



## ADVERTISEMENT

### CONSULTANCY ON CONTENT DEVELOPMENT AND CREATION OF DOCUMENTARY ON EABC-TMEA PUBLIC-PRIVATE SECTOR DIALOGUE (PPD) FOR TRADE AND INVESTMENT PROJECT.

#### Summary of the assignment:

Nature of assignment	Short term
Location	
Timeframe	
Reporting	To Executive Director/CEO
Date	15 <sup>th</sup> June 2020

#### 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 awareness of the EABC-TMEA project, EABC with support from TMEA intends to hire services of a consultant to develop a documentary on EABC-TMEA Public-Private Sector Dialogue (PPD) for Trade and Investment project.

The documentary will highlight barriers and solutions to trade and investments in the EAC region and highlight the achievements of the EABC-TMEA PPD project.

## **DUTIES**

- Familiarize with her/himself with EABC-TMEA Public-Private Sector Dialogue (PPD) for Trade and Investment project
- Interview beneficiaries and key stakeholders
- Develop content for documentary
- Create the documentary
- Guide on the publicity plan for the documentary

## **IV. DELIVERABLES**

**The key deliverables include:**

- Video documentary

## **V. SCOPE OF WORK**

The consultant 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. QUALIFICATIONS AND EXPERIENCE

A suitable candidate should hold the following qualifications and key competencies:

- a) Academic and Professional Experience: Degree / Diploma in Videography, Mass Communication, Computer Science, Information Technology or any other related field.
- b) Experience: Previous experience in documentary content development and creation is a must
- c) Knowledge on EAC Integration is a must.
- d) Languages: Fluency in oral and written English is required as it is the main EAC working language. Good working knowledge of French and Kiswahili will be an advantage.
- e) Additional Skills: Photoshop, Macromedia, Adobe Cold Fusion, Illustrator
- f) Nationality: The position is only open Nationals of any of the EAC Partner States, Burundi, Kenya, Rwanda, Tanzania, Uganda and South Sudan.

## VII. 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](mailto:director@eabc-online.com) with a copy to [procurement@eabc-online.com](mailto:procurement@eabc-online.com)** clearly marked “**Consultancy Content Development and Creation of Documentary on EABC-TMEA Public-Private Sector Dialogue (PPD) for Trade and Investment Project**”. The proposal should include current curriculum vitae, proposed methodology, work plan and a financial proposal. Applications close on (28<sup>th</sup> June 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.*