

# Terms of reference (ToR) for the procurement of services below the EU threshold

CONFIDENTIAL

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<b>Consultancy on Strengthening Export Readiness and EU Market Access for Cambodian Cashew and Pepper</b>	<b>Project number/ cost centre: G-012331-002</b>  <b>Internal Order Output 5 (12331050000).</b>
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## **0. List of abbreviations**

AG	Commissioning party
AN	Contractor
AVB	General Terms and Conditions of Contract for supplying services and work
FK	Expert
FKT	Expert days
KZFK	Short-term expert
ToRs	Terms of reference

## 1. Context

The European Union-German Global Access and Trade Expertise (EU-German GATE) Project, implemented by GIZ Cambodia, is a strategic initiative aimed at fostering inclusive and sustainable trade in Cambodia. With a budget of EUR 10 million, co-financed by the EU and the German Federal Ministry for Economic Cooperation and Development (BMZ), the project spans from April 2024 to March 2028. It is designed to enhance Cambodia's economic resilience by strengthening the capacity of public and private sector stakeholders to meet international trade standards, with a particular focus on social and environmental sustainability.

EU-German GATE operates across five main outputs:

- Output 1: Strengthened capacity of target public and private sector stakeholders in formulation and implementation of laws, policies, and strategies on environmentally sustainable and socially inclusive trade development (gender and disability inclusive and resulting in decent work conditions) with a focus on LDC graduation
- Output 2: Improved capacity of target private and public sectors' stakeholders on legal and regulatory framework for the digital economy including consumers' and data protection rights
- Output 3: Enhanced capacity of General Department of Customs and Excise (GDCE) and Other Government Agencies (OGA) in risk management application
- Output 4: Strengthened capacity of GDCE and OGAs in trade facilitation
- Output 5: Increased capacity of target SMEs, including women-owned, in selected value chains on access to ASEAN, EU and other markets

Under **Output 5**, the project supports export promotion and market access for Cambodian SMEs in priority value chains, notably cashew and pepper. In close collaboration with the Ministry of Commerce (Cambodia), the Cambodia Cashew Federation (CCF), and the Cambodia Pepper and Spice Federation (CPSF), several initiatives have been implemented, including:

- Capacity development for export service providers and exporters (export readiness, digital solutions, trade fair participation).
- Development of market access guides for EU and ASEAN markets.
- Support to Cambodian companies participating in international trade fairs (e.g. Cambodia Pavilion at major EU trade fairs), including matchmaking and sales coaching.
- Organisation of the Cambodia Cashew and Pepper Trade Forum and buyer/investor visits.
- Implementation of the "Export Lab" programme, providing tailored technical assistance for enterprises' export readiness development, including export strategy implementation, compliance, branding, digital solutions, and market development.

To further strengthen EU market access and deepen strategic engagement with European stakeholders, GIZ seeks to contract an experienced international consultant.

## **2. Tasks to be performed by the contractor**

The consultant will serve as a technical and strategic resource person on EU market access and export promotion to Europe.

The overall objective of this consultancy is to strengthen the export readiness and EU market access of Cambodian cashew, pepper, dried fruit, cocoa, and related agri-food SMEs under Output 5, while enhancing strategic linkages between Cambodian stakeholders and European buyers, investors, and service providers.

The contractor is responsible for providing the following services:

### **Work Package A: Market Access Support for Companies under the Export Lab Programme**

The consultant will provide tailored technical advisory support to companies participating in the Export Lab programme, with the aim of improving their readiness to access European markets.

#### **A.1 Export Strategy Development for up to 30 Export Lab Companies**

The objective is to support companies in developing **practical and actionable export strategies aligned with EU market (or ASEAN market) opportunities and their operational capacity.**

- Provide technical inputs utilizing the Cashew and Pepper Market Studies to Europe and ASEAN (carried out under the GATE project) by organizing up to 2 webinars (each session for each batch of companies under the Export Lab)
- Review and refine export strategies of up to 30 companies (supported by a different consultant under the parallel Export Lab program), particularly in the cashew, pepper, and related agri-food sectors. Ensure strategies reflect realistic opportunities and requirements of the European market, including quality standards, buyer expectations, and compliance considerations.
- Tailor recommendations to the export readiness level, internal capacity, and business objectives of each company. Ensure the strategies integrate both short- and long-term export development plans.

