

<p>Technical Cooperation with Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ) GmbH</p> <p>Myanmar EU Trade Development Programme - Trade Promotion (TDProm)</p>	<p>Project no.: 2016.2134.1-004.00</p>
--	---

LIST OF ABBREVIATIONS..... 2

1 BACKGROUND INFORMATION 3

1.1 BENEFICIARY COUNTRY 3

1.2 COUNTRY BACKGROUND 3

1.3 BACKGROUND OF THE PROJECT..... 4

 1.3.1 Trade reforms..... 4

 1.3.2 Trade facilitation 5

 1.3.3 Food safety and SPS Measures..... 6

 1.3.4 National quality Infrastructure..... 7

2 OBJECTIVE, PURPOSE, RESULTS, AND MAIN ACTIVITIES..... 8

2.1 OVERALL OBJECTIVE 8

2.2 PURPOSE 8

2.3 RESULTS AND MAIN ACTIVITIES 8

 2.3.1 Component 1: Trade Reform 9

 2.3.2 Component 2: Trade Facilitation 10

 2.3.3 Component 3: Food Safety and SPS Measures 10

 2.3.4 Component 4: National Quality Infrastructure..... 11

3 SCOPE OF WORK..... 12

3.1 GENERAL 12

 3.1.1 Project description..... 12

 3.1.2 Geographical area..... 12

 3.1.3 Target groups..... 13

3.2 SPECIFIC WORK..... 13

4 PROJECT IMPLEMENTATION 17

4.1 PROJECT MANAGEMENT 17

4.2 SPECIFICATION OF INPUTS..... 17

4.3 LOCATION 19

4.4 START DATE AND IMPLEMENTATION PERIOD..... 19

4.5 EQUIPMENT 20

4.6 INCIDENTAL EXPENDITURE 20

4.7 REPORTS..... 20

4.8 COMMUNICATION AND VISIBILITY 20

4.9 MONITORING AND EVALUATION 20

List of abbreviations

ASEAN	Association of South-East Asian Nations
BTSF	Better Training for Safer Food
DoF	Department of Fisheries
ECAP	EU-ASEAN Project on the Protection of Intellectual Property Rights
EIF	Enhanced Integrated Framework
EU	European Union
FDI	Foreign Direct Investment
FVO	Food and Veterinary Office
GDP	Gross Domestic Product
ITC	International Trade Centre UNCTAD/WTO
IUU	Illegal, unreported and unregulated Fishing
MoAI	Ministry of Agriculture and Irrigation
MoC	Ministry of Commerce
MNPED	Ministry of National Planning and Economic Development
NCDP	National Comprehensive Development Plan
NES	National Export Strategy
NTFP	National Trade Facilitation Plan
NQI	National Quality Infrastructure
NRMP	National Residue Monitoring Programme
SME	Small and Medium-sized Enterprises
SPS	Sanitary and Phytosanitary Measures
UMFCCI	Union of Myanmar Federation of Chambers of Commerce and Industry
UNCTAD	United Nations Conference on Trade and Development
UNDP	United Nations Development Programme
USAID	United States Agency for International Development
WB	World Bank
WCO	World Customs Organisation
WTO	World Trade Organisation

1 BACKGROUND INFORMATION

1.1 Beneficiary country

Myanmar

1.2 Country background

Myanmar has witnessed a period of rapid economic growth after the decision of the former president and government in 2011 to end the relative economic isolation and to engage more with other countries in international economic relations, especially within the ASEAN region. The opening up of the country and the restoration of a measure of democratic governance, has also led to a renewed engagement of the international donor community and consequently Myanmar became the recipient of large amounts of foreign financial and technical assistance. The organisation and implementation of the election in November 2015 in accordance with the legal procedures prescribed by the Constitution and the peaceful transition of power to the opposition, added further to the credentials of the country. It created a general sense of economic optimism and private investors, both domestic and foreign, are investing in the development of cities and in industrial zones, as well as in services.

Economic growth since 2011 has been strong, helped by a relative macroeconomic stability. The annual growth rate reached 8.5% in 2014, which is one of the strongest in the region. In 2015 and 2016 it slumped to lower levels due to the combined effects of natural disasters that affected agricultural output, the political uncertainty in an election year leading to a wait and see attitude of potential investors, and a worldwide drop in commodity prices affecting Myanmar's main exports. However, the prognosis for economic growth in the coming years, made by institutions like the World Bank and the Asian Development Bank, is with an estimated average of 7% annually among the highest in the world.

Nevertheless, Myanmar's economic development is facing many challenges. The decline in agricultural output in 2015 and 2016 due to extensive flooding contributed to a sharp rise in inflation to double digits, and also to a decline in the value of exports. Consequently, the trade deficit increased, because demand for imports of investment goods, such as machinery, vehicles, construction materials, and fuels remained high in a developing economy. It also puts a strain on the exchange rate of the kyat, gradually falling against the US dollar and the Euro.

Other weaknesses in the Myanmar economy are of a more structural nature, and can only be redressed in the longer run. The transport infrastructure of roads, railways, and waterways is old and of limited capacities and in dire need of upgrades and extensions. Electricity production and distribution networks are not fully sufficient to deal with a growing demand for electrical power, especially during the hot season, and in more remote rural areas. Economic developments are not evenly spread over the country, but concentrated along the Yangon – Mandalay axis. Still 60% of the population is working in agriculture, producing about one-third of national output. Most of the population is poor and rural, while scant access to credit, energy, seeds and fertiliser keeps agricultural productivity low. Boosting prospects for agriculture over the longer run, might require the government to reform the land-titling system and returning previously confiscated lands to farmers. Reforms are needed in many sectors of the economy, from the financial sector to stimulating private enterprises and foreign direct investments, to reform of education and vocational training, to the limiting military-industrial complex of the state-owned enterprises. Moreover, many of the institutions dealing with the economy have weak institutional capacities. That Myanmar's economy needs reform is beyond dispute.

