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## TERMS OF REFERENCE

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Contract-no: 0.../2019  
Project/mandate no: 1242.16.1.0 SIPPO  
Project/mandate name/country: 1242.16.1.0

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**Employer:** **HELVETAS Swiss Intercooperation**  
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**Contract duration** From: 26 Nov 2019 To: 10 Dec 2019

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### 1. Background

HELVETAS is a co-implementing partner with SwissContact to implement the Swiss Import and Export Program (SIPPO). Out of the 11 countries globally, the component in Vietnam will enhance the performance of selected BSOs in Vietnam in order to enable them to provide export promotion services in two main sectors of Technical Wood (TW) and Furniture and Value Added Textiles (VAT) in an effective, efficient and sustainable way.

SIPPO facilitates capacity building for the BSO staff regarding export promotion services, facilitates the development of new export promotion services or improved services delivery and the organizational performance of the BSO regarding export promotion activities (e.g. by using a customer relationship management system). For the transfer of the relevant knowledge for improved export promotion services, SIPPO closely collaborates with organizational development (OD) consultants and sector experts.

In 2018 and 2019, SIPPO has started building capacity for BSOs by training and coaching BSOs staff in activities. Besides, since BSOs in Viet Nam are fragmented, significant efforts have been spent to connect them with other BSOs at national and regional level as well as building up the image for the BSO(s) and the sector.

This TOR sets the ground to recruit one group of consultants or a media firm to assist Hawa in developing a communication package and at site assistance for Vietrade and Hawa to organize FUNITURE ASEAN FORUM, tentatively on 27/11/2019 in Ho Chi Minh city together with AFIC- ASEAN Furniture Industries Council (AFIC) (<https://www.aseanfurniture.org>). The event should also be regarded as the starting point for other initiatives to promote the sector and BSO(s).

### 2. Objective(s) of consultancy

- Development of the agenda and identification of key note speakers
- Assistance in development for a series of communication deliverables for broadcasting in key news channel of Ho Chi Minh City, Viet Nam and for further

online broadcasting by country members of AFIC.

### **3. Main Tasks and Activities of the Consultant**

The key suggested, but not limit to, activities are:

- i) To closely work with HAWA, Vietrade and other partners to develop the agenda;
- ii) To prepare 2-3 media products to promote:
  - a. News about the event
  - b. Pre or Post-event promotion: a clip or talk-show about Viet Nam Furniture Industry
  - c. News about Hawa and SIPPO for further communication and lesson learnt in the future.

### **4. Expected deliverables**

- i) A full agenda for communication ideas around the event of 27 November 2019.
- ii) 3 video clips produced and broadcasted on key channels.

### **5. Working methodology & Budget**

The consultant(s) or the media firm will carry out the activities in autonomy and in close cooperation with HAWA, Vietrade and SIPPO Country Representative, HELVETAS Country Director and admin team as required.

The Consultant(s) is expected to propose an innovative plan and budget for the assignment. SIPPO will review all Expressions of Interest based on the following:

- a) Capacity and Technical experience of the team to deliver
- b) Timeframe and Methodology
- c) Financial proposal

The time frame for the assignment from 25 November to 15 December 2019.

### **6. Logistics**

By the project including air ticket, car transfer, hotel and meals if meetings and events taking place outside the office of the candidate.

### **7. Reporting / Debriefing**

The group of consultant(s)/agency is expected to submit deliverables/documents electronically including broadcast calendar(s), links for online clips, transcripts, etc. before 15 Dec for liquidation.

### **8. Qualifications**

- Proven experience and track record of media and communication for Furniture sector
- Excellent and proven English skills of all reporters and editor

### **9. Documents**

List of project documents the consultant needs for the consultancy/mission:

- SIPPO mandate description