



## ADVERTISEMENT

### CONSULTANCY TO DEVELOP AND DEPLOY A MARKET INTELLIGENCE AND B2B PLATFORM/PORTAL FOR EDIBLE OILS, LEATHER AND TEXTILES AND INTEGRATION OF E-COURSE MODULES ON MARKET INTELLIGENCE

#### 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 the project Accelerating Sustainable and Inclusive Industrialization in the East African Community (EAC), Project ID: P-Z1-KC0-001. The initiative focuses on strengthening the competitiveness of three priority value chains — Edible Oils, Leather, and Textiles — through evidence-based market intelligence, stronger regional value chain integration, and enhanced digital trade facilitation.

The EABC commissioned a Market Analysis and Intelligence Assessment and Portal for Edible Oils, Leather and Textiles Value Chains and Development of E-Course Guide.

This assignment involves the development and deployment of a Market Intelligence and Business-to-Business (B2B) Platform/Portal for the Edible Oils, Leather, and Textiles value chains, as well as the integration of e-learning modules on Market Intelligence.

The assignment aims to build on the existing Market Analysis and Intelligence Assessments, sector reports, policy briefs, buyer and distributor profiles, and market intelligence e-course materials developed for the Edible Oils, Leather, and Textiles value chains. These resources will be consolidated into a comprehensive digital platform to enhance access to market information and strengthen the competitiveness of businesses within the three sectors.

The platform will feature a Business-to-Business (B2B) trade portal that enables direct connectivity between EAC producers and regional and international buyers. It will also integrate structured e-learning modules on market intelligence, creating an operational learning environment within the platform.



The integrated platform ecosystem will serve as a sustainable digital infrastructure that supports trade facilitation, market access, business networking, and capacity building for stakeholders in the Edible Oils, Leather, and Textiles sectors across the EAC region.

## 2. Objective of the Assignment

The overall objective of this assignment is to develop and deploy an integrated, interoperable digital platform ecosystem comprising an upgraded Market Intelligence Portal and a new B2B Trade Platform for the Edible Oils, Leather, and Textiles value chains, with fully integrated e-course modules on market intelligence.

Specifically, the assignment aims to:

- Develop and deploy Market Intelligence Portal with advanced data visualization, richer sector intelligence, and improved user experience
- Design and deploy a fully functional B2B Trade Platform enabling EAC producers, exporters, and buyers to connect, profile their products and manage business inquiries
- Integrate the market intelligence e-course modules into a fully operational Learning Management System (LMS) within the platform, while incorporating existing market intelligence resources—including sector reports, buyer profiles, policy briefs, buyer databases, trade flow data, and e-course materials—into the upgraded Market Intelligence Platform to create a comprehensive, user-friendly knowledge and learning hub.
- Ensure full technical interoperability with continental and regional trade platforms including the Africa Trade Observatory, Trade Map, Non-Tariff Measures Self-Assessment Tool, Trade Information Portals, Africa Trade Gateway (ATG), and ATEX
- Implement robust cybersecurity, data protection, and system resilience features
- Deliver a sustainable, scalable, and maintained platform infrastructure for EABC's long-term use

## 3. Scope of Work

The consulting firm shall undertake the following tasks:

### 3.1 Inception, Needs Assessment, and System Architecture

- Review all outputs from the other assignments and conduct a structured assessment of current portals, e-course content, and data assets
- Conduct a user needs assessment and user journey mapping for all target platform users: producers, exporters, buyers, trade support institutions, and policymakers
- Develop a comprehensive system architecture and technical design for the Market Intelligence Portal and the new B2B Platform
- Define the data architecture, database schema, API integration plan, and interoperability framework



- Prepare a detailed technical specification document covering all system components, features, APIs, and integration points
- Submit an Inception Report and System Architecture Document for EABC review and approval before commencing development

### **3.2 Develop Market Intelligence Portal**

- Develop and deploy Market Intelligence Portal with improved UI/UX design, additional data visualization layers, and a more intuitive user interface
- Integrate comprehensive sector intelligence from the preceding assignment into the portal: price trend dashboards, trade flow maps, export opportunity indicators, and competitiveness analysis tools for Edible Oils, Leather, and Textiles
- Build and populate a searchable buyer and distributor database covering regional and international markets for the three sectors
- Develop dynamic document and resource repository hosting sector reports, policy briefs, trade publications, and regulatory documents
- Implement automated or semi-automated data update mechanisms linking to publicly available trade data sources
- Ensure full mobile responsiveness and multilingual accessibility across EAC official languages

### **3.3 Development and Deployment of the B2B Trade Platform**

- Design and develop a fully functional B2B Trade Platform enabling EAC producers and exporters to connect directly with regional and international buyers
- Develop core platform features including: company and product profile creation; supplier and buyer directories organized by value chain and product category; Request for Quotation (RFQ) and trade lead management module; business matching and recommendation engine; secure internal messaging system; and trade inquiry tracking
- Implement a rigorous user registration, identity verification, and access management system to ensure platform integrity
- Populate the platform with verified buyer and distributor profiles sourced from the preceding assignment's buyer profiling outputs
- Develop an administrator dashboard for EABC to manage platform content, user accounts, and trade leads

