



# Sustainable Industrial Clusters

## TOR: INVESTOR RELATION ADVISOR TO IPDC

Expert Pool Reference # 77



Implemented by



## Assignment Objective

- The Investor Relations Advisor will be embedded within the Industrial Parks Development Corporation (IPDC) to enhance investment attraction, retention and improvement of services within the industrial parks. This role is designed to support the Sustainable Industrial Clusters (S.I.C.) II objective project to improve the resilience of the textile and garment sector in Ethiopia.

## Context / Background

- The Ethiopian Industrial Parks Development Corporation (IPDC) was established in December 2014 as public enterprise aimed enhancing the industrialization effort of the country. IPDC is becoming an engine of rapid industrialization that nurture manufacturing industries that accelerate economic transformation, promote and attract both domestic and foreign investors. The industrial Parks that IPDC manages and operate are expected to be equipped with a streamlined business environment, common services and quality infrastructure that enable a single, efficient, and streamlined IP administration for investors.
- S.I.C. II project has the objective to strengthen the resilience of Ethiopia's textile and garment sector by applying a demand- and market-oriented approach in its support to workers, manufacturers and the government. It aims at promoting worker welfare; preparing companies to align with international market requirements; attracting international buyers to sourcing from Ethiopia; advising the management of IPs on sustainable operations and offering policy advisory to ease business environment constraints.
- The purpose of this secondment is to utilize the Advisor's expertise to enhance investment attraction and stakeholder coordination for the Industrial Parks Development Corporation (IPDC), thereby promoting sustainable economic growth and competitiveness within the textile and garment sector.

### Contact person at GIZ

- TBC

### Contact person at Partner (IPDC)

- TBC

## Services requested

### Key tasks (duties and responsibilities)

This assignment has the following key tasks:

- Develop a strategic investor relations plan that aligns with the goals of IPDC and the S.I.C. II project.
- Facilitate effective communication between IPDC and investors, addressing inquiries and concerns to improve the investment climate.
- Coordinate with governmental bodies and IPDC to advocate and lobby to resolve investors' bottlenecks and improve the business environment.
- Monitor and report on trends in related textiles and garment manufacturing
- Gather and analyse investor feedback to continuously suggest actions for improvement.
- Advocate for policy changes based on investor feedback and best practices.
- Establish metrics to measure the effectiveness of investment strategies and adjust as needed.
- Maintain an up-to-date database of investment activities, outcomes, and stakeholder engagement records.

### Deliverables and Timeline

In line with the above Key Tasks, the Investment Relations Advisor is expected to provide the following deliverables to the S.I.C. II project:

| Deliverables   | Timeline      |
|--|---------------|
| <ul style="list-style-type: none"> <li>• <b>Investor Portfolio Analysis Report:</b> Deliver a detailed analysis of the current investor portfolio. This report should categorize investors by industry focus, investment size, and potential for expansion, providing strategic insights to tailor engagement and retention strategies.</li> </ul>   | January 2025  |
| <ul style="list-style-type: none"> <li>• <b>Investment Activity Reports:</b> Detailing new entrants, progress, challenges, and areas for improvement of investors in the industrial parks</li> </ul>   | Quarterly     |
| <ul style="list-style-type: none"> <li>• <b>Maintain a Stakeholder Mapping document:</b> Develop and update a comprehensive Stakeholder Mapping and Engagement analysis that categorizes all relevant public and private stakeholders, that are involved to resolve investor pain points. This document should identify the influence and interest of each stakeholder group, particularly focusing on how they impact or are impacted by current business environment.</li> </ul> | February 2025 |
| <ul style="list-style-type: none"> <li>• <b>Monthly Reporting and Meetings:</b> Develop a monthly report detailing all activities performed and attend a monthly meeting with the S.I.C. component manager and relevant staff.</li> </ul>  | Monthly       |

## Output and Output indicators

All outputs and indicators.

## Location of assignment

IPDC office, Addis Ababa, Ethiopia.

## Expert Profile Needed

General qualifications:

- Education: Master's degree in Business Administration, Economics, International Relations, Engineering, or a related field.

Professional Experience:

- At least 5 years of experience in investor relations, investment advisory, investment promotion, business development, or private sector development within a corporate setting.
- Proven track record of developing and implementing successful investment strategies.
- Strong understanding of the manufacturing sector, particularly textiles and garments.
- Experience in stakeholder engagement, negotiation, and public speaking.

Experience in the region/knowledge of the country:

- A minimum of 10 years of relevant experience.

Other Skills:

- Excellent communication and interpersonal skills.
- Proficient in data analysis and performance metrics.
- Fluent in English (C2 level in writing, reading and speaking), and a native Amharic speaker. Additional languages is considered a plus.

## Suggested Expert

Expert 1 Investment Relation Advisor

## Anticipated expert days

Expert 1 Investment Relation Advisor: 20 days per month starting from **11<sup>th</sup> of November 2024 – 31 March 2025** (possibility for an extension post March 2025)

## Other costs anticipated

All travel costs for the expert and operating costs (e.g. office, administrative support, internet, phone bill, laptop, etc.) will be assumed by IPDC.