



ADVERTISEMENT

CONSULTANCY TO UNDERTAKE MARKET ANALYSIS AND INTELLIGENCE ASSESSMENT AND PORTAL FOR EDIBLE OILS, LEATHER AND TEXTILES VALUE CHAINS AND DEVELOPMENT OF E-COURSE GUIDES

Summary of the Assignment

- Nature of Assignment: Short-term consultancy
- Location: East African Community (EAC) region
- Procuring Entity: East African Business Council (EABC)
- Funding Partner: African Development Bank (AfDB)
- Project: Accelerating Sustainable and Inclusive Industrialization in the EAC
- Project ID: P-Z1-KC0-001
- Duration: 60 working days

1. Background

The East African Business Council (EABC), with support from the African Development Bank (AfDB), is implementing a regional initiative aimed at strengthening the competitiveness of selected value chains in East Africa under the project titled Accelerating Sustainable and Inclusive Industrialization in the East African Community (EAC), Project ID: P-Z1-KC0-001. The initiative focuses on three priority value chains: Edible Oils, Leather, and Textiles.

Despite significant untapped potential, producers and exporters across these three sectors continue to face persistent challenges including limited access to reliable market intelligence, poor regional value chain integration, inadequate policy frameworks, and weak business-to-business connectivity with regional and international buyers. These constraints undermine competitiveness, constrain export growth, and limit value addition within the EAC region.

To address these challenges, EABC seeks to engage a qualified multidisciplinary consulting firm to: (i) conduct market analysis and intelligence assessments for the three value chains;

(ii) develop an online prototype of the Market Intelligence Portal to disseminate findings and provide ongoing access to trade data and sector intelligence; and

(iii) design and develop e-course guides that build stakeholder capacity in market intelligence utilization.

The integrated nature of this assignment requires a firm combining deep expertise in trade economics with strong capability in digital platform and e-learning development.

2. Objective of the Assignment

The overall objective of this assignment is to generate market intelligence for the Edible Oils, Leather, and Textiles value chains in the EAC region; translate findings into an online Market



Intelligence Portal and practical e-course guides; and equip stakeholders with the knowledge and digital tools to access, interpret, and apply market intelligence for business and policy decision-making.

Specifically, the assignment aims to:

- Conduct evidence-based value chain analysis and competitiveness assessment for each of the three sectors
- Generate actionable market intelligence on regional and international market demand, price trends, buyer profiles, and trade flows
- Develop policy briefs translating analytical findings into concrete recommendations for EAC governments, institutions, and private sector actors
- Design and deploy a user-friendly online prototype of the Market Intelligence Portal integrating sector data, dashboards, and document repositories for the three value chains
- Develop structured e-course guides on market intelligence, hosted within the portal, to build stakeholder capacity
- Ensure the portal is interoperable with continental and regional trade platforms including the Africa Trade Gateway (ATG), ATEX, Trade Map, and the Africa Trade Observatory

3. Scope of Work

The firm shall undertake the following tasks across two integrated workstreams:

Workstream A: Market Analysis and Intelligence Assessment

A1. Value Chain Analysis and Competitiveness Assessment

- Conduct detailed value chain mapping and analysis for each of the three sectors: Edible Oils, Leather, and Textiles
- Assess competitive positioning of EAC producers in regional and global markets
- Analyze value addition opportunities and identify priority interventions along each value chain
- Review existing policies, standards, and trade agreements including AfCFTA and EAC instruments
- Identify structural constraints, bottlenecks, regulatory barriers, and non-tariff measures affecting competitiveness

A2. Market Intelligence and Demand Analysis

- Map regional and international market opportunities and emerging demand trends for each value chain
- Analyze trade flows, pricing dynamics, and market segmentation for EAC exports
- Profile potential distributors, buyers, and off-takers in target regional and international markets



- Assess the competitive landscape including key competitor countries and their market strategies
- Identify key market entry requirements, standards, certifications, and compliance frameworks for target export markets

A3. Policy Recommendations

- Develop actionable policy recommendations tailored to each value chain to enhance competitiveness, trade facilitation, and market access
- Prepare sector-specific policy briefs translating findings into strategic recommendations for EAC policymakers and private sector associations
- Identify priority areas for regional harmonization and integration under the EAC and AfCFTA frameworks