The current growth is carried by a tiny base of a limited number of sectors and increasing that basis of economic development is a challenge for the near future. Yet the economic outlook for the coming years is good. Gross Domestic Product is expected to grow by at least 7 to 8% per annum in the medium term. It is expected that the agricultural sector will quickly recover, while investors' demand for services, and infrastructure construction, are expected to be the main drivers of growth in the short term. Over the medium to longer-term, the manufacturing and processing sectors continue to hold strong promise as potentially important drivers of inclusive growth.

1.3 Background of the project

The Trade Development Programme (TDP) is a 44 months' technical assistance programme (Jan. 2015-August 2018) that has been entrusted by the European Union to GIZ under an indirect management delegation agreement. The Trade Development Programme (TDP) is formally in place since 1 January 2015, but active only since March 2015. At the beginning of 2017 a substantial number of activities are being implemented in the different components. However, over the coming 18 months (March 2017 to August 2018) more activities will be needed to achieve the planned results of the programme.

In the sections below a short overview is presented of the status of developments in the four components of TDP, the activities undertaken, and the involvement of other donor partners in these areas. Myanmar is still at the centre of attention of the international aid community, and therefore, enjoys the luxury of ample offers for technical assistance and funding of investment projects. Donor coordination should be a necessity, but is not always taking place, also because the current government is in the process of reviewing and restructuring the interaction mechanisms with the donors. Consequently, several donors may be active in the same area without initially being aware of other efforts. TDP tries as much as possible to maintain contacts with other donor organisations to coordinate activities and avoid overlaps for the mutual benefit of everyone.

1.3.1 Trade reforms

A substantial number of studies have been conducted by several donor organisations to evaluate institutions, situations and developments on different aspects of international trade. Over the past 24 months, at least six national or sectoral trade-related development plans or frameworks have been endorsed and launched by the Government:

- Diagnostic trade integration study (World Bank 2016, financed by Enhanced Integrated Framework trust fund)
- National Export Strategy (ITC 2015, financed by the German Federal Ministry for Economic Cooperation and Development)
- Private Sector Development Framework and Action Plan (Asian Development Bank 2016)
- WTO Trade Facilitation Agreement (World Bank, UNESCAP, 2016)
- The ATIGA Gap Assessment (World Bank 2016)
- Development of SPS Management and Capacity (Asian Development Bank 2016)

To this list may also be added the WTO Trade Policy Review (2014 – 2015), and some national longer term development plans, like the Myanmar Comprehensive Development Vision, the Framework for Economic and Social Reforms, and more recently (July 2016) the Economic Policy plan of the new government. All these plans have been summarised and categorised in the EIF's Medium Term Programme that was launched in March 2017. In

essence, the MTP is a listing of 181 selected actions from the above-mentioned reports, divided over five main categories and 23 clusters. It will play a role in the reconfirmation of activities selected by TDP for support in the field of trade reform.

In the field of trade policy, TDP has completed a proposal for a trade strategy as the overarching set of principles and organisational and coordinating measures that would enable MOC to coordinate trade related activities among ministries, and to develop a unified approach to the different domestic and international trade issues. Another aspect is the study undertaken by TDP into the legal basis of MOC through an analysis of current trade related legislation. The outcome of the study shows a rather frail legal basis and a lack of authority to act. Consequently, MOC and TDP agreed to cooperate in drafting a new law on trade related issues that would provide MOC with a solid juridical basis for its policy making and policy implementing activities. Other donors in the field of trade policy are mainly the World Bank and the Asian Development Bank, which are engaged in study activities and occasionally policy advice on outcomes of their studies.

In March 2015, MOC presented the National Export Strategy (NES), which is based on extensive consultations with the national stakeholders from the public and private sectors. In the NES, several economic sectors are selected that offer good opportunities for diversifying the range of export products and increasing the volume of exports, and at the same time contributing to restoring the balance of trade in the medium term. Next to the priority economic sectors, the NES pays attention to supporting activities that cut across the product related sectors: trade facilitation,

access to trade finance, quality infrastructure, and trade information. In support to the NES, TDP agreed to contribute to trade promotion. It is a wider concept than the supply and analysis of trade information. It focusses also on leveraging a country's resources to connect with international counterparts, and to assist enterprises in gaining access to new international markets, and to be able to operate in a competitive environment abroad. Trade promotion helps companies with product and market identification, the organisation of and participation in trade fairs, organising visits of incoming and outgoing trade missions, training of export managers, etc.

Other donors, especially Korea and Japan, were already making major contributions to MOC on setting up a Myanmar Trade Promotion Agency, and to capacity building for trade promotion, including the Trade Training Institute of MOC. USAID provided technical assistance to building a trade portal that can supply online information on matters related to trade, such as legislation, statistics, import and export licensing, etc. Within this framework, TDP made the decision to concentrate on trade promotion to access the EU market. For that purpose, a Myanmar – EU Trade Helpdesk was set up that provides an extensive package of services to companies exploring the possibilities of exporting to Europe, including market analysis, matchmaking, and participation in trade fairs. The newly formed Trade Promotion Organisation MYANTRADE is supported with training in the use of instruments to promote, among others training and assistance with (ITC) market analysis tools. Also, others, like trade association representatives, are trained.

1.3.2 Trade facilitation

Myanmar has signed the WTO “Bali Agreement” on trade facilitation in December 2015. Recently the required number of WTO member states ratified the agreement (February 2017) and therefore, the trade facilitation agreement has entered into force. This event will trigger the time periods in which Myanmar must notify its commitments on fulfilling the agreement's obligations. With assistance of UNESCAP and the World Bank an assessment and inventory of obligations has been made and classified accordingly. Myanmar has a number of so-called “C” obligations, the ones for which they would require foreign technical assistance to realise them.