#### **A.2 Technical Advisory on Cocoa Export Development**

- Provide technical advice on cocoa export development, including improvements in production, processing, and market positioning.
- Identify potential opportunities for collaboration with European buyers and investors.
- Facilitate introductions or connections where appropriate.

#### **A.3 Export-related Advisory and Consultation**

- Provide technical consultations on export-related issues, such as market entry requirements, documentation, and compliance matters, which might be raised by the companies over the course of the assignment.

## **Work Package B: Support to Outbound Trade Promotion Activities, Particularly Networking and Market Engagement with European Stakeholders**

The consultant will support the strengthening of linkages between Cambodian stakeholders and European market actors. Activities will be implemented in close coordination with the Ministry of Commerce (Cambodia) and partners such as sequa / Import Promotion Desk (IPD).

- Provide support in **planning trade missions** (also known as side visits) linked to international trade fairs in Europe, such as SIAL, ANUGA, BioFach, etc. This includes identifying European companies, such as buyers, processors, distributors, retailers, and export service providers (e.g. warehousing and logistics, food safety, packing, etc.), for side visits by participating companies from Cambodia.
- **Facilitate networking**, together with sequa and GIZ teams, between Cambodian stakeholders (e.g., Ministry of Commerce, sector federations, exporters) and European counterparts (including but not limited to export service providers, sectors/business chambers or associations, export promotion agencies, etc.)
- Support the **organisation business appointments** for the side visits for Cambodian exporters
- Facilitate **speed dating events**, including serving as a co-moderator, as part of the side visits. The speed dating events are between Cambodia exporters and European counterparts (e.g. business members of associations of dried fruit, nuts, and spices; business chambers, etc.)

## **Work Package C: Resource Person for the Cambodia Cashew and Pepper Trade Forum**

The consultant will contribute as a technical resource person to the organisation of the **Cambodia Cashew and Pepper Trade Forum** in 2026 and 2027.

- **Forum Concept Development:** Provide technical input during planning and brainstorming sessions with the project team and partners. Contribute to the development of the forum concept, agenda, and thematic focus areas.
- **Engagement of European Stakeholders:** Support outreach to European buyers, investors, and service providers to participate in the forum. Facilitate their participation in exhibitions, panel discussions, or field visits to relevant export-oriented facilities (e.g., processing facilities, farms, and agricultural communities within the cashew and pepper sectors).
- **Deliver Expert Inputs During the Forum:** Prepare presentation materials (PPTs) and deliver inputs in the forum (2026 & 2027). Physical participation is strongly encouraged.

## **Work Package D: Promotion of Cambodian Cashew and Pepper Exports to European Markets**

Based on the **Cashew and Pepper Market Studies for the European and ASEAN markets** recently conducted under the GATE project, several key findings have emerged, including low awareness of Cambodia's cashew (e.g., M23 large kernels) and pepper among European stakeholders (buyers, traders, distributors, and specialty food markets).

In this regard, the consultant is expected to support the strategic promotion of Cambodian cashew and pepper products within European industry networks. Additional promotional activities may be carried out subject to further discussion with the project implementation partners.

### **Work Package E: On-Demand Technical Expertise**

The consultant will serve as a resource person for the project on matters related to **export promotion from Cambodia's cashew and pepper to Europe**.

Given the dynamic nature of export promotion activities under the project, additional technical inputs may be requested. These may include advisory support, participation in project activities, or short analytical inputs.

Certain milestones, as laid out in the table below, are to be achieved during the contract term:

