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## TERMS OF REFERENCE

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Contract-no: 0.../2021

Project/mandate no:

Project/mandate name/country: 1242.16.1.0

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**Employer:**



E-Mail

**HELNETAS Swiss Intercooperation**

298F Kim Ma, Ba Dinh, Hanoi, Vietnam

(84) – 04 38431750

[trang.tran@helvetas.org](mailto:trang.tran@helvetas.org)

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**Contractor :**

(84) – +84

E-Mail

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**Contract duration**

From: asap

To: 30 June 2021

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### 1. Background

HELNETAS is a co-implementing partner with SwissContact to implement the Swiss Import and Export Program. 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 Outdoor Furniture and Value Added Textiles (VAT) in an effective, efficient and sustainable way. This TOR is for the service to assist SIPPO and partners BSO - HAWA as marketing consultant as per each BSO's strategy.

### 2. Objective(s) of consultancy

To co-work with HAWA team in Ho Chi Minh city to plan and implement marketing strategy for online exhibition platform HOPE and to build up the database of furniture industry.

### 3. Main Tasks and Activities of the Assigned consultants or group of consultants

- Collaborate with HAWA team to build up export import data, market intelligence for Wood sector and information sources
- Cooperate with communication and marketing departments to set up communication and promotion plan and strategy for HOPE to the international buyers
- Plan and execute marketing activities to increase leads for exhibitors via HOPE platform
- Implement digital marketing as per strategy
- Monthly review the results of implemented tools and revise the plan;

- Regular contacts including online meeting with HAWA and SIPPO Ha Noi to exchange on the progress of work, to co-implement activities for best results.
- Other tasks by supervisor

#### 4. Expected deliverables

- A marketing workplan (per each BSO)
- Monthly report and timesheet
- Marketing products as per activity in agreed workplan

#### 5. Working methodology

The consultant (or group of consultants) will carry out the activities in autonomy and in close cooperation with SIPPO Junior Export Promotion Manager and SIPPO Country Representative, HELVETAS Country director and admin team as required.

No	Key Activity	Tentative timeline	Number of days (maximum)
1	Development of the plan for 2021	1 <sup>st</sup> Feb to 28 Feb 21	10
1	Implementation of tools	1 <sup>st</sup> Mar to 15 June 21	40
1	Weekly meetings and monthly reviews, reporting	1 <sup>st</sup> Feb to 30 June 21	10
	<b>TOTAL</b>		<b>60 days</b>

#### 6. Logistics

By the project including air tickets, car transfer, hotel and meals upon agreed workplan by Country Representative.

#### 7. Reporting / Debriefing

With deadline of submission deliverables/documents electronically

#### 8. Documents

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

- SIPPO mandate description
- BSO materials

#### 9. Requirements

- 2 to 3 years experience regarding marketing and communication
- Active and flexible in working time

Interested candidates can submit CV, cover letter to [info@sippo.vn](mailto:info@sippo.vn) by 30 March 2021.