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## ADVERT

### CONSULTANCY TO DEVELOP AN INTEGRATED CROSS-BORDER TRADE PLATFORM WITH WHATSAPP NOTIFICATION GATEWAY

#### Summary of Assignment

Item	Description
Nature of Assignment	Short-term consultancy
Duration	Up to 40 working days
Reporting To	Executive Director/ Project Coordinator
Date of Advertisement	9 <sup>th</sup> March 2026
Application Deadline	23 <sup>rd</sup> March 2026

#### 1. BACKGROUND

The East African Business Council (EABC), in collaboration with the Tanzania Chamber of Commerce, Industry and Agriculture (TCCIA), and in partnership with AGRA, is implementing the project: **“Promoting Intra-EAC Agri-Food Cross-Border Trade by Addressing Non-Tariff Barriers (NTBs) to Trade.”**

#### Project Objectives:

- Enhance participation of women- and youth-led agri-food traders
- Increase the volume and value of cross-border trade in priority agricultural value chains, including maize, maize flour, rice, beans, soybeans, and horticultural products

#### Targeted Cross-Border Corridors (10):

Taveta/Holili, Busia, Nimule/Elegu, Serari, Kibirizi/Kigoma, Mutukula/Kagera, Tunduma/Mbeya, Namanga, Katuna/Gatuna, and Kobero/Kabanga

#### Baseline Survey Findings:

Only 112 of 391 respondents (29%) had access to reliable market information.

To address this, the project introduced a **WhatsApp-based B2B Cross-Border Traders' Platform**, accessible by texting **Hi** to WhatsApp No: **+255 764 520 168**

EABC now seeks a qualified firm to develop an Integrated Cross-Border Trade Platform with a WhatsApp Notification Gateway by improving the existing platform's functionalities and establishing a complementary web/mobile platform for cross-border traders in cereals and horticulture.

## **2. OBJECTIVES OF THE CONSULTANCY**

### **2.1 Main Objective**

To improve the functionalities, backend management, and performance of the existing WhatsApp-based B2B platform and establish a complementary web/mobile platform to better support cross-border traders in cereals and horticulture.

### **2.2 Specific Objectives**

The improved platform should:

1. Provide real-time agri-food trade information and market intelligence
2. Monitor and generate user analytics and platform usage statistics
3. Enable automated message alerts to notify buyers and sellers of trade opportunities
4. Onboard and verify credible buyers and aggregators
5. Facilitate at least six (6) B2B matchmaking initiatives among traders from Tanzania, Kenya, Uganda, Rwanda, Burundi, and South Sudan, focusing on value chains with comparative advantage (e.g., Tanzania – rice and onions; Kenya – beans; Uganda – bananas)
6. Regularly update information materials on the platform
7. Enable buyer search and registration, including:
  - Buyer registration
  - Search for buyers across EAC Partner States
  - Direct buyer–seller connection via contact information
8. Provide comprehensive EAC Simplified Trade Regime (STR) information:
  - Step-by-step guides for goods valued under USD 2,000
  - Lists of eligible products
  - Video and audio guides
  - Guidance on inspection, verification, health, and phytosanitary procedures
9. Enable whistleblowing, complaints, and NTB reporting:
  - Structured complaint-handling mechanism
  - Ability for EABC/TCCIA to provide guidance and feedback
10. Provide emergency contacts for border-related trade incidents
11. Include feedback and FAQs functionality
12. Provide a directory of logistics, transport, and clearing services
13. Enable information sharing and forwarding via WhatsApp
14. Explore transaction enablement, including mobile money payments (subject to feasibility)
15. Support multi-language functionality: English, Kiswahili, French, and Arabic
16. Provide user training and a maintenance plan

### 3. SCOPE OF WORK

The consultant/firm will be responsible for:

- Reviewing the existing WhatsApp B2B platform
- Designing and implementing improved frontend and backend functionalities following the hybrid architecture
- Integrating WhatsApp Business API and backend databases
- Enhancing user experience, analytics, and reporting
- Supporting onboarding of buyers and traders
- Facilitating B2B matchmaking via the WhatsApp B2B platform and web/mobile portal
- Providing training, documentation, and maintenance support

### 4. DELIVERABLES

1. A fully functional hybrid platform: WhatsApp B2B interface + complementary mobile/web interface with integrated backend database
2. User manuals and training materials
3. Data collection and implementation plan
4. Testing and validation report, including stakeholder feedback
5. Maintenance and support plan

### 5. INFORMATION TO BE PROVIDED BY EABC AND TCCIA

- Lists of cross-border traders
- Information on trade associations and service providers
- Educational materials on the EAC Simplified Trade Regime (STR)
- Simplified NTB reporting guides
- Export procedures and business registration guides
- Emergency contacts and relevant authorities

### 6. ADDITIONAL RESPONSIBILITIES OF THE CONSULTANT

- Onboard credible buyers and aggregators
- Facilitate at least six (6) B2B matchmaking engagements across EAC Partner States

### 7. DURATION AND LOCATION OF ASSIGNMENT

- The assignment will be undertaken physically and virtually between **February 2026**, for a maximum of **40 consultancy days**
- EABC will cover approved travel and accommodation costs
- Professional fees are subject to withholding tax: 5% (residents), 15% (non-residents)

### 8. REPORTING

All deliverables shall be submitted to:

- Executive Director, EABC Secretariat
- Project Coordinator, EABC–TCCIA–AGRA Project

All outputs remain the property of EABC.