Workstream B: Market Intelligence Portal and E-Course Development

B1. Market Intelligence Portal Design and Development

- Design and develop an online prototype of the Market Intelligence Portal covering the three value chains
- Develop user-friendly dashboards and data visualization tools including trade flow maps, price trend charts, and market opportunity indicators
- Integrate sector-specific market intelligence data and findings from Workstream A into the portal
- Build a searchable database of buyers, distributors, and market opportunities for each sector
- Develop a document and resource repository hosting sector reports, policy briefs, and trade publications
- Implement user registration, access management, and content update mechanisms
- Ensure the portal is mobile-responsive, accessible, and available in relevant EAC languages

B2. E-Course Guides Development and Integration

- Design and develop structured e-course guides on market intelligence for the three value chains
- Structure e-course content to cover: understanding market intelligence; accessing and using trade data platforms; interpreting market trends; and applying intelligence for business and policy decisions
- Develop learner-friendly content including modules, case studies, practical exercises, and self-assessment tools
- Integrate e-course content into the Market Intelligence Portal with learner progress tracking and certification features
- Ensure e-course content is accessible in both online and offline modes

B3. Interoperability and Platform Integration

- Develop a technical interoperability framework enabling integration with the following platforms: Africa Trade Observatory, Trade Map, Non-Tariff Measures Self-Assessment Tool, Trade Information Portals, Africa Trade Gateway (ATG), and ATEX
- Develop API connectors and data exchange protocols for embedding and data sharing with the above platforms
- Ensure the portal architecture is modular, scalable, and built on an API-first design
- Implement cybersecurity, data protection, and system resilience features
- Conduct user acceptance testing and security audit prior to deployment
- Provide technical documentation, administrator guides, and a sustainability and maintenance plan

4. Key Deliverables

The consultant shall produce the following outputs:

#	Deliverable	Description
1	Inception Report	Detailed methodology, work plan, data sources, stakeholder engagement plan, and platform architecture overview
2	Market Analysis & Intelligence Assessment Report — Edible Oils	Comprehensive value chain analysis, competitiveness assessment, market intelligence, buyer profiles, and trade flow analysis for the edible oils sector
3	Market Analysis & Intelligence Assessment Report — Leather	Comprehensive value chain analysis, competitiveness assessment, market intelligence, buyer profiles, and trade flow analysis for the leather sector
4	Market Analysis & Intelligence Assessment Report — Textiles	Comprehensive value chain analysis, competitiveness assessment, market intelligence, buyer profiles, and trade flow analysis for the textiles sector
5	Three (3) Policy Briefs	Concise, actionable policy documents (one per sector) translating analytical findings into strategic recommendations
6	Buyer and Distributor Profiles	Comprehensive profiles of potential regional and international buyers, distributors, and off-takers for all three sectors
7	Market Intelligence Portal	Online functional prototype developed and deployed with dashboards, data visualization, sector intelligence databases, document repository, and integrated e-course modules

8	E-Course Guides / Learning Modules	Structured e-learning modules on market intelligence covering data platforms, trend analysis, and practical application — hosted within the portal
9	Interoperability Framework	Technical documentation and API connectors enabling integration with Africa Trade Observatory, Trade Map, NTM Self-Assessment Tool, Trade Information Portals, Africa Trade Gateway (ATG), and ATEX platforms
10	Final Consolidated Report	Synthesis of all analytical findings, platform documentation, user guides, training materials, and handover notes

5. Required Key Experts

The consulting firm must include the following two key experts with the following qualifications:

Expert 1: Economist / Trade and Value Chain Analyst

- Academic qualification: Master's degree in Economics, Trade Policy, or a related field
- At least 5 years of professional experience in trade analysis, market intelligence, value chain analysis, and sector competitiveness assessments
- Demonstrated experience conducting market studies and sector analyses in the EAC region, with specific exposure to Edible Oils, Leather, and/or Textiles value chains
- Strong knowledge of regional and continental trade frameworks including EAC, AfCFTA, and TFTA
- Experience producing policy briefs, market intelligence reports, and buyer profiles for trade support institutions or development organizations
- Familiarity with trade data platforms including Trade Map, the Africa Trade Observatory, and related tools

Expert 2: Software Developer / Digital Platform and E-Learning Specialist

- Academic qualification: Master's degree in Software Development, Information Technology, Computer Science, or a related field
- At least 5 years of professional experience in the design and development of online platforms, digital trade portals, and e-learning systems
- Demonstrated expertise in web development, UI/UX design, API development, dashboard and data visualization tools, and database management
- Experience developing or integrating Learning Management Systems (LMS) or e-course platforms
- Proven ability to implement interoperability frameworks and API integrations with third-party data systems



- Knowledge of cybersecurity best practices, data protection frameworks, and system resilience design
- Portfolio of deployed digital trade information portals, preferably in trade facilitation, market intelligence, or e-learning domains

6. Duration of Assignment

The assignment shall be completed within 60 working days.

