolution, to sustain political buy-in, to increase commitment and to reduce overall programme risks in TMEA’s project clusters. This will increase trade and investment in the EAC. The Regional and Country Programmes will contribute to core TMEA corporate results outlined below:

1. Reduce transport (road, rail, and air) cost and time along transport corridors by 10% and increase efficiency in private sector logistics services provision
2. Enhance Customs and other trade-related agencies efficiency (25% reduction in time to process trade documentation) through integrated trade management systems and greater inter-agency collaboration.
3. Reduced tariffs, taxes, and levies by 5-8% overall (including sub-national) reduce exemption regimes, CET, and increase import/export tax incentives
4. Enhanced efficiency of Bureaux of Standards, reduce related costs and time by 10%, reduce counterfeit and sub-standard goods by 20% through enhanced inter-agency collaboration and improve private sector compliance.
5. Resolve 30% of all reported NTBs along TMEA project clusters within a year.
6. Catalysing a 10% increase in exports annually, 93,000 direct jobs and \$425m additional investment after seven years in targeted sectors in the EAC under the Compact and TLCs through increased investment incentives.

II. ABOUT EAST AFRICAN BUSINESS COUNCIL

The East African Business Council (EABC) is the umbrella body of the Private Sector in the East African Community (EAC). It brings together national private sector umbrella bodies, manufacturers, employers, bankers, insurance and transporters associations, chambers of commerce, corporates, and medium and small enterprises from the entire East African region.

EABC's mandate is to represent and promote the interests of the EAC business community, provide value-added services that enhance trade and competitiveness, and to participate actively and positively influence legal and regulatory formulation to improve the business environment. EABC works with the major stakeholders such as the EAC Secretariat, Organs, Institutions and National Governments and provides input in policy discussion while advocating for implementation of resolutions at the national level aimed at increasing intra-regional trade.

For effective implementation of the Regional PPD programme, EABC was selected by TradeMark East Africa as the lead implementing partner for the Private Sector Organizations.

III. RATIONALE AND OBJECTIVE OF THE ASSIGNMENT

One of the EABC-TMEA project goal is to strengthen the visibility, credibility and external communication achievements of the project. In order to improve the visibility, publicity and awareness of the EABC-TMEA project, EABC with support from TMEA intends to hire services of a media consultancy firm.

DUTIES

- Monitor and report mention about EABC, trade and investment issues in the media
- Guide on publicity and visibility of EABC- TMEA project initiatives
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IV. DELIVERABLES

The key deliverables include:

- Reports on media monitoring

V. SCOPE OF WORK

The consultancy firm will work in partnership with EABC secretariat, its focal points and sector associations in all the EAC Partner States.

The consultant/consortium will familiarize themselves with the EAC and EABC -TMEA Project.

VI. THE APPLICATION PROCESS

All proposals should be addressed to;

The Executive Director / CEO
East African Business Council (EABC)
Ninth Floor, Mafao House, Old Moshi Road
P. O. Box 2617
Arusha, Tanzania.

Email: director@eabc-online.com with a copy to procurement@eabc-online.com clearly marked “**Consultancy on Media Monitoring Services**”. The proposal should include a financial proposal. Applications close on (6th August 2020) at (5.00 p.m.).

EABC is an equal opportunity employer thus recruitment is on merit and with no regard to one’s age, colour, gender, marital status, disability or impairment, race or creed. Canvassing shall lead to automatic disqualification.

Environmental aspects will be taken into consideration.