### **3.4 Integration of E-Course Modules on Market Intelligence**

- Integrate the e-course guides and learning content on market intelligence developed under other assignments into the platform via a Learning Management System (LMS) module
- Configure learner registration, course enrollment, progress tracking, self-assessment tools, and digital certification features within the LMS



- Ensure e-course content is accessible in both online and offline modes
- Provide EABC administrators with tools to update, add, or manage e-course content going forward
- Test and validate the LMS functionality with a pilot group of users prior to full deployment

### **3.5 Technical Interoperability and Platform Integration**

- Develop and implement a technical interoperability framework enabling integration with the following continental and regional trade platforms: Africa Trade Observatory; Trade Map; Non-Tariff Measures (NTM) Self-Assessment Tool; Trade Information Portals; Africa Trade Gateway (ATG); and ATEX Platform
- Develop functional, well-documented RESTful API connectors and data exchange protocols for embedding and data sharing with the above platforms
- Conduct interoperability testing and validation in coordination with the relevant platform administrators
- Provide comprehensive API and integration documentation for EABC's technical team

### **3.6 Cybersecurity, Data Protection, and System Resilience**

- Implement industry-standard cybersecurity protocols including SSL/TLS encryption, secure authentication (including two-factor authentication for administrators), role-based access control, and intrusion detection mechanisms
- Develop and implement a data protection policy compliant with applicable national and regional data protection regulations
- Implement automated data backup, disaster recovery, and system resilience mechanisms
- Conduct a full security audit and penetration testing prior to platform launch and provide a security audit report

### **3.7 Training, Documentation, and Handover**

- Develop comprehensive technical documentation including system architecture documentation, API reference guides, administrator manuals, and user guides for both platforms
- Conduct structured training sessions for EABC technical staff and platform administrators on platform management, content updating, and user support
- Deliver a detailed sustainability and maintenance plan covering hosting, software updates, security patching, and long-term platform management
- Provide a minimum 60-day post-deployment technical support period

## **4. Key Deliverables**

The consultant shall produce the following outputs:

#	Deliverable	Description
1	Inception Report & System Architecture Document	Needs assessment, user journey maps, system architecture design, data architecture, API integration plan, platform feature specifications, and detailed work plan with sprint schedule
2	UI/UX Wireframes and Prototypes	Interactive wireframes and prototypes for both the Market Intelligence Portal and B2B Platform, validated through stakeholder feedback and user testing
3	Upgraded Market Intelligence Portal	Enhanced and fully deployed Market Intelligence Portal incorporating sector intelligence from the analytical assessment, dashboards, trade flow visualizations, price trend tools, document repository, and buyer intelligence database for Edible Oils, Leather, and Textiles
4	B2B Platform / Trade Portal	Fully functional and deployed B2B platform with company and product profiling, buyer and supplier directories, Request for Quotation (RFQ) module, trade lead management, matchmaking functionality, and secure messaging system
5	Integrated E-Course Modules on Market Intelligence	E-learning modules on market intelligence — developed under the preceding assignment — fully integrated into the platform via an LMS module, with learner registration, progress tracking, self-assessment tools, and certification features
6	Technical Interoperability Framework and API Connectors	Documented interoperability framework with functional API connectors enabling integration with: Africa Trade Observatory, Trade Map, Non-Tariff Measures Self-Assessment Tool, Trade Information Portals, Africa Trade Gateway (ATG), and ATEX. Includes integration test reports.
7	Security Audit and Data Protection Documentation	Cybersecurity assessment report, penetration test results, data protection policy, and security implementation documentation
8	Training Materials and Technical Documentation	Platform user guides, administrator manuals, API documentation, training presentations for EABC staff, and a post-deployment sustainability and maintenance plan
9	Final Consolidated Report	Comprehensive documentation of the development process, system architecture, deployment notes, lessons learned, and full handover package



## 5. Required Key Experts

The consultancy firm must have experts with the following qualifications:

### Expert 1: Senior Software Developer / Digital Systems Architect

- 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, development, and deployment of online platforms, digital trade portals, B2B systems, and e-learning platforms
- Demonstrated expertise in web development frameworks, UI/UX design, API development, RESTful web services, dashboard and data visualization tools, and relational and non-relational database management
- Proven experience developing or integrating Learning Management Systems (LMS) or e-course platforms
- Proven ability to design and implement interoperability frameworks and API integrations with third-party data platforms
- Demonstrated knowledge of cybersecurity best practices, data protection frameworks, cloud hosting, and system resilience design
- Portfolio of successfully deployed digital platforms, preferably in trade facilitation, market intelligence, B2B commerce, or e-learning domains

### Expert 2: Market Intelligence / Trade Data and Digital Systems Specialist

- Academic qualification: Master's degree in Economics, Trade, Information Technology, or a related field
- At least 5 years of professional experience integrating trade data systems, managing market intelligence databases, and designing user-facing digital trade intelligence tools
- Demonstrated knowledge of continental and regional trade platforms including Trade Map, Africa Trade Observatory, Africa Trade Gateway (ATG), ATEX, and related systems
- Experience supporting the content structuring and data population of market intelligence platforms and B2B trade portals
- Familiarity with trade data standards, data interoperability protocols, and trade facilitation digital ecosystems
- Experience supporting e-learning content integration and LMS platform management is an added advantage

## 6. Duration of Assignment

The assignment shall be completed within 60 working days.

