



The EMA is a regional association for German businesspeople and entrepreneurs with a wide range of services to promote sustainable economic cooperation with Arab countries. For a BMZ-funded PartnerAfrica project in Morocco we are calling for applications for the following assignment:

Analysis and consultation for the structure and range of services in the agribusiness sector

Deadline for submitting applications: 30th of September 2022

I. DETAILS OF THE PROJECT:

The PartnerAfrica project “Agribusiness in Morocco” is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) through sequa gGmbH as part of the Special Initiative Jobs and Training. Project partners are the Chamber of Industry and Commerce Schwerin (IHK Schwerin), the EMA, the Chamber of Commerce, Industry and Services Tanger-Tetouane-Al Hoceima (CCIS-TTA) and the National Federation of the Agri-Food Industry (FENAGRI). Objective of the project is to strengthen the local partner organizations and amend their service offers in the fields of training, networking and campaigning. This strengthens the Moroccan agribusiness sector and creates new jobs.

II. OBJECTIVE OF THE ASSIGNMENT

One objective of the project is to broaden and customise the range of services for members of the CCIS-TTA in the agri-food sector and for members of FENAGRI. To facilitate this, the existing service offers are to be analysed in order to derive recommendations for new service offerings.

The analyses should answer the following questions:

- What is the structure of the organisations and how did it develop the last three years (bodies, departments, staff, responsibilities, revenue, budgets, resources, etc.)?
- What is the structure of the members (sectors, proportion of companies, private individuals, cooperatives, employees, self-employed, women, youth, SMEs, regional, national, etc.)?
- What direct services to members in the agri-food sector are currently offered and have been offered in the last three years?
- How often and to what extent were these services used/demanded? What is the proportion of members who use these services?
- Which resources and departments are used to provide these services?
- What activities relevant for the agri-food sector other than direct services to members are the organisations engaged in (representation of interests, press work, public relations, trainings etc.)?
- To what extent do the services in the agri-food sector contribute to the revenue of the chamber?

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Measures of the analyses can be questionnaires for the organisations' representatives and employees as well as interviews.

The derived recommendations for CCIS-TTA should focus on new or extended services which strengthen the agri-food sector of the Tanger-Tetouane-Al Hoceima region.

The derived recommendations for FENAGRI should focus on extending the range of services and enhancing efficiency and appeal of the current service offers.

III. TASKS TO BE PERFORMED/DELIVERABLES

The assignment of the consultant / team of consultants includes the following activities:

- develop questionnaires for the both organisations
- conduct interviews with the representatives of both organisations
- conduct a kick-off workshop and a final workshop/consultation for each organisation
- produce an analysis report for each organisation including recommendations

Language of the questionnaires and interviews is French and/or Arabic. Language of the reports is preferably English, French will also be accepted.

The analyses can be started after the 7th of October, 2022, with a kick-off workshop. The analyses can be conducted from the 7th of October until the 7th of December, 2022. A final workshops/consultation sessions, at which the findings can be presented, can be completed before the 18th of December.

The reports should include:

- overview of structure and service offers of the organisation
- evaluation of answered questionnaires and conducted interviews (questionnaire and interview questions annexed)
- results and findings of the analysis
- recommendations

Deadline for submission of the reports is the 30th of December, 2022.

IV. APPLICATION PROCESS

Interested candidates must send the following application documents by e-mail to s.zana@ema-germany.org, until the 30th of September, 2022:

- Technical offer including:
 - Proposal for content and methodology for the analysis
 - Proof of legal establishment
 - CV consultant
- Financial offer including:
 - fee per billable day
 - proposed number of billable days (incl. preparations and follow-up)
 - material and travel costs

Candidates accepted will be announced on the 4th of October, 2022.