<b>Milestones/process steps/partial services</b>	<b>Deadline/place/person responsible</b>
<b>1. Export Lab Strategy</b> - Completion of technical review of Export Marketing Strategies of Batch 1 (12 companies), including technical inputs webinar, review and refine export marketing strategies of up to 12 companies under Batch 1 - Completion of technical review of Export Marketing Strategies of Batch 2 (17 companies), including technical inputs webinar, review and refine export marketing strategies of up to 17 companies under Batch 1	4-6 weeks after the start of the contract
<b>2. Cocoa Sector Advisory &amp; Strategy</b> - Technical advisory report on cocoa production/processing improvements; List of potential European cocoa buyers/investors with initial engagement logs.	Over the course of the assignment
<b>3. Outbound Export Promotion Support (SIAL 2026)</b> - Planning with concept ideas, including identified list of European side-visit targets, following Cambodia participation in SIAL 2026  - Facilitation of B2B "speed dating" and networking events.	6-8 weeks after the start of the contract  22-23 October 2026, Rotterdam (the Netherlands)
<b>4. Cashew &amp; Pepper Trade Forum 2026 &amp; Inbound Buyers Visits</b> - Forum concept paper and agenda; List of European stakeholder participation, including exhibitors, keynote speakers, participants - Technical presentation materials (PPTs) delivered at the 2026 Forum.	4-6 weeks after the start of the contract April – May, 2026  November 2026, Phnom Penh (Cambodia)
<b>5. Strategic Market Promotion &amp; Industry Outreach</b> - Documented promotional activities e.g. for M23 Cashews and Pepper; - Finalized branding/positioning brief for European specialty markets.	November 2026 & October 2027 (TBC)
<b>6. Outbound Export Promotion Support (ANUGA 2027, tentatively also BioFach 2027)</b> - Planning with concept ideas, including identified list of European side-visit targets, as part of Cambodia participation in ANUGA 2027 - Facilitation of B2B "speed dating" and networking events (as relevant)	April – May, 2027  October 2027

<b>7. Cashew &amp; Pepper Trade Forum 2027 &amp; Inbound Buyers Visits</b> - Forum concept paper and agenda; List of European stakeholder participation, including exhibitors, keynote speakers, participants - Technical presentation materials (PPTs) delivered at the 2026 Forum.	April – May, 2027  November 2027, Phnom Penh (Cambodia)
<b>8. Summary Report</b> - Submission of summary report, highlight key support under the assignment, recommendations and ways forward	November 2027

Period of assignment: from 03 July 2026 until 31 December 2027.

The contractor shall submit deliverables in English to the Head of Project of EU-German GATE. Deliverables should be delivered using the project templates in Microsoft Word and/or PowerPoint.

Any adjustment to the ToR may be made with mutual consent between EU-German GATE and the contractor in writing.

### 3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 2 (Tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

#### Technical-methodological concept

**Strategy (1.1):** The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1 Context) (1.1.1). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see Chapter 2 Tasks to be performed) (1.1.2).

The tenderer is required to present the actors relevant for the services for which it is responsible and describe the **cooperation (1.2)** with them.

The tenderer is required to describe the key **processes** for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to Chapter 2 (Tasks to be performed by the contractor) are to be provided. In particular, the tenderer is required to describe the necessary work steps.

The tenderer is required to describe its contribution to knowledge management for the partner (1.5.1) and GIZ and to promote scaling-up effects (1.5.2) under **learning and innovation**.

### 4. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 7), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

### **Key expert 1: Strengthening Export Readiness and EU Market Access for Cambodian Cashew and Pepper Qualifications of key expert**

- Education/training (2.2.1): university degree (master or higher) in economics, trade, agricultural business, business administration, or related field
- Language (2.2.2): English proficiency (C1-Level)
- General professional experience (2.2.3): 20 years of professional experience in the agricultural trade, with proven experiences in pepper trade/export promotion in the EU market from developing countries
- Specific professional experience (2.2.4): 15 years of professional experience about pepper trade/export development (especially for organic, niche or specialty market development) in specific markets in the EU, including pepper imports from Cambodia.
- Management experience (2.2.5): 10 years of experiences in managing consultancy projects.
- Regional experience (2.2.6): 10 years of experience in projects in ASEAN, of which 5 years in projects in Cambodia
- Development cooperation (DC) experience (2.2.7): Prior experiences in development cooperation funded assignments.

## **5. Costing requirements**

### **Assignment of personnel and travel expenses**

Per diem allowances are reimbursed as a lump sum up to the maximum amounts permissible under tax law for each country as set out in the country table in the circular from the German Federal Ministry of Finance on travel expense remuneration (downloadable from the [German Federal Ministry of Finance – tax treatment of travel expenses and allowances for international business travel as of 1 January 2026 \(GERMAN ONLY\)](#)).