Most of the measures for improvement of the procedures for handling goods are within the remit of the Customs Department, and a few would require the cooperation of MOC as the ministry that is responsible for the trade on the land borders. Since the start of TDP negotiations with Customs on specific technical support have taken place. This was hampered by the fact that Customs received a multi-million-dollar support package from the Japanese government for the development of an automated cargo clearance system (MACCS). The preparation and the implementation of that system absorbed most of the capacity and time of Customs management and staff. Therefore, the actual support of TDP to Customs is limited in scope. For the time being, it concentrates on providing expert advice and training on the application of the Harmonised System Codes for the classification of goods. It also entails building up a knowledge centre within Customs that can function as a reference source for custom officers, as well as for providing specialised training as part of the training and education of officers. However, other subjects are still under consideration, amongst them advice and training on setting up and implementing a risk management system, advice and training on Rules of Origin and the Registered Exporters System, and the cooperation of the different government agencies working at border stations in the exchange of information.

1.3.3 Food safety and SPS Measures

The TDP activities in this component are still dominated by finding solutions for two urgent problems related to the trade in food products with the EU. The first one is in fisheries where Myanmar's listing as an approved exporting country was at stake depending on the outcome of a new inspection audit from the FVO. This audit took place in November 2016 and was generally successful, but Myanmar will have some issues to deal with. The other issue is with the export of sprouted beans for which the competent authority must give assurances that the seeds are produced under conditions which meet the general hygiene provisions for primary production and associated operations. This audit was planned for February 2017 but has been postponed to next year. To obtain positive outcomes from the FVO audit, basic hygiene rules must be applied in all stages of the production and processing chain of aquaculture products, wild caught fish, and sprouting beans, and the inspection services must be able to ascertain that conclusively through their inspection activities. For both sectors a broad ranging support programme has been developed and implemented.

Activities within these programmes concentrated on introducing Good Aquaculture Practices to fish farmers and Good Agriculture Practices to mung bean farmers and MOALI extension officers, HACCP rules and systems to mung bean collectors and processors, as well as to fish processing plants. Also, the inspection services from PPD and MITS for mung bean operations, and from DOF for inspection of fish farms, processing plants, fishing vessels, landing sites and ice factories needed to be upgraded and better organised. Apart from technical training to inspectors, the guiding principle became the introduction of strict adherence to a quality management system in accordance with ISO 17020 and ISO 17065, the international standards for inspection bodies and product inspection. Other issues played a role as well, such as the development and implementation of information management systems, or the establishment of a national committee for the approval of veterinary drugs in aquaculture operations.

Next to the abovementioned activities, a major effort in technical assistance goes into the upgrading of selected food testing laboratories, both for food microbiology and food chemistry. The National Residue Monitoring Plan specifies which substances need to be tested. A limited portion of them can be done in Myanmar, and for the rest foreign laboratories need to be used. Technical training is provided for extending the range of substances that can be tested in the local laboratories, which includes introducing new

testing methods, developing standard operating procedures, validation of methods, but also the introduction of laboratory quality management procedures according to ISO 17025. TDP also provides the laboratories with the necessary chemicals, reference materials, and a host of small laboratory equipment, as well as spare parts for existing testing instruments, like gas chromatographs or HPLCs.

Another set of activities performed under TDP concerned the drafting of a national plan for combatting “Illegal, Unreported and Unregulated” (IUU) fishing practices. Staff of DOF were trained on the implementation measures and reporting requirements. This training was provided at national level, but also at the regional level in the south of the country with a view to fish trade with Thailand, a country that has had serious problems with IUU.

Additionally, TDP supported activities on growing of artemia, a miniscule shrimp species that could be used as feed in aquaculture operations. Investigations into possible production areas were done, as well as trials in specially constructed salt ponds. The evaluation showed moderately positive results. This activity has been handed over to the new EU-GIZ aquaculture project.

1.3.4 National quality Infrastructure

A national quality infrastructure plays an essential role in the manufacturing of goods, in the delivery of services, in issues of protection of health and safety of consumers, in environmental protection, in import and export of products, in regulatory processes, in fair trading practices, and in a host of other matters.

There is a rudimentary quality infrastructure in Myanmar, but it is highly fragmented, lacking in coordination, and has major deficiencies because of a lack of human resources, facilities, equipment, and financial means. This conclusion is supported by other donor organisations, such as UNIDO and PTB. In some parts of the quality infrastructure initiatives have been developed, such as the Law on Standardisation, and a proposal for a new Law on Metrology. However, there remain major issues with the implementation of the legislation and setting up the required structures, such as a National Standards Body and a National Metrology Institute; they should be both in compliance with the law and with the requirements of international organisations in these fields. The range of services offered by the metrology laboratory of Directorate of Research and Innovation (DRI) is limited to only certain types of instruments and to limited levels of accuracy. Standards development is not really progressing as a result of flaws in the formulation of the Standards Law, and the number of national standards is not really growing.

The international donors active in the field are mainly TDP, UNIDO, USAID, and PTB. They have agreed to work on different aspects of the quality infrastructure. UNIDO will focus on the assistance in the field of food safety by supporting the implementation of food quality management systems in food processing, provide support to metrology and to standardisation, and work on planning for the development of the national quality infrastructure. PTB will concentrate its support mainly on metrology and calibration services, but will also help in the accreditation and at the general system level. USAID support is not programmatic, but demand driven and therefore, rather changing in focus. TDP has opted for providing technical assistance in metrology for setting up calibration laboratories for pressure and volume through the supply of measuring instruments and laboratory equipment and training of staff. It will also work in standardisation by supporting the convergence of the standardisation body's internal procedures and regulations with the international requirements, by operational support to the functioning of standardisation technical committees, and through the management of information resources, such as the national standards catalogue and online services.

