



"Empowering Women entrepreneurs in the MENA Region towards Equal access with men to business and trade markets".

CALL FOR 1 REGIONAL MARKETs CONSULTANT

Call RC Reference No 1: MARKETs Consultant

CAWTAR-KtK-06-04-21-/FBHZ/TN.

Type of Contract: **Individual Contract**

Starting Date: **July 1st, 2021**

Application deadline: **June 20, 2021**

PROBLEM AND CONTEXT ANALYSIS

As other regions, in MENA region, entrepreneurship and private sector development are fundamental to economic growth and are significant sources of women's employment. As entrepreneurs, women create jobs and grow national economies. In many parts of the world where women have limited access to jobs, micro and small enterprise are their main source of income. With income earned from their businesses, evidences demonstrate that women can support their families and communities to prosper from one part and contribute to development of their country from another part. Yet women continue to encounter gender-specific obstacles that cannot be easily overcome without external help. Discriminatory laws, policies and attitudes often make it difficult for them to access land, financial services, technology, training and markets. Creating an enabling environment by addressing these obstacles is important, including through providing start-up funding or loans, access to banking as well as business and financial training. Removing legislative barriers, can also assist women establish and grow their businesses¹. To increase their economic participation and empowerment including the access to trade markets, women need mentoring, self-empowerment, capacity building and training as well as support to leadership roles, which require specific skills and competencies. They also need to be part of private sector policy development. This will also require special efforts such as creating conducive environment for women entrepreneurship promotion and integration in business and trade markets in addressing the above identified constraints and challenges.

This consultancy will contribute to the achievement of the *specific measurable expected 3rd Output* of the project *"800 Women's SMEs & business owners supported to improve their export competitiveness and take advantage of regional and global economic initiatives and trade markets"* will contribute to the achievement of the project's Outcome *"Conducive environment created for women entrepreneurship promotion and integration in business and trade markets"*.

To increase their economic participation and empowerment including the access to trade markets, women need mentoring, self-empowerment, capacity building and training as well as support to leadership roles which require specific skills and competencies. They also need to be part of private sector policy development². This will also require special efforts such as creating conducive environment for women entrepreneurship promotion and integration in business and trade markets in addressing the constraints and challenges more specifically access to information and specific

¹ Improving economic outcomes for women, published by the Australian Department of Foreign Affairs and Trade, January 2014

² Improving economic outcomes for women, published by the Australian Department of Foreign Affairs and Trade, January 2014

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knowledge related to economy as a whole and more specifically entrepreneurship including policies, procedures and markets dynamics including during crisis such as the COVID-19 sanitary crisis.

The COVID-19 pandemic changed the face of the World and the economic and trade spaces. This situation represents an unprecedented disruption to the global economy and world trade, as production and consumption are scaled back across the globe³. As highlighted by the Mukhisa Kituyi, Secretary-General of UNCTAD *"the COVID-19 pandemic has gravely wounded the world economy with serious consequences impacting all communities and individuals. Moving rapidly across borders, along the principal arteries of the global economy, the spread of the virus has benefited from the underlying interconnectedness – and frailties – of globalization, catapulting a global health crisis into a global economic shock that has hit the most vulnerable the hardest"*⁴.

Moreover, in addition to the exacerbation of economic situation, the movement restriction and social isolation measures necessary to overcome the COVID-19 pandemic, have contributed to the and closing off opportunities particularly for women. It should be noted that the COVID-19 pandemic has had a gendered socio-economic impact, particularly in terms of access to and control over resources such as services, employment, income, business, etc. and that, as with all such crises, its effects have also increased women's vulnerabilities and amplified gender inequalities in the public and private spheres. Its socio-economic impact has had - and continues to have - profound implications for them, from exacerbating already unthinkable levels of violence against women to curbing women's engagement in the labour market and their businesses.

In the context of such unprecedented global health crisis, trade is essential to save lives and livelihoods on the one hand, but also to save the economies, jobs and livelihoods of men and women. Indeed, even if the situation will improve, many things will change both economically and in terms of trade policy. So even in the midst of the crisis, there is a need to think beyond the immediate future. It is obvious that some economies are finding it harder to cope with COVID-19 outbreaks due to lower resource capacity and slower vaccine deployment. They will find it even harder to emerge from the crisis: *"While the pandemic is far from over, it has become clear that the transformation of global approaches to trade and development cannot be avoided when it comes to charting a sustainable pathway to post-pandemic recovery"*⁵. This work therefore aims to create the tools and trend analysis to address this exceptional situation.