Accommodation allowances are reimbursed as detailed in the specification of inputs below.

With special justification, additional Accommodation costs up to a reasonable amount can be reimbursed against evidence.

All business travel must be agreed in advance by the officer responsible for the project

### **Sustainability aspects for travel**

GIZ has undertaken an obligation to reduce greenhouse gas emissions (CO<sub>2</sub> emissions) caused by travel. When preparing your tender, please incorporate options for reducing emissions, such as selecting the lowest-emission booking class (economy) and using means of transport, airlines and flight routes with a higher CO<sub>2</sub> efficiency. For short distances, travel by train (second class) or e-mobility should be the preferred option.

CO<sub>2</sub> emissions caused by air travel must be offset. GIZ specifies a budget for this, through which the carbon offsets can be settled against evidence.

There are many different providers in the market for emissions certificates, and they have different climate impact ambitions. The [Development and Climate Alliance \(German only\)](#)



has published a [list of standards \(German only\)](#). GIZ recommends using the standards specified there.

#### Specification of inputs

Fee days	Number of experts	Number of days per expert	Total	Comments
Designation of key expert	1	60	60	
Travel expenses	Quantity	Number per expert	Total	Comments
<b>Per-diem allowance in country of assignment</b> If an on-site assignment takes place over the weekend, per diem allowances for weekends can be reimbursed between the fee days.	20	1	20	
<b>Overnight allowance in country of assignment</b> If an on-site assignment takes place over the weekend, overnight allowances for weekends can be reimbursed between the fee days.	20	1	20	Overnight stays abroad: Note: Under the BMF travel expense regulations, overnight allowances not exceeding 100% of the lump sum amounts can be submitted for reimbursement against evidence. Up to 75% of the maximum rates specified in the travel expense regulations can be submitted for reimbursement on a lump-sum basis. Please indicate in the price schedule whether your offer is on a lump-sum basis or against evidence. Overnight stays in Germany (deviation from the travel expense regulations): Note: Overnight allowances of up to EUR 130 can be submitted for reimbursement against evidence. Up to EUR 80 can be submitted for reimbursement on a lump-sum basis. Please indicate in the price schedule whether your offer is

				on a lump-sum basis or against evidence.
<b>Transport</b>	<b>Quantity</b>	<b>Number per expert</b>	<b>Total</b>	<b>Comments</b>
<b>International flights</b> <i>Cambodia</i>	2	1	2	Travel to the place of service delivery Cambodia's Cashew and Pepper Trade Forum 2026 & 2027.
<b>Domestic flights</b>	NA	NA	NA	Flights within the country of assignment during service delivery
<b>CO<sub>2</sub> compensation for air travel</b>	4	1	320	A fixed budget of EUR <b>320</b> is earmarked for settling carbon offsets against evidence.
<b>Travel expenses (train, car)</b> <ul style="list-style-type: none"> <li>• Train within Europe</li> <li>• Local transport in Cambodia</li> </ul>	4	1	4	Travel within the country of assignment, transfer to/from airport etc.
<b>Other travel expenses</b>	1	1	1	For other travel costs f.e visa costs, Against evidence
<b>Other costs</b>	<b>Number</b>	<b>Price</b>	<b>Total</b>	<b>Comments</b>
Flexible remuneration	<b>1</b>	<b>5.000</b>	<b>5.000</b>	<p>A budget of EUR 5.000 is foreseen for flexible remuneration. Please take this budget into account in your price schedule.</p> <p>Use of the flexible remuneration item requires prior written approval from GIZ.</p>

## 6. Inputs of GIZ or other actors

GIZ and/or other actors are expected to make the following available:

- Logistics for workshops, including venue, for events, such as Cashew and Pepper Trade Forum, speeding for side visits, etc.
- Contracting with other supporting experts, e.g. with sequa
- Coordination with local partners, such as Cambodia Ministry of Commerce and other stakeholders.
- Coordination with companies under the Export Lab program for webinars, meetings, etc.

## **7. Requirements on the format of the tender**

The structure of the tender must correspond to the structure of the ToR. In particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English.

The complete tender must not exceed 10 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.

## **8. Annexes**

NA.