TDP is providing a substantial amount of technical support to food testing laboratories, which can also be considered as part of the national quality infrastructure, but that is dealt with under “Component 3: Food Safety and SPS Measures”.

Also, consumer protection is a subject closely related to quality infrastructure, more in particular, when product safety issues are involved. Myanmar has a Consumer Protection Law from March 2014 and MOC is responsible for its implementation. However, the focus of the law is mainly on issues of consumer rights, out of court settlement of consumer complaints, and on the functions and organisation of the Central Committee for Consumer Protection. Many issues that are part of international best practices in consumer protection are hardly mentioned in the law, if at all. Since April 2016, MOC has a new Department of Consumer Affairs that is totally dedicated to consumer protection issues (after its separation from trade promotion activities). The ambitions of DOCA are quite high and it intends to operate as a general consumer protection agency with interests in consumer rights, product safety, and market surveillance. Therefore, DOCA has started with a review and redrafting of the Consumer Protection Law to extend the scope of its activities and its roles and responsibilities. DOCA receives some technical assistance from USAID for activities in the field of consumer rights, and from TDP for dealing with issues of product safety, market surveillance, and drafting a national consumer strategy. Due to the reorganisation of DOCA in 2016, the implementation of activities is still in an early stage.

2 OBJECTIVE, PURPOSE, RESULTS, AND MAIN ACTIVITIES

The activities of the contractor will take place within the general context of the ongoing Trade Development Programme and will focus exclusively on the area of trade promotion as part of the trade reform component. However, it is expected to establish linkages and create synergies with the other components. The Description of Action, which is part of the contract between the EU and GIZ, sets the objective, purpose and results that need to be achieved through the implementation of a wide array of activities in many different fields.

2.1 Overall objective

The overall objective of the project is to contribute to the enhancement of inclusive economic growth of Myanmar by enabling the country to take advantage of its re-integration into the world trading system including ASEAN, and the opportunities for trade and investment.

2.2 Purpose

The purpose of the programme is: to improve in both, the public and private sector, the capacities for developing and implementing trade policy initiatives.

2.3 Results and main activities

The expected results have been formulated in the original Description of Action. However, the listing of main activities is not static, but regularly adapted to current developments in policy priorities of the ministries that are the main beneficiaries of TDP. The activities are adjusted through the reporting and approval processes of the TDP Project Committee, which consists of the main financing partners, the major beneficiaries, and GIZ, as implementing partner.

The programme is aiming to create a framework that contains the basic conditions for the development of international and domestic trade in Myanmar in close cooperation with the

trade-related ministries and with involvement of the private sector. The implementation of activities is structured into four components.

2.3.1 Component 1: Trade Reform

Expected result: The capacities of private and public actors, in trade policy analysis, formulation and implementation, are enhanced.

Indicator 1.1:

Three instruments for the promotion of trade, especially with the EU, are introduced.

Base value: 0

Target value: 3

Indicator 1.2:

At least 100 public and private actors have increased their understanding on the relevant rules and regulations for export of goods to the EU.

Base value: 0

Target value: 100

Main activities:

Component 1 – ‘Trade Reform’ consists of two main sections, one for trade policy and one for trade promotion.

Trade Policy

The activities in this section are centred on the development and implementation of a comprehensive trade policy. They are divided in the following clusters:

- Development of a trade strategy and trade policy
- Trade legislation and trade remedies
- Trade Statistics
- Tariffs
- Non-tariff measures
- Trade in Services
- WTO and ASEAN rules and developments
- Competition policy

Trade Promotion

As other developing partners are also engaged in the field of trade promotion, the activities of TDP are focussing on introducing a strong EU export orientation within the relevant organisations.

- Myanmar - EU Trade Helpdesk services

- Instruments for the promotion of trade
- Export sectors

2.3.2 Component 2: Trade Facilitation

Expected result: Rapid movement of legitimate import and export of goods is facilitated

Indicator 2.1:

50% of private business people confirm that procedures for import and export have improved.

Base value: 70% of private sector actors state that they are hardly ever, rarely or only sometimes able to obtain advance rulings

Target value: 35% (decrease by 50%)

Indicator 2.2:

Myanmar improves in the sub-indicator “Efficiency of the Clearance Processes” (3.02) of the WEF Global Enabling Trade Report by 20 places.

Base value: 133 (as of 04/2014)

Target value: 113

Main activities:

Myanmar notified the WTO at the end of 2015 that it accepts the Trade Facilitation Agreement. A National Trade Facilitation Plan, which identifies the commitments on trade facilitation that need to be notified under the WTO Trade Facilitation Agreement, has been completed, but is not yet officially announced. TDP will support a selected number of activities of the Type C commitments, and will cooperate closely with Customs Department and MOC on their realisation.

- Advance rulings, especially classification of goods according to the tariff nomenclature (HS codes)
- Risk management
- Common border management
- EU Registered Exporter (REX) system and Rules of Origin

2.3.3 Component 3: Food Safety and SPS Measures

Expected result: Myanmar’s sanitary and phytosanitary standards (SPS) comply with SPS Agreement and meet EU requirements in selected sectors

Indicator 3.1:

Myanmar retains its status in the EU Third Country Listing for importing fishery products (both for wild catches, and aquaculture fish) into the EU

Base value: Implementing Decisions of European Commission of 2009 and 2015

Target value: Implementing Decisions maintained

Indicator 3.2:

The scope of accreditation for the laboratory of the Fisheries Department is extended for additional analytical tests required for exporting fishery products to the EU.