7. Submission Criteria

Interested consulting firms must submit the following documents:

7.1 Technical Documents

- Company profile detailing the firm's mandate, organizational structure, staffing capacity, years of operation, and technical expertise relevant to the assignment
- Evidence of proven experience in market intelligence, trade analysis, and sector studies on Edible Oils, Leather, and/or Textiles value chains, with emphasis on AfCFTA, TFTA, and EAC regional trade integration frameworks
- Evidence of experience in designing and implementing market intelligence portals, integrating trade data systems, developing e-learning platforms, and building interoperable digital trade solutions
- Detailed methodology and approach covering both the analytical and digital workstreams, including proposed data sources, analytical frameworks, portal architecture, API design, e-course structure, and interoperability approach
- Proposed work plan indicating sequencing of activities, milestones, and alignment with the 60-day assignment timeline
- Brief profiles of both key experts (Economist and Software Developer) highlighting academic qualifications, professional experience, and technical expertise
- List and descriptions of at least three (3) similar assignments, including client name, scope, duration, key deliverables, and outcomes

7.2 Legal and Administrative Documents

- Certificate of Registration / Incorporation
- Valid Business License
- Valid Tax Compliance / Clearance Certificate
- Any other required administrative documentation

8. Evaluation Criteria

Criteria	Description	Points
----------	-------------	--------

Firm's Core Business & Technical Capacity	Assessment of the firm's mandate, organizational structure, staffing capacity, years of operation, and technical expertise in trade analysis, market intelligence, and digital platform development. Submission of required legal and administrative documentation.	10
Qualifications of Key Experts	Expert 1 — Economist/Trade Analyst: Master's degree in Economics, Trade, or related field; demonstrated expertise in value chain analysis, market intelligence, trade policy, and sector studies. Expert 2 — Software Developer/Digital Systems Specialist: Master's degree in Software Development, IT, or related field; demonstrated expertise in digital portals, LMS platforms, APIs, dashboards, and data integration systems.	10
Relevant Experience in Similar Assignments	Proven track record in market intelligence, trade analysis, and sector studies on Edible Oils, Leather, and Textiles. Experience with AfCFTA, TFTA, and EAC regional trade frameworks. Experience designing and implementing market intelligence portals, e-learning platforms, and digital trade tools. At least three (3) similar assignments with documented outcomes.	20
Methodology, Approach & Innovation	Soundness and appropriateness of the proposed methodology covering both the analytical workstream (data sources, value chain framework, stakeholder engagement, policy recommendation process) and the digital workstream (platform architecture, e-course design, APIs, dashboards, data integration, and interoperability approach). Clarity of work plan and deliverable sequencing.	30
Technical Proposal Total		70
Financial Proposal	Cost-effectiveness, value for money, and financial competitiveness of the proposed budget.	30
TOTAL		100

9. Special Requirements — Digital Architecture

The proposed Market Intelligence Portal must meet the following minimum technical requirements:

- Interoperability with Africa Trade Observatory, Trade Map, NTM Self-Assessment Tool, Trade Information Portals, Africa Trade Gateway (ATG), and ATEX through documented APIs
- Modular, API-first architecture allowing future integration and feature expansion
- Cloud-based deployment ensuring accessibility, scalability, and resilience
- Mobile-responsive design is accessible on desktop and mobile devices



- SSL/TLS encryption, role-based access control, and intrusion detection mechanisms
- Compliance with applicable national and regional data protection regulations
- Offline-compatible e-course content delivery
- Long-term sustainability and maintenance plan with low dependency on proprietary technologies

10. Confidentiality

All data, reports, platform assets, source code, and outputs generated under this assignment remain the intellectual property of EABC and the African Development Bank (AfDB) and shall not be shared, published, reproduced, or disclosed without prior written consent of EABC.

11. Application Process

Interested firms should submit:

- Technical proposal (maximum 20 pages).
- Financial proposal (separate, password-protected).

Submit to procurement@eabc-online.com and info@eabc-online.com, marked “Consultancy to Undertake Market Analysis and Intelligence Assessment E-Course.”

The deadline for submission is **Monday, 27th July 2026**.

EABC is an equal opportunity employer, encouraging applications from qualified individuals regardless of gender, age, or background.

East African Business Council (EABC) | P.O. Box 2350, Arusha, Tanzania | www.eabc.info