For that purpose, the Centre of Arab Women for Training & Research/CAWTAR⁶ seeks the services of a qualified and experienced regional consultant in order to contribute to the development of an e-one-stop window through:

- 1) Proposing a specialised methodology and structure for the creation of an e-one-stop window to improve women's access to regional and global markets and export competitiveness,

After the validation of the methodology,

- 2) Preparing pertinent knowledge and tools to feed the virtual one-stop window to be developed in the context of the output 3 to reinforce accessibility of women entrepreneurs to efficient and operational information as herewith detailed:
 - 2.1. Developing an up-to-date knowledge to identify National, Regional and Global markets' needs and trends
 - 2.2. Taking into account the findings of (1), proposing a series of new products and channels that can allow business women to be more innovative in order to increase their access to markets,

³ [WTO | COVID-19 and world trade](#)

⁴ <https://unctad.org/webflyer/impact-covid-19-pandemic-trade-and-development-transitioning-new-normal>

⁵ Idem

⁶ <http://www.cawtar.org/en>

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2.3. Developing guidelines and content for the virtual unique window for a to-be number of economic and trade sectors.

SCOPE OF WORK/ WORK ASSIGNMENTS:

Under the direct supervision of the Team leader/Project Manager and in collaboration with the Knowledge Management & IT Unit Officer, the Markets consultant responsibility and tasks are as follows:

Overall responsibility

Under the supervision of the team leader, the Markets consultant's main responsibility is to develop the methodology (process and structure) and content (easy access guidelines, documents and other material and related list to be posted...) and accompany the creation of the virtual one-stop window ensuring that final products/deliverables are consistent with the expected results and of quality.

Steps of the process as herewith described but not restricted to will consist of:

Preparation of the following for discussion and validation by CAWTAR team,

- 1) Draft 0 of the methodology and tools to be proposed. This could include virtual consultation/s with a view to facilitating contacts and preliminary assessments particularly for the hereunder (2: new products & services) and (3: procedures, regulations...),
- 2) Process of implementation
- 3) Timeline.

Markets research, assessment and analysis

In coordination with, support and follow up of the team leader, the regional consultant is expected to prepare and propose the preliminary methodology and tools as herewith detailed:

1) Assessing/analysing the market trends and needs

*A trend can be defined as an assumed future development or as an overall direction of the market⁷. Knowing the **needs** of the **market** and understanding **trends** will help women entrepreneurs to be aware of their business adjustments.*

At the moment of the design of the project (2019), this activity was planned to help women to understand their difficulties to access to markets either national or regional and internationals in relation with their business and production. With the occurrence of the COVID-19 pandemic⁸, the negative impact on businesses is more than obvious. Moreover, society, consumers and markets themselves changed as well as regulations imposed by the barriers measures and lockdown. This will represent then an additional factor either for the trends and needs analysis to be made or for new products and channels to be proposed.

2) Identification/prioritisation of new products and services

The market trends analysis and corresponding needs will allow assessing product and/or serviced to help change the way customers are solving the problem that one or the other product or service addresses. Based on the findings of the above assessment and analysis related to Markets trends and needs (1), the consultant is expected to develop/propose a series of new products. *A product which can be a physical object or a service should be functional and emotional to satisfy the customer's need, and to offer value, be delivered as the way customer demanded. Also, it has to include other*

⁷ <https://www.similarweb.com/corp/blog/market-trend-analysis/>

⁸ Related information at https://www2.deloitte.com/content/dam/insights/us/articles/6963_global-marketing-trends/DI_2021-Global-Marketing-Trends_US.pdf

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specific elements like providing customer services. New product is the result of a creative and unique idea that is able to make consumers satisfied⁹.

3) Listing of/collecting policies, procedures, regulation and pertinent templates, ... in relation with import/export (economy and trade) in the region and beyond ...

The aim is to provide women entrepreneurs and their businesses with knowledge about markets (import/export) and related policies, regulations, etc. in the countries or regions of interest (i.e. EU, MENA, UMA, CEA¹⁰...) to them as well as more strategic institutions (names, contact details...) in order to facilitate their access to markets (Import/Export). It also implies to collect and record/enter in the database all the necessary procedures, forms/templates... in case of market entry.

The e-unique window could also benefit to men and young entrepreneurs

The regional project covers 6 countries of the MENA Region namely Algeria, Egypt, Jordan, Lebanon, Morocco and Tunisia. To implement the Output 1, three sectors (Agriculture, Light Industries and Services including digital) were identified for Mapping, Rapid Assessment and Gender Responsive Value Chains Analysis. Sub-Sectors will be defined after the finalisation of the mapping and rapid assessment.