## 7. Special Requirements — Digital Architecture

The proposed platform architecture must meet the following minimum technical requirements:



- **Interoperability:** Functional API connectors enabling data exchange and embedding with Africa Trade Observatory, Trade Map, NTM Self-Assessment Tool, Trade Information Portals, Africa Trade Gateway (ATG), and ATEX
- **API-First and Modular Design:** Well-documented RESTful APIs and a modular system architecture supporting future integration and feature expansion
- **Scalability:** Architecture capable of supporting a growing user base, expanded product catalogue, and increased data volumes without performance degradation
- **Mobile Responsiveness:** Full functionality on mobile and desktop devices with responsive design
- **Multilingual Support:** Support for EAC official languages across key platform interfaces
- **Cybersecurity:** Implementation of SSL/TLS encryption, two-factor authentication for administrators, role-based access control, and intrusion detection systems
- **Data Protection:** Compliance with applicable national and regional data protection regulations
- **Offline E-Course Access:** E-course modules accessible in offline mode for users with limited internet connectivity
- **Sustainability:** Long-term hosting and maintenance plan with minimal dependency on proprietary or unsupported technologies

## 8. Submission Criteria

Interested consulting firms must submit the following documents:

### 8.1 Technical Documents

- Company profile detailing the firm's mandate, organizational structure, staffing capacity, years of operation, and technical expertise in digital platform development, B2B systems, market intelligence portals, and e-learning technology
- Evidence of experience in designing and deploying market intelligence platforms, B2B trade portals, and digital trade facilitation solutions, including experience integrating continental trade data platforms (ATG, ATEX, Trade Map, Africa Trade Observatory, etc.)
- Demonstrated expertise in digital portals, APIs, dashboards, data visualization, LMS/e-learning systems, and data integration frameworks — including live platform references or portfolio links
- Detailed methodology and proposed digital architecture covering the upgrade approach, B2B platform design, LMS integration plan, API and interoperability framework, cybersecurity approach, and sustainability plan
- Proposed work plan indicating development phases, sprint design, testing milestones, UAT plan, and deployment timeline aligned with the 60-day assignment period



- Brief profiles of both key experts (Senior Software Developer and Market Intelligence/Trade Data Specialist) 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, outcomes, and live platform references where applicable

## 8.2 Legal and Administrative Documents

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

## 9. Evaluation Criteria

Criteria	Description	Points
<b>Firm's Core Business &amp; Technical Capacity</b>	Assessment of the firm's mandate, organizational structure, staffing capacity, years of operation, and technical expertise in software development, digital platform design, B2B systems, and trade facilitation technology. Includes submission of all required legal and administrative documentation.	10
<b>Qualifications of Key Experts</b>	Expert 1 — Senior Software Developer / Digital Systems Architect: Master's degree in Software Development, IT, Computer Science, or related field; demonstrated expertise in developing and deploying trade portals, B2B platforms, APIs, dashboards, data integration systems, and LMS/e-learning platforms. Expert 2 — Market Intelligence / Trade Data Specialist: Master's degree in Economics, Trade, IT, or related field; experience integrating trade data systems, managing market intelligence databases, and designing user-facing trade intelligence tools.	10
<b>Relevant Experience in Similar Assignments</b>	Proven track record in designing and deploying market intelligence platforms, B2B trade portals, and digital trade facilitation solutions. Experience integrating continental and regional trade data platforms (ATG, ATEX, Trade Map, Africa Trade Observatory, etc.). Experience developing or integrating e-learning/LMS platforms. At least three (3) similar assignments with documented outcomes and live platform references.	20
<b>Methodology, Approach &amp; Innovation</b>	Soundness and appropriateness of proposed digital architecture, development methodology (agile/iterative), UI/UX design approach, API and data integration framework, B2B matchmaking logic, e-course integration plan, interoperability	30



	design, cybersecurity approach, and sustainability plan. Clarity of work plan, sprint design, and deliverable sequencing within the 60-day timeline.	
<b>Technical Proposal Total</b>		70
<b>Financial Proposal</b>	Cost-effectiveness, value for money, and financial competitiveness of the proposed budget.	30
<b>TOTAL</b>		100

## 10. Confidentiality and Intellectual Property

All data, platform source code, system architecture, digital assets, reports, and outputs generated under this assignment are the exclusive intellectual property of EABC and the African Development Bank (AfDB) and shall not be shared, published, reproduced, sub-licensed, or disclosed to any third party 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](mailto:procurement@eabc-online.com) and [info@eabc-online.com](mailto:info@eabc-online.com), marked “Consultancy to Develop B2B Platform/Portal.”

The deadline for submission is **Monday, 27<sup>th</sup> July 2026**.

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

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