## 9. QUALIFICATIONS AND COMPETENCIES

The firm should demonstrate:

- Academic qualifications in ICT, Computer Science, or related fields
- Proven experience in WhatsApp API integration and mobile/web application development
- Strong analytical and project management skills
- Knowledge of EAC regional integration
- Fluency in English; Kiswahili and French are an added advantage

### Eligibility Criteria:

- Legally registered firm in an EAC Partner State
- Demonstrated WhatsApp system development experience
- Qualified ICT/software engineering personnel
- Valid incorporation, business license, and tax clearance certificates

## 10. EVALUATION CRITERIA

Criteria	Description	Max Score
<b>1. Firm Experience &amp; Capacity</b>	Demonstrated experience in WhatsApp Business API integration, mobile/web B2B platforms. Evidence of at least 3 similar assignments completed.	15
<b>2. Qualifications &amp; Experience of Key Personnel</b>	Qualifications and experience of proposed team (ICT/Software Engineering). Experience in e-commerce is an added advantage.	10
<b>3. Methodology &amp; Technical Approach</b>	Soundness, clarity, and innovativeness of proposed methodology, including backend architecture, WhatsApp automation, analytics, security, scalability, and data management. Improved menu structure & functional design aligned with cross-border cereals & horticulture trade needs, STR, NTBs, GBV reporting, and B2B matchmaking.	25
<b>4. Buyer Onboarding &amp; B2B Matchmaking Plan</b>	Plan on onboarding credible buyers/aggregators and facilitating at least six (6) B2B matchmaking initiatives	10

<b>5. Training, Maintenance &amp; Support Plan</b>	Adequacy of proposed user training, documentation, post-deployment support, maintenance, and sustainability plan	5
<b>6. Work Plan &amp; Timeline</b>	Realistic and coherent work plan aligned with 40 consultancy days, including milestones and deliverables	5
<b>Total Technical Score</b>		70

## 11. APPLICATION PROCESS

Applicants shall submit:

- **Technical Proposal** (max. 20 pages); and
- **Financial Proposal** (password-protected).

Submissions should be emailed to:

✉ [procurement@eabc-online.com](mailto:procurement@eabc-online.com) CC: [director@eabc-online.com](mailto:director@eabc-online.com)

**Subject:**

**“CONSULTANCY TO DEVELOP AN INTEGRATED CROSS-BORDER TRADE PLATFORM WITH WHATSAPP NOTIFICATION GATEWAY”**

**Deadline:** 23<sup>rd</sup> March 2026, 5:00 PM EAT

## 12. EQUAL OPPORTUNITY STATEMENT

EABC is an equal opportunity organization. Selection is merit-based. Canvassing will lead to disqualification. Environmental considerations will be taken into account.

**END**

## Annex 1 – Current WhatsApp-based B2B Cross-Border Traders’ Platform

The **WhatsApp-based B2B Cross-Border Traders’ Platform** is accessible by texting Hi to WhatsApp No +255 764 520 168



**East Africa Women & Youth Cross-Border Traders B2B Platform**

**Cross-Border Cereal & Horticulture Trade Marketplace Registration**

🔗 <https://eabc-traders-dashboard.netlify.app/cross-border-registration>

**Choose from the options below:**

1. Search / Order products sold by cross-border traders
2. Buyers & Market Intelligence
3. Search for cross-border traders by border point
4. Learn how to trade under the EAC Simplified Trade Regime
5. Trading Procedures for Cereals & Horticulture
6. Report Challenge / NTB / Complaint / Whistleblow
7. Download EAC Non-Tariff Barrier (NTB) Reporting App
8. Currency Exchange Rate
9. About Us
10. Change Language

**Exit:** Main Menu

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**Cross-Border Cereal & Horticulture Trade Marketplace Registration**

 <https://eabc-traders-dashboard.netlify.app/cross-border-registration>

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The **East Africa Women & Youth Cross-Border Trade Guide** is developed by the **East African Business Council (EABC)** and the **Tanzania Chamber of Commerce, Industry and Agriculture (TCCIA)** in partnership with **AGRA**, under the Project:

**“Promoting Intra-EAC Agri-Food Cross-Border Trade by Addressing Non-Tariff Barriers (NTBs) to Trade.”**