



## TERMS OF REFERENCE (TOR)

### Consulting Services for Junior Expert - Programme Assistant for Private Sector Engagement

#### General Information

<b>Project:</b>	African Union Commission for Building Institutions and Systems to Harness and Realize Agenda (BIASHARA) 2063
<b>Description of Assignment:</b>	Consulting Services for the Programme Assistant - Private Sector Engagement
<b>Procurement Reference:</b>	ET-AFCFTA-484148-CS-INDV
<b>Type of Contract:</b>	Individual Consultant
<b>Reporting to:</b>	Private Sector Programme Coordinator
<b>Duration of Assignment:</b>	One (1) Year
<b>Start Date:</b>	July 2025

#### 1. Introduction

- 1.1. Following the successful launch of the Private Sector Engagement in October 2022, the Secretariat's efforts to engage with the respective State Parties have led to a notable increase in the Private Sector awareness of the Private Sector Engagement (39 State Parties by end of 2024).

This trend highlighted the Secretariat strategic shift towards prioritizing the private sector, which is vital for the growth of the continental manufacturing industry and trade. Consequently, expanding the scope of the initiative, both in participating countries and products, has highlighted the need for a dedicated and focused programme with commensurate capacity to coordinate and facilitate overall private sector participation in AfCFTA trading regime. Thus, the Secretariat seeks to engage the services of a Junior Expert - Programme Assistant for Private Sector Engagement to support the implementation of the comprehensive BIASHARA Project.

#### 2. Background

- 2.1. The AfCFTA Secretariat is the sole institution on the continent legally established and mandated to implement the AfCFTA Agreement, whose main objective is to create a single continental market for goods and services, and deepen the economic integration of the African continent, in accordance with the Pan African Vision of "An integrated, prosperous and peaceful Africa" enshrined in Agenda 2063.

- 2.2. The AfCFTA Secretariat is at the core of implementing both the Agreement establishing the AfCFTA and programmes designed to assist State Parties to conduct trade smoothly, predictably, and as freely as possible across the continent.

### 3. Context

- 3.1. Adopted by the Heads of State and Government of the African Union during their Extraordinary Summit that was held in Kigali, Rwanda in March 2018, the African Continental Free Trade Area (AfCFTA) Agreement came into force on 30 May 2019 and was launched during the Extraordinary Summit held in Niamey, Niger on 7<sup>th</sup> July 2019. Trade under the AfCFTA officially commenced on 1 January 2021.
- 3.2. During the 9<sup>th</sup> Meeting of the Council of Ministers held in July 2022, the Secretary General of the AfCFTA announced the AfCFTA Private Sector Engagement as a strategic mechanism to kick-start commercially meaningful trade among State Parties.
- 3.3. The objective of the - Programme Assistant for Private Sector Engagement is to support trade under the preferences of the AfCFTA Agreement among an interested group of State Parties that are certified as having met the minimum requirements for participating in this initiative. This requirements include: 1) have a Schedule of Tariff Concessions technically verified and approved pursuant to the criteria set forth in the Ministerial Directive on the application of Provisional Schedules of Tariff Concessions; 2) Gazetting of Schedules of Tariff Concessions according to national laws; 3) establishment of an *ad hoc* or Standing AfCFTA coordination committee; 4) notification of designated authorities to certify originating products and endorse AfCFTA certificates of origin, with submission of specimen stamps and authorised signatures. The Guide Trade Initiative aims to:
- a) demonstrate the efficiency of the legal framework of the AfCFTA instruments;
  - b) obtain feedback on the effectiveness of the legal and institutional national systems in the participating countries;
  - c) test the readiness of the private sector to participate in trade under the AfCFTA; and
  - d) identify possible future interventions to increase intra-African trade and maximize the benefits of the AfCFTA.
- 3.4. The Private Sector Engagement was launched on 7 October 2022 in Accra, on the margins of the 10<sup>th</sup> Council of Ministers, with the participation of **seven (7)** pioneer State Parties - Cameroon, Egypt, Ghana, Kenya, Mauritius, Rwanda, and Tanzania. These countries represented the five geographic regions of the African continent. A Committee on the AfCFTA Private Sector Engagement was also constituted to lead and provide policy direction for the operationalization of the Initiative.
- 3.5. The Committee on the AfCFTA Private Sector Engagement has progressively coordinated and operationalized activities, ensuring that the various players from the public and private sectors are on board.

#### **4. Objectives of the consultancy**

- 4.1. The principal objective of this consultancy is to support the effective implementation of the AfCFTA Agreement, with a specific focus on the coordination and implementation of the Private Sector Engagement.

#### **5. Scope of Work**

- 5.1. The principal scope of work is to assist and provide technical support in (i) the implementation and smooth functioning of the AfCFTA Private Sector Engagement, and (ii) development of a database of SMEs and AfCFTA Trading Companies participating in the Private Sector Engagement and any other related activities.

- 5.2. The specific objectives of the assignment are:

- To assist the the Private Sector Engagement - Coordinator in the implementation of the AfCFTA Private Sector Engagement
- To develop a database of Member States.
- To develop and maintain a database of enterprises and products participating in the Private Sector Engagement.
- To participate to the meetings of AfCFTA institutions, in particular those of the Committee on Trade in Goods / Private Sector Engagement, capacity building workshops, conferences, seminars, webinars and any other related activities.
- To follow up on compliance with the Private Sector Engagement checklist and provide support as may be needed.
- To assist the work of relevant departments and divisions within the AfCFTA Secretariat participating in the Private Sector Engagement.
- To liaise with and respond to enquiries from enterprises and other entities from the private sector interested in the Private Sector Engagement.
- To support stakeholder engagements in the activities of the Private Sector Engagement.
- To provide support to private sector participating in the Private Sector Engagement Committee and Sub-Committees.
- To carry out subject specific research and analysis of areas of concern to private sector participating in the Private Sector Engagement and to the Initiative itself.
- To perform any other tasks as may be assigned by the Private Sector Engagement - Coordinator or the Director of the DTiGC.

#### **6. Reporting**

- 6.1. The consultant will report in the first instance to the Private Sector Engagement – Coordinator, and ultimately to the Director of the DTiGC.

## 7. Duration

7.1. The