



"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-08-01-21-/FBHZ/TN.

Type of Contract: **Individual Contract /Firm sub-contract**

Starting Date: **September 15, 2021**

Application deadline: **August 31, 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. 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.

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. 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*"<sup>1</sup>. This work therefore aims to create the tools and trend analysis to address this exceptional situation.

Increasing women's economic participation and empowerment means access to business and trade markets, mentoring, capacity building and training as well as self-empowerment and support to leadership roles. Only creation of conducive environment will contribute to women entrepreneurship promotion and integration in business and trade markets thanks to investment on strengthening their knowledge and specific skills as well as competencies.

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<sup>1</sup> Idem

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For that purpose, the Centre of Arab Women for Training & Research/CAWTAR<sup>2</sup> seeks the services of a qualified and experienced regional consultant or firm in order to contribute to the development of the content of an e-one-stop window as herewith described:

- National, Regional and Global economic and markets' needs and trends analysed and identified including in light of the changes caused by the COVID-19 pandemic and its impact
- Pertinent knowledge (legal framework, rules and regulations, procedures...) and tools (such as process, formats to be filled, fees...) developed to feed the virtual one-stop window to be created in order to reinforce accessibility of women entrepreneurs to economy and markets at national, regional and global levels.

The to-be hired consultant or firm is expected to propose:

- 1) The approach and structure for the design of the content/outlines (1) economic needs and trends and 2) business startup, import) to feed the e-one-stop window to improve women's access to regional and global markets and export competitiveness,

After the validation of the structure and outlines and taking into account the findings of the conducted assessment and gender responsive value chain analysis (to be provided by CAWTAR in due course), develop:

- 2) an up-to-date friendly and accessible knowledge to identify National, Regional and Global markets' needs and trends which are expected to include a series of new products and channels that can allow businesswomen to be more innovative in order to increase their knowledge of economic trends and access to markets,
- 3) the required efficient and operational knowledge and tools to allow/reinforce accessibility of women entrepreneurs and any other actor to pertinent information<sup>3</sup> focusing more particularly on:
  - 3.2. How to start business in the six countries (Algeria, Egypt, Jordan, Lebanon, Morocco and Tunisia) covered by the project.
  - 3.3. Import/export in the covered countries and a number of other national, regional or international markets to be selected with the hired entity but which should take into consideration the traditional partners or markets of North Africa from one part and Middle east from the other part noting that some of them are common to the six countries (e.g. EU)
- 4) Development of guidelines for utilization of the virtual unique window (content including formats and process).

#### **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 consultant/firm responsibility and tasks is to develop the approach (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.

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

- I. *Preparation of the following* for discussion and validation by CAWTAR team,

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<sup>2</sup> <http://www.cawtar.org/en>

<sup>3</sup> New products, policies, procedures in relation to economy and trade in the region and beyond ...

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- 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 markets, products & services...) and (3: procedures, regulations...),
- 2) Process of implementation
- 3) Timeline.

## II. *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 market<sup>4</sup>. 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 international in relation with their business and production. With the occurrence of the COVID-19 pandemic<sup>5</sup>, 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 specific elements like providing customer services. New product is the result of a creative and unique idea that is able to make consumers satisfied<sup>6</sup>.*

### **3) Listing of/collecting policies, procedures, regulation and pertinent templates, ... in relation with starting business, 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, CEA<sup>7</sup>...) to them as well as more strategic institutions (names, contact details...)<sup>8</sup> 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.

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<sup>4</sup> <https://www.similarweb.com/corp/blog/market-trend-analysis/>

<sup>5</sup> Related information at [https://www2.deloitte.com/content/dam/insights/us/articles/6963\\_global-marketing-trends/DI\\_2021-Global-Marketing-Trends\\_US.pdf](https://www2.deloitte.com/content/dam/insights/us/articles/6963_global-marketing-trends/DI_2021-Global-Marketing-Trends_US.pdf)

<sup>6</sup> New products development/NPD and customers' expectations see for instance <https://www.intechopen.com/books/marketing/theory-of-new-product-development-and-its-applications>

<sup>7</sup> European Union, Middle East and North Africa, Union du Maghreb Arabe, Communauté économique africaine...

<sup>8</sup> CAWTAR could share with the consultant/firm the mapping prepared in the context of its interventions (economy and trade)

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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 focusing on three Sub-Sectors (agrifood, textiles and ICT).

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 consultant/firm 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 as above described for a to-be number of economic and trade sectors with utilization guidelines.
- 4) Library list with supporting documentation of 1, 2 and 3.

#### **QUALIFICATIONS**

##### *Education:*

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

##### *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;

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- 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 September 15, 2021 until the delivery of the products and be completed no later than January 2022. Adjustments may have to be made to the schedule depending on the signature of the contract and the progress of the desk work or the situation related to the Covid-19 pandemic.

#### **HOW TO APPLY:**

Interested individual or firm 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 or firm related documents including past experience in similar projects and **at least 2 references** in relation with the position requirements.
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](mailto:registry@cawtar.org)

Please put in the subject: **Call RC Reference No 1: MARKETs Consultant CAWTAR - CAWTAR-KtK-RC-08-01-21-/FBHZ/TN.**