



ADVERT

WEBSITE PROFILING INVESTMENT OPPORTUNITIES IN SELECTED AGRICULTURAL VALUE CHAINS FOCUSING ON EDIBLE OIL, WHEAT GRAIN, FERTILIZERS, TUBERS AND LEGUMINOUS PLANTS

I. ABOUT EAST AFRICAN BUSINESS COUNCIL (EABC)

EABC is the regional apex body for the private sector in the East African Community (EAC). EABC's purpose is to support the private sector to become competitive regionally and internationally by advocating for a conducive business environment. With an observer status in the EAC, EABC articulates private sector interests in the EAC integration process and continental and international trade agreements through regional policy decision-making bodies such as Technical committees, Ministerial meetings and the EAC Heads of States Summit. To solve national trade and investment issues, EABC works with liaison partners known as the National Focal Points (NFPs) and sector-specific associations.¹ EABC founded and works closely with the East African Women in Business Platform (EAWiBP) and has also rolled out the East Africa Youth in Business Desk and East African SME Platform to ensure EAC policies respond to the needs of youth and women and SMEs in the region.

II. RATIONALE AND OBJECTIVE OF THE ASSIGNMENT

¹ National Focal Points: Kenya Private Sector Alliance (KEPSA), Tanzania Private Sector Foundation (TPSF), Federation of Congo Enterprises (FEC), South Sudan Chamber of Commerce Industry and Agriculture (SSCCIA), Private Sector Federation Uganda (PSFU), Private Sector Federation – Rwanda (PSF), and Traders Association of Burundi (ACOBU).

Sector-specific associations such as those related to the cereals value chain such as the East African Grain Council (EAGC), East African Farmers Federation (EAFF) and Civil Society Associations.

EABC, in partnership with the GIZ Business Scout Fund Project, is implementing a project titled 'Enhancing Competitiveness of the Agri-food Industry and Mitigating the Impact of Global Crises to Enhance Food Security in the EAC region.' Under this project, EABC has undertaken a study to profile investment opportunities in selected agricultural value chains, focusing on edible oil, wheat grain, fertilizers, tubers, and leguminous plants. Informed by this study, EABC intends to develop a mini-website to publish investment opportunities/profiles in selected agricultural value chains and incorporate a business directory and B2B functionalities.

III. SCOPE OF WORK

1. **Familiarization:** Acquaint oneself with the Study on the Profiles of investment opportunities in selected agricultural value chains, with a specific focus on edible oil, wheat grain, fertilizers, tubers, and leguminous plants.
2. **Website Audit and Benchmarking:**
 - Conduct an audit of the current EABC website.
 - Benchmark online investment profiles within East Africa, other African regions, and Europe to gather insights and best practices.
3. **Website Development:**
 - Collaborate closely with the EABC Secretariat and relevant associations within the agricultural value chain to develop the mini-website.
 - Create a user-friendly platform for agricultural value actors to effortlessly upload their investment opportunities.
 - Implement a Business-to-Business (B2B) functionality, including video calls, audio calls, and directory listing features.
 - Incorporate profiles investment opportunities
 - Include features for tracking profiles and B2B performance.
 - Incorporate sections for videos webinars and reports to enhance the informational content.
4. **User Registration and Authentication:**

- Develop user registration and authentication functionalities, allowing both Admins and Users to create accounts, log in securely, and manage their profiles effectively.

5. **Portfolio Management:**

- Design a system for Admins and Users to create and efficiently manage investment portfolios.
- Include features for tracking portfolio performances.

6. **Advanced Analytics and Reporting:**

- Integrate advanced analytics and reporting tools, empowering users to conduct in-depth analyses of portfolio performance and make informed investment choices.

7. **Integration with Third-Party Services:**

- Facilitate seamless integration with various third-party services, including stock market data providers and financial news feeds, to enrich the platform's functionality.

8. **User Support System:**

- Establish a comprehensive help center and support system to address user inquiries, concerns, and assistance needs promptly.

IV. **DELIVERABLES**

- A fully functional website profiling investment opportunities in selected agricultural value chains, focusing on edible oil, wheat grain, fertilizers, tubers, and leguminous plants.
- Website design proposal.
- Digital marketing support: Formulate a structure EABC can utilize to promote events and build a membership drive through the use of newsletters and social media links.
- Website maintenance: Provide a user manual and training support to EABC staff.
- Provide 1-month online support to EABC staff on how to regularly update the website and monitor functionality at an optimal rate.

V. QUALIFICATIONS AND EXPERIENCE

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

- a) **Academic qualifications:** Degree qualification in any of the following fields Computer Science, Information Communication Technology or any other relevant field is required;
- b) **Proven track record;** Demonstrate track record in conducting at least three similar works; Proficiency in web development languages and CMS, with a track record of creating user-friendly, interactive websites.
- c) **Knowledge of EAC Integration:** Must demonstrate strong knowledge of EAC integration and conversant with social, economic, agriculture and geopolitics of EAC
- 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) **Nationality:** The position is only open to Nationals of any of the EAC Partner States: Burundi, DRC, Kenya, Rwanda, Tanzania, Uganda, and South Sudan.

VI. DURATION

The anticipated duration for completing this assignment is a maximum of 30 days.

VII. REMUNERATION

The remuneration for carrying out this assignment is USD 1,000 net.

VIII. TECHNICAL EVALUATION CRITERIA:

Technical Evaluation Criteria:	Maximum
Academic qualifications: Degree qualification in any of the	10

following fields Computer Science, Information Communication Technology or any other relevant field is required;	
Proven track record; Demonstrate track record in conducting at least three similar works; Proficiency in web development languages and CMS, with a track record of creating user-friendly, interactive websites.	10
Knowledge of EAC Integration: Must demonstrate strong knowledge of EAC integration and conversant with social, economic, agriculture and geo-politics of EAC	5
Approach and Methodology: a) Proposed methodology and approach focusing on how the assignment will be conducted (10) b) Draft website layout (10) c) Work plan and sequencing of activities (5)	25
Total technical score	50

IX. THE APPLICATION PROCESS

All interested applicants should submit technical application proposals should directly respond to the above evaluation criteria, scope of work and deliverables. All The technical proposals must be submitted to:

The Executive Director / CEO
East African Business Council (EABC)
Ninth Floor, Mafao House, Old Moshi Road P. O. Box 2617 Arusha, Tanzania.
Email: procurement@eabc-online.com with a copy to director@eabc-online.com

Clearly marked “Website Profiling Investment Opportunities in Selected Agricultural Value Chains Focusing on Edible Oil, Wheat Grain, Fertilizers, Tubers and Leguminous Plants.”

Applications close on 31st October 2023 at (6.00 p.m. EAT)

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.