REQUEST FOR EXPRESSIONS OF INTEREST

**(Individual Consultants)**

*Jordan*

*REGEP*

**Assignment title: Develop a marketing strategy to be implemented by JEPA that will enhance the project beneficiaries’ product’s marketing**

**Reference no**. (as per procurement plan): *JEP/03/2022*

The *Jordan Enterprise Development Corporation* has *received*  financing from the International Fund for Agricultural Development (IFAD) towards the cost of REGEP, and intends to apply part of the proceeds for the recruitment of consulting services provided by an individual consultant as part of the post of **Develop a marketing strategy to be implemented by JEPA that will enhance the project beneficiaries’ product’s marketing**

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The use of any IFAD financing shall be subject to IFAD’s approval, pursuant to the terms and conditions of the financing agreement, as well as IFAD’s rules, policies and procedures. IFAD and its officials, agents and employees shall be held harmless from and against all suits, proceedings, claims, demands, losses and liability of any kind or nature brought by any party in connection with REGEP.

The consulting services (“the services”) include Develop marketing strategy, value chain upgrading and supply chain management plans for the Twelve value chains supported by REGEP project and identified through the scoping survey. The marketing strategy will be implemented by JEPA for the marketing and sales of the entire Project beneficiaries based on customer analysis of the various market channels, *within 40 working days*. The detailed Terms of Reference is available at www.jedco.gov.jo.

This request for expressions of interest (REOI) follows the general procurement notice that appeared on the IFAD website on [*25/05/2022*],and on UNDB on [*25/05/2022*] .

The attention of interested consultants is drawn to IFAD’s Anti-Money Laundering and Countering the Financing of Terrorism Policy[[1]](#footnote-1) and the Revised IFAD Policy on Preventing Fraud and Corruption its Activities and Operations[[2]](#footnote-2). The latter sets forth IFAD’s provisions on prohibited practices. IFAD further strives to ensure a safe working environment free of harassment, including sexual harassment, and free of sexual exploitation and abuse (SEA) in its activities and operations as detailed in its IFAD Policy to Preventing and Responding to Sexual Harassment, Sexual Exploitation and Abuse.[[3]](#footnote-3)

Interested consultants shall not have any actual, potential or reasonably perceived conflict of interest. Consultants with an actual, potential or reasonably perceived conflict of interest shall be disqualified unless otherwise explicitly approved by the Fund. Consultants are considered to have a conflict of interest if they a) have a relationship that provides them with undue or undisclosed information about or influence over the selection process and the execution of the contract, or b) have a business or family relationship with a member of the client’s board of directors or its personnel, the Fund or its personnel, or any other individual that was, has been or might reasonably be directly or indirectly involved in any part of (i) the preparation of the REOI, (ii) the selection process for this procurement, or (iii) execution of the contract. Consultants have an ongoing obligation to disclose any situation of actual, potential or reasonably perceived conflict of interest during preparation of the EOI, the selection process or the contract execution. Failure to properly disclose any of said situations may lead to appropriate actions, including the disqualification of the consultant, the termination of the contract and any other as appropriate under the IFAD Policy on Preventing Fraud and Corruption in its Projects and Operations.

The JEDCO now invites eligible Individual consultants (“consultants”) to indicate their interest in providing the services. Interested consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the services in the form of a curriculum vitae (CV). A consultant will be selected in accordance with the individual consultant selection (ICS) method set out in IFAD’ Procurement Handbook that can be accessed via the IFAD website at [www.ifad.org/project-procurement](http://www.ifad.org/project-procurement). Interviews *will* be conducted as part of the selection process.

The shortlisting criteria are:

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| **Qualification (shortlisting) Criteria** | **Weight** |
| Advanced university degree in agricultural economics/agricultural marketing, orother relevant subject as per the specific task. | 15 |
| A minimum of five years’ of relevant experience in carrying out marketing studies and value chain studies and analysis | 25 |
| Proven experience in developing marketing strategies in at least Three projects involving the development of value chains marketing plans and/or Business to Customer Marketing Strategy preferably in rural or agricultural development. | 25 |
| Strong communication skills and visualization skills, especially written communications and social media as is evidenced in at least one previous project | 10 |
| Proven experience in providing consultancy services or experience with donor-funded projects- preferably in the rural areas of Jordan. | 10 |
| Fluency in English and in Arabic is required | 10 |
| Experience working in an international environment is also an advantage. | 5 |

Only the top-ranked consultant will be invited to submit a technical and financial proposal.

Any request for clarification on this REOI should be sent via e-mail to the address below no later than 14:00PM Tuesday 26/06/2022. The client will provide responses to all clarification requests by Thursday 26/05/2022 by publishing the same on the following website www.jedco.gov.jo

Expressions of interest in the form of curriculum vitae (CV) along with any requested documents must be delivered in a written form to the address below in person by *Sunday 03/07/2022, 12:00*

Jordan Enterprise Development Corporation

Attn: Almoataz Billah Alsraiheen

REGEP procurement officer

*PO.Box 7704, Amman 11118, Jordan*

*Eqrima alqurashi St., Alabdali, Amman, Jordan*

Tel: *+962 6 5603507*

Fax: *962 6 5684568*

E-mail: [*mutaz.ali@jedco.gov.jo*](mailto:mutaz.ali@jedco.gov.jo)

Yours sincerely,

***Mr. Abdel Fattah Alkayed***

***JEDCO CEO***

1. The policy is accessible at <https://www.ifad.org/en/document-detail/asset/41942012>. [↑](#footnote-ref-1)
2. The policy is accessible at [www.ifad.org/anticorruption\_policy](http://www.ifad.org/anticorruption_policy). [↑](#footnote-ref-2)
3. The policy is accessible at <https://www.ifad.org/en/document-detail/asset/40738506>. [↑](#footnote-ref-3)