Base value: 2 parameters required in the National Residue Monitoring Plan for fishery products can be tested by the DOF laboratory

Target value: 14 parameters required in the National Residue Monitoring Plan for fishery products can be tested by the DOF laboratory

Main activities:

The activities within this component are mainly focussed on improvements in three specific sectors, which have a high export potential to high end markets, such as the EU. These are fisheries (both for wild caught fish, and farmed fish), green mung beans for sprouting, and honey. The component is divided into the following clusters of activities:

- Fishery products
- Mung beans
- Honey
- Food testing laboratories
- Illegal, Unreported and Unregulated (IUU) Fishing
- Artemia
- Food regulations and inspection

2.3.4 Component 4: National Quality Infrastructure

Expected result: The national quality infrastructure is developed to reduce barriers to international trade.

Indicator 4.1:

Two calibration laboratories established at Directorate of Research and Innovation under the Ministry of Education (or under the national metrology institute, if established).

Base value: N.A.

Target value: 2

Indicator 4.2:

National standards body (or the Standards Division of DRI, as long as the standards body is not yet established) complies in its operations with the requirements of the Code of Good Practice for the Preparation, Adoption, and Implementation of Standards (Annex III of the WTO TBT Agreement), as well as with the related parts of the ISO membership manual

Base value: non-compliant

Target value: compliant

Main activities:

The development of the national quality infrastructure and related institutions is an area in which several development partners operate. The areas are divided among the development partners in cooperation and agreement with the beneficiary, the Department of Research and Innovation under the Ministry of Education. That means that, for the time being, the role of TDP will be limited to some sectors of the national quality infrastructure:

- Metrology
- Standardisation
- Consumer protection

The above listing is only for the major fields of activity that TDP will be engaged in; minor subjects are not mentioned, but could and would be dealt with on an ad hoc basis. The contractor is expected to contribute to the implementation of the activities of TDP and the realisation of the expected results.

3 SCOPE OF WORK

3.1 General

3.1.1 Project description

The activities will take place within the general context of the ongoing Trade Development Programme. TDP is a 44 months' technical assistance programme (January 2015 - August 2018) that has been entrusted by the European Union to GIZ under an indirect management delegation agreement. The agreement was signed on 18 December 2014 and became effective on 1 January 2015, but actual implementation activities only started in March 2015. The programme was initially planned for 36 months until 31 December 2017, but the EU and GIZ agreed on an amendment to the contract that extends the duration of the programme to 44 months until 31 August 2018. The budget of the programme is € 10.5 million and is provided based on co-financing by the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ).

The results will be achieved through the execution of a series of activities, which are directly supporting the beneficiaries with improving their operations. Within the TDP there is a variety of different methods for assisting the beneficiaries with their needs for information and technical support to upgrade existing expertise, to add new experiences, to acquire new knowledge, to change organisational structures and procedures, to connect and exchange with foreign counterparts, to participate at expert level in international meetings, or whatever else is requested. Methods and tools will be selected and applied that are best suited for the specific situation and demand, and may consist, for example, of training on specific technical subjects, exchange of experiences among practitioners, organisational diagnosis, change management, strategy and policy development, study tours, process analysis, quality management, legal advice and legal drafting, development and implementation of procedures and support tools, etc.

The contractor will contribute to the implementation of the activities planned for the execution of the TDP by providing high quality expertise in the area of trade promotion under the trade reform component.

3.1.2 Geographical area

Most of the activities in TDP will be implemented in the central area of Myanmar with emphasis on the capital Nay Pyi Taw, and the main commercial and industrial city, Yangon.

Some activities may take place beyond these two centres in other cities, such as Mandalay, and the rural areas around Yangon in the Ayeyarwaddy Region, and Mon State. Occasionally, other places and regions might be visited as required. However, security instructions and advice from the Myanmar government and the UN Department of Safety and Security will be adhered to.

3.1.3 Target groups

The direct beneficiaries of the TDP are:

- Ministry of Commerce (MOC): Department of Trade, the Department of Consumer Affairs, and the Myanmar Trade Promotion Organization (MYANTRADE).
- Ministry of Agriculture, Livestock, and Irrigation (MOALI): Department of Fisheries (DOF), Plant Protection Division (PPD) under the Department of Agriculture (DA), and Apiculture Division (ACD) under the Livestock, Breeding and Veterinary Department (LBVD)
- Ministry of Health and Sport (MOHS): Food and Drug Administration (FDA)
- Ministry of Education (MOE): Department of Research and Innovation (DRI)
- Ministry of Planning and Finance (MOPF): Customs Department

General associations of private sector businesses, like the Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI), as well as more specific associations, like the Myanmar Fisheries Federation (MFF), the Myanmar Fisheries Products Processors & Exporters Association (MPEA), the Myanmar Food and Agro-Processor Association, the Myanmar Pulses, Beans and Sesame Seeds Merchants Association, or the Myanmar Custom Brokers Association, and others, are also stakeholders, but their degree of involvement will differ per component.

The indirect beneficiaries are the economic operators in the private sector in Myanmar. Direct contacts exist with several companies in different sectors that TDP is working with.

3.2 Specific Work

The experts provided by the contractor will be involved in the realisation of activities that are part of the TDP work plan in the area of trade promotion, covering the period until the end of the programme in August 2018. The activities are based on the Description of Action that has been agreed between the EU and GIZ in an amendment to the contract, signed in November 2016. The activities are based on a series of six-monthly operational work plans approved by the TDP Project Committee in July 2015, January 2016, June 2016, and most recently February 2017.

The contractor shall aid TDP and its beneficiaries on the implementation of activities from the current TDP work plan for trade promotion, which is explained in greater detail in the following.