Given the vastness of the markets both economically and geographically, it is clear that this project cannot and does not claim to cover everything. It will therefore be more realistic and judicious to select the most relevant ones in terms of innovation and newness while taking into account the environment by adapting to the changes imposed by the COVID-19 pandemic. Even when it is eradicated, many sectors will retain some of its barrier measures as lessons learnt to only quote the distance work, the e-shopping...

Taking account the above, the Markets consultant can propose after the market research a selection of sectors among the more new/innovative to finalise (2) and (3) to be discussed first with CAWTAR and some partners and validated during a virtual consultation .

Deliverables

The delivery frame will be refined after approval of the methodology and structure of the virtual unique window:

- 1) Analysis Market identifying trends and needs with a platform of recommendations
- 2) Set of new products and services with description and justifications
- 3) Content for the virtual unique window for a to-be number of economic and trade sectors with utilization guidelines.
- 4) Library list with supporting documentation of 1, 2 and 3.

In addition to their own purpose (feeding the virtual unique window), the deliverables of this consultancy will be shared with women entrepreneurs as an integral part of the capacity building interventions that will target them during the second year of the project.

QUALIFICATIONS

Education:

Academic Qualifications (Master+) in Economic Sciences or any other field consistent with the core tasks and expected deliverables

⁹ New products development/NPD and customers' expectations see for instance <https://www.intechopen.com/books/marketing/theory-of-new-product-development-and-its-applications>

¹⁰ European Union, Middle East and North Africa, Union du Maghreb Arabe, Communauté économique africaine...

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Knowledge and experience:

- 10-15 years of professional experience at the regional and/or international level, with a good knowledge of the MENA region and other regional and international markets,
- Expertise in the research design implementation and management (Essential).
- Proven knowledge and experience in Economy and Trade Markets, women empowerment and human rights issues(Essential)
- Good qualitative and quantitative review and analytical skills (Desirable).
- Capacity and experience in conducting research, conceptualizing, assessment and analysis specifically on economic areas, entrepreneurship and trade.
- Good working knowledge of, and networks/contacts relevant to, national and regional and international public and private sectors and Markets, SMEs, professional organisations and related networks and NGOs... (Desirable)

Competencies & skills

- Excellent team spirit and interpersonal skills with ability and willingness to work as part of a team;
- Demonstrated ability to work with stakeholders including governmental bodies and professional organizations;
- Proven ability to keep to deadlines and thrive in a fast-paced;
- Highly organized; able to plan, implement and monitor work with good attention to detail.
- Excellent written and spoken in English, Arabic and French with robust editing capabilities(Essential);
- Experience in computer data entry for research analysis (Essential)
- Proficient in Microsoft Office (Word, Excel, PowerPoint), relevant internet, and email software (Desirable).

INSTITUTIONAL ARRANGEMENTS:

Consultant's status

This is a contracted position and not a direct hire of the CAWTAR. As such, the incumbent will be responsible for securing his/her own benefits, as no benefits will be provided.

Consultant's Work Place:

In Country

Work Schedule:

The contract should start no later than March 15, 2021 until the delivery of the products. The volume of work of the consultation is 20 working days from recruitment (Mid-March 2020) spread over a period of 6 months until August 2021, but not later than September 2021. Adjustments may have to be made to the schedule depending on the signature of the contract and the progress of research or the situation related to the Covid-19 pandemic.

HOW TO APPLY:

Interested individual applicants must submit the following documents/information to demonstrate their qualifications & experience:-

1. Cover letter: (not more than 450 words) explaining why you consider you are the most suitable for the work.
2. Personal CV including past experience in similar projects and **at least 2 references** in relation with the position requirements.

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3. All quoted required certificates and specific recommendations will be requested in case of selection in the short list.

Each requirement (information/document) is mandatory, if any of the above points is not covered, the application will be rejected.

Only selected applications will be responded to.

4. Interested applicants should send their applications to the following mail or email address:

The Centre of Arab Women for Training & Research /CAWTAR

Postal Address: P.O. Box n°:105 1003 Cité El Khadra Tunis- Tunisia

e-mail: registry@cawtar.org

Please put in the subject: **Call RC Reference No 1: MARKETs Consultant CAWTAR - CAWTAR-KtK-RC-06-04-21-/FBHZ/TN.**