

Request for Expression of Interest

Business Environment Technical Assistance Project

(IDA Grant No.H167-0 KOS)

Consulting Services: Export Promotion Expert

The Kosovo Business Environment Technical Assistance (BETA) Project aims to improve the business environment in Kosovo as a means to reduce unemployment and foster economic growth. The Ministry of Trade and Industry is looking for one Export Promotion consultant to MTI to support the implementation of the IPAK Component and its related activities within the BETA Project. The project is financed by the World Bank.

Background

The BETA Project focuses on reducing uncertainty of key regulatory processes, improving delivery of related services, strengthening property rights, and increasing transparency and accountability of implementing institutions. This will be achieved by strengthening the capacity of institutions charged with administering regulatory services for businesses and property transactions. The project has three main components. This assignment is procured under the following component:

Business Services Integration: Assistance for the Investment Promotion Agency.

MTI currently is in the process of strengthening the Investment Promotion Agency (in the existing Office of Investment Promotion) to promote domestic and foreign investment in Kosovo, to provide logistical assistance to foreign investors who are starting a business or purchasing an enterprise through the privatization program, and to identify and promote measures to reduce administrative constraints to private sector investment.

Specifically, the project would support: (i) conducting assessments on administrative barriers aiming their reduction; (ii) providing advisory assistance to the IPA and MTI; (iii) providing equipment to IPA;

Duties and Accountabilities:

Specific duties of the IPAK Export Promotion consultant to Investment Promotion Agency will include, but are not limited to:

- Prepare analytical and informational material aiming at supporting IPAK's export promotion activities and present and discuss these materials with the head of the agency;
- Facilitate a better collaboration between the local chambers of commerce in export related policy issues; make proposals for improving the existing mechanisms of interaction;
- Facilitate the cooperation of the existing Export Associations while integrating relevant stakeholders and counterparts as well as promote the benefits of these associations to local businesses;
- Advise on ongoing dialogue with the Kosovo Customs and the Trade Department within the MTI regarding Export Policies and Kosovo's participation in Trade Agreements such as CEFTA as well as bilateral agreements;
- In collaboration with the Agencies for Standardization and Accreditation, facilitate raising quality standards of potential products for export of existing and potential exporters;
- Analyze foreign markets and trade policies and create a detailed database of export opportunities for local businesses;
- Analyze the local market and create a detailed database of local exporting companies;
- Prepare and organize Workshops for local companies on "know how" and "how to" trainings for export opportunities;

- Provide direct assistance to the senior management of IPAK in training and directing the local export promotion staff of the agency;
- Provide direct assistance to the senior management of IPAK and the MTI in communicating with local exporters and potential foreign markets for export.

Required Qualifications

- Bachelor's degree in economics, business, finance, marketing, law, or a related field, plus at least 5 years' of relevant experience. Master's degree in these fields or related fields is an asset;
- Excellent knowledge in planning, organizing, and coordinating of seminars, workshops and conferences particularly with respect to trade and industry and/or investment and export promotion issues;
- Ability to demonstrate familiarity with the usage of web, search engines and research tools as well as the ability to create and maintain databases;
- Experience in diplomatic communication (both written and oral), negotiating and dealing with local and international investment communities including delivery of professional presentations;
- Excellent knowledge in sales, marketing and promotional techniques;
- Excellent organizational and time management skills with the ability to work effectively under pressure, handling multiple activities concurrently to meet deadlines and with attention to detail;
- Excellent knowledge of English and knowledge of additional foreign language(s) is an asset

Duration of the Assignment and Reporting Requirements

The duration of assignment is for 1 year, with the possibility of extension for additional six months; the consultant will undergo to a probation period of six months, after satisfactory performance of which his/her contract will continue for the until the above mentioned
The consultant will report in written in monthly basis to the CEO of IPAK within the Ministry of Trade and Industry.

Individual Consultants who fulfils the above minimum qualification criteria will be evaluated as per the following criteria:

- University degree in economics, finance or law (30%)
- Relevant professional/ working experience (50%)
- Knowledge of English language (20%)

Individual Consultant will be selected in accordance with the procedures set out in the World Bank's Guidelines: Selection and Employment of Consultants by World Bank Borrowers, edition of May 2004 according to selection based on Selection of Individual Consultants (IC) method, and following the above mentioned evaluation criteria.

Interested individual consultants may obtain further information at the address below during office hours: 09:00 - 16:00 hrs (Monday to Friday)

Expression of interest may be submitted to the below stated address until **22.10.2009**

Public Procurement Agency

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