Three main background documents are the basis for TDP interventions in the area of trade promotion (the documents will be made available upon start of the contract):

- National Export Strategy (2015): The main objective of the National Export Strategy (NES) is to promote export development and the competitiveness of Myanmar's products in international markets. The NES provides a multi-sector coordination framework between the public sector ministries and institutions with the private sector

representatives from exporters to business associations. The NES has five strategic objectives: i) Foster sustainable, inclusive and equitable export growth; ii) Ensure a consistent, predictable and transparent policy, legal and regulatory framework; iii) Develop competitive, diversified and branded exports; iv) Build modern, enabled and supportive institutions; v) Build up physical trade infrastructure. Seven sectors were selected to be included in the NES design initiative: rice; pulses, beans and oilseed; fish and crustaceans; textiles and garments; rubber; tourism; and forestry products. Cross-sectors representing broader capacity issues have also been selected: access to finance; trade information; quality management; and trade facilitation and logistics. The NES secretariat uses a Strategy Implementation Management Tool (SIMT) in tracking and monitoring the implementation of the NES sectors.

- Master Plan for Establishment of Myanmar Trade Promotion Organization – MYANTRADE (2016): The Master Plan was produced in October 2016 to give Myanmar a one-stop shop for its trade promotion function. The mission of MYANTRADE is to create Myanmar's national competitive edge by playing out the role of a platform for Myanmar businesses. MYANTRADE aims to make Myanmar a champion of not only neighboring Southeast Asian countries, but also in all New Frontier countries across the globe by performing a central role through trade promotion. Core duties of MYANTRADE include a focus on export promotion, representation of a trade and business hub and the establishment of a Myanmar Brand. The Master Plan includes detailed analyses of the export potential of products not covered in the NES, such as gems & jewels and agro-food products.
- Medium Term Programme (2017): The Medium Term Programme (MTP) was launched in March 2017 and provides a sort of master plan for trade development. It is based on all relevant trade-related documents and clusters the most important activities. With regard to value chain development and export diversification it identifies 11 sectors: rice; beans, pulses and oilseeds; corn; fruits and vegetables; agro-food processing; fisheries; forestry; rubber; garment; gems and jewels; tourism.

TDP activities in the area of trade promotion contribute to the fulfilment of the following two program indicators:

Indicator 1.1:

Three instruments for the promotion of trade, especially with the EU, are introduced.

Base value: 0

Target value: 3

Indicator 1.2:

At least 100 public and private actors have increased their understanding on the relevant rules and regulations for export of goods to the EU.

Base value: 0

Target value: 100

At the core of the TDP activities and the assignment of the experts in the area of trade promotion is the support to the establishment and development of the **Myanmar-EU Trade**

Helpdesk in a sustainable way. The helpdesk was launched in May 2016 and TDP support areas focus on the following clusters:

a) Institutional support and capacity building for the Myanmar-EU Trade Helpdesk

- Two MoC staff officers were mandated to operate the Myanmar-EU Trade Helpdesk. They serve as focal points for requests and for coordination in MoC. There are several MoC staff officers from different divisions of MYANTRADE that support the focal points. TDP already provided this group with various trainings, e.g. on market analysis tools, and advice, e.g. on the development of the Myanmar-EU Trade Helpdesk strategy. Tasks ahead are:
 - Advice and capacity building for a Myanmar-EU Trade Helpdesk team with clear responsibilities, procedures, quality control and knowledge management.
- MYANTRADE is currently in the phase of restructuring. Thus, support in the area of organisation development might be needed. Tasks ahead are:
 - Advice on the strategic orientation and practical set up (including organigram, staff numbers, etc.)

b) Development and provision of trade promotion services

- Market intelligence (information and research) services: TDP supports the development of information sheets on the EU market access requirements (in English and Myanmar language), 2-4 page EU market scans / Myanmar situation scans for selected export products. The format of these fact sheets needs to be further refined and become more tailor-made for different target groups, such as Myanmar SMEs that want to export to the EU or foreign buyers that want to link with Myanmar SMEs. Moreover, it is planned to develop export promotion guides (max. 50 pages each) for selected products. Finally, TDP plans to provide advice on packaging, labelling and design for selected export products. Tasks ahead are:
 - Conducting quantitative and qualitative research on selection of best export potential products and markets (e.g. detailed matrix of specific products and EU member states; sub-sector EU country reports, sub-sector reports for international buyers), including transfer of knowledge and training on how to conduct this kind of research;
 - Producing 3-5 user-friendly export promotion guides on the products, which were found to have the highest export potential, in English language that can be published. Among these products there could be fishery, tea, mung beans and honey. These guides should include information about the sector in Myanmar (production, quality, producers, ...), the sector in EU member states (market characteristics, potential buyers, ...), challenges of the sector, detailed description of requirements to become an exporter to the EU, detailed description of how to find potential buyers, detailed description of supporting institutions in Myanmar and the EU, detailed overview of potential buyers in EU member states; available information from CBI and other institutions (including the EU) should be used; one export promotion guide that could serve as a good example can be found at: <http://www.smartmyanmar.org/news/smart-myanmar-export-promotion-guide/>
 - Producing at least 10 EU market scans (2-4 pages each) for the products with most export potential in English language;
 - Producing at least 10 scans (2-4 pages each) of the Myanmar market for the the same products in English language;

- Producing other fact sheets, other trade promotion material and tools (questions and answers, export readiness checkers, ...) for the Myanmar-EU Trade Helpdesk in English language;
 - Conducting research on packaging, labelling and design for selected export products;
 - Supporting the dissemination of market intelligence products (producing a plan that includes the use of offline and online channels, incl. social media, newsletters etc.; implementation of the plan, ...)
 - Development of a Myanmar- EU Trade Helpdesk Website, which will be linked to the MYANTRADE official website (under reconstruction; current link: <http://www.trade.gov.mm/en>)
- Training services: TDP provided already a series of trainings to private and public actors on market analysis tools, covering the Trade Map, Market Access Map and Standard Map of the International Trade Centre (ITC), the EU Export Helpdesk, as well as CBI market information material. Thereafter, TDP provided Training of Trainers (ToT) for a group of around 10 staff officers, mainly from MoC. A training manual on market analysis tools was developed in English and Myanmar languages and is being used by the local trainers for trainings to e.g. export associations in different sectors. Tasks ahead are:
 - Conducting refresher trainings on the described ITC, EU and CBI tools for the qualified trainers, as well as support to the trainings delivered by the local trainers;
 - Developing additional trainings, including production of training material, such as a one-day training on “How to export to the EU”;
 - Conducting training of trainer sessions for the newly developed trainings to guarantee that they can be delivered by local trainers in the future.
- Matchmaking services: TDP supported the participation of Myanmar stakeholders (public and private sectors) at the BIOFACH 2017 in Nuremberg, Germany and the Seafood Global Expo 2017 in Brussels, Belgium. Further visits to relevant trade fairs in Europe and the region are planned. Tasks ahead are:
 - Prepare stakeholders before they attend trade fairs, e.g. on how to interact with foreign buyers, how to conduct market research via trade fairs, how to do successful matchmaking, ...;
 - Developing practical information about at least 10 sectors (production in Myanmar, SME profiles, ...) making use of existing material (e.g. EUROCHAM in Myanmar, other Chambers of Commerce) that can be provided to interested foreign buyers ;
 - Supporting the participation of a Myanmar delegation (5-7 persons) at 2-3 selected international trade fairs (preparatory meeting at the trade fair, arrangement of business to business meetings, ...).

Support to NES implementation

Apart from the Myanmar-EU Trade Helpdesk, TDP plans to actively support the secretariat of the NES implementation team. This includes support to the organization of the work of 3-4 sector working groups (organizing meetings, monitoring progress, ...). **Currently, there is no need for the experts to provide support in that area.**

Support in other areas might arise.

4 PROJECT IMPLEMENTATION

4.1 Project Management

All activities of the contractor's experts will be under the responsibility of and directly coordinated by the TDP component leader for trade promotion under the supervision of the TDP team leader. These two GIZ senior experts directly communicate with the designated project leader/manager of the contractor concerning the required inputs and scope of work, and the planning of activities.

4.2 Specification of inputs

The contractor is expected to provide 1 international Junior short term expert and between 3-4 international Senior short term experts (STEs) for the assignments whereby a STE can cover multiple topic areas (e.g. market intelligence and organisational development).

The intended implementation period is eleven months, under the assumption that the contract will be signed before or in the beginning of October 2017. If the contract is signed earlier or later, the duration of the project will be automatically adapted, based on the current formal end date of the EU-GIZ contract for TDP (31 August 2018). The concrete assignments take place on a needs basis. The total number of working days for the international short term experts amount up to 170 days in total. The actual allocation of days and the distribution over the different support clusters will be agreed between the contractor and TDP, and will be based on the real needs in the respective cluster.

Assignments may consist of a combination of home-based working days and days in Myanmar and/or European countries. However, it is expected that the larger part of the working days will be spent in Myanmar and/or European countries.

The **following profiles are needed** during the assignment period; in total up to 170 working days, of which tentatively are allocated to the following topic areas:

1. Market Intelligence (market information and research): 100 days
 Senior Expert: 25 days (10 in Myanmar, 15 home-based)
 Junior Expert: 75 days (15 in Myanmar, 15 in European countries and 45 home-based)
2. Organisational development: 20 days
 Senior Expert (16 days in Myanmar, 4 home-based)
3. Training services: 30 days
 Senior Expert (25 days in Myanmar, 5 home-based)
4. Matchmaking services: 20 days
 Senior Expert (5 days in Myanmar, 12 in European countries, 3 home-based)

The dates and duration of the assignments will be coordinated flexibly with the TDP and the project partners. Each mission will be based on specific ToR agreed between TDP and the relevant beneficiary. Detailed requirements concerning the implementation of STE missions will be outlined in the ToR. Depending on the required area of each mission, it is expected that the contractor provides the expert assigned for the respective area. The TDP component leader for trade promotion or TDP team leader will approve each mission.

At the beginning and end of each mission, the STE will have a short (de-)briefing meeting with the assigned GIZ TDP senior experts.

The contractor can propose a **suitable mix of STEs that fulfil the following key requirements** per function:

1. Market intelligence experts: STE performing research, advisory and training tasks as described above
 - One senior expert with a minimum of 10 years relevant working experience (Master degree/equivalent academic level in economics, international trade or related fields)
 - One junior expert with 3-5 years relevant working experience (Master degree/equivalent academic level in economics, international trade or related fields)
 - Proven expertise in EU market research, EU market intelligence (conducting market research and building up capacities on market research in trade promotion organizations)
 - Proven expertise with ITC, EU and CBI market information tools and reports
 - Proven expertise in developing public and private trade promotion services
 - Work experience in Myanmar and/or other ASEAN member countries is a distinguished advantage
 - Good understanding of trade-related private and public actors in Myanmar is a distinguished advantage
 - Very good knowledge of English (written and verbal) to guarantee that all written material provided fulfils a mother tongue English level in a publishable form (British English)
2. Senior organisational development expert: STE performing advisory tasks described above
 - Minimum of 10 years relevant working experience
 - Master's Degree/equivalent academic level in public administration, law, international relations or other relevant subjects
 - Proven expertise in advising public institutions on organisational set up and internal restructuring processes
 - Proven expertise in advising trade promotion agencies
 - Work experience in Myanmar and/or other ASEAN member countries is a distinguished advantage
 - Good understanding of trade-related private and public actors in Myanmar is a distinguished advantage
 - Very good knowledge of English (written and verbal; British English)
3. Senior training expert: STE performing capacity building, training and curriculum development tasks as described above for the public and private sectors, including sector associations
 - Minimum of 10 years relevant working experience
 - Master degree /equivalent academic level in economics, international trade or related fields
 - Proven expertise in training and coaching public and private stakeholders in market analysis tools (with a focus on ITC, EU and CBI tools) as well as other trade promotion tools, with a focus on small and medium-sized enterprises (SMEs)
 - Proven expertise in the development of training curricula in the area of trade promotion
 - Proven expertise in training of trainers
 - Work experience in Myanmar and/or other ASEAN member countries is a distinguished advantage
 - Good understanding of trade-related private and public actors in Myanmar is a distinguished advantage

- Very good knowledge of English (written and verbal; British English), Myanmar desirable
4. Senior matchmaking expert: STE performing matchmaking tasks as described above
- Minimum of 10 years relevant working experience
 - Master degree /equivalent academic level in economics, international trade or related fields
 - Proven familiarity with the most important trade fairs in Europe for potential Myanmar export products, such as fish, tea, mung beans, honey and others
 - Proven expertise in organising visits of delegations from Least Developed Countries to international trade fairs in Europe
 - Strong network in at least 5 relevant EU member states for products such as fish, mung beans, tea and honey, consisting of at least 25 recent contacts representing different backgrounds; buyers (importers, agents), consultants, press, public sector
 - Matchmaking experience in the EU and developing countries, particularly in ASEAN member states
 - Work experience in Myanmar and/or other ASEAN member countries is a distinguished advantage
 - Good understanding of trade-related private and public actors in Myanmar is a distinguished advantage
 - Very good knowledge of English (written and verbal; British English), Myanmar desirable

Please note: Depending on the qualifications of the STEs, two topic areas could also be covered by the same expert. The offer should clearly state whether the suggested experts match one or more of the required profiles.

4.3 Location

TDP project staff is distributed over three locations in Myanmar:

- Nay Pyi Taw at MOC
- Yangon at MOC
- Yangon at MOALI

Experts from the contractor will during their missions be mainly placed at the TDP Yangon office at MoC, but could also be placed at the other offices and/or premises of one or more of the beneficiaries, whatever is the most convenient solution. A working space (desk), basic office equipment (no laptops, no mobile phones), and communication infrastructure (landline, internet) will be provided. Office space and related infrastructure outside TDP offices is at the discretion of the relevant contractor. The contractor must ensure that his experts are adequately supported and equipped to perform their assigned tasks.

4.4 Start date and implementation period

The intended implementation period is eleven months, under the assumption that the contract will be signed before or in the beginning of October 2017. If the contract is signed earlier or later, the duration of the project will be automatically adapted, based on the current formal end date of the EU-GIZ contract for TDP (31 August 2018). In case, the EU and GIZ will agree on an extension of their contract for TDP, the implementation period of the contract could be extended to 31 December 2018.

Within the framework of the basic project described in the terms of reference, GIZ reserves the right to award contracts for additional services of this type up to the amount of the current contract to the successful company in this procedure by means of a negotiated procedure without a prior call for competition, or to enter into a follow-on contract pursuant to the criteria listed in the terms of reference and the contract.

4.5 Equipment

No equipment is to be purchased on behalf of TDP, GIZ, or the beneficiaries as part of this contract.

4.6 Incidental expenditure

The organisation and implementation of workshops and seminars involving activities of short term experts from the contractor, will be under the responsibility of TDP. All costs will be covered under the budget of TDP.

The contractor's experts can make use of TDP and its administration for logistical arrangements for STE missions within Myanmar, including the use of TDP project vehicles, if available, and for general assistance for their activities conducted during these missions.

For costs for domestic flights for short term experts, and the costs for car rental or taxis during domestic travels outside the TDP locations, a lump sum payment is foreseen.

The calculation of per diems and hotel costs should be performed separately for assignments in Myanmar and for assignments in European countries (based on the applicable rates laid down in the travel cost guidelines by the German government).

International flight and hotel costs will be settled against invoice.

4.7 Reports

The contractor shall submit two Interim Reports, one at the end of December 2017, and one at the end of June 2018. These reports of maximum 5 to 10 pages, will provide a summary of the activities of the contractor and its STEs in the preceding period. A comprehensive Final Report of maximum 20 pages shall be submitted in August 2018 to facilitate the drafting of the final report of TDP.

STEs must deliver a mission report after each assignment. The report should be prepared in English. The size of the report depends on the complexity and duration of the assignment; specifics will be detailed in the ToR. The reports of STEs will be used by the TDP for preparation of internal and official reports.

4.8 Communication and Visibility

The contractor agrees to follow the "Communication and Visibility Plan" agreed upon between the EU and GIZ, wherever applicable. The specific details of all communication and visibility documents, among others presentations, reports, name cards, need to be approved by GIZ. This also includes the position of respective logos. The contractor is requested to submit templates to GIZ before public-relation activities take place.

4.9 Monitoring and evaluation

TDP operates a monitoring and evaluation system that uses the indicators from the Logical Framework in the Description of Action, which is part of the contract between the EU and

GIZ. Outputs from activities performed by the experts from the Contractor will contribute to the programme's results and the realisation of the indicators. The Contractor and its experts are expected to cooperate with TDP and to provide qualitative and quantitative data and information on the contribution of their interventions to the achievement of the indicators from the DoA. For further information about the expected results and related indicators, please see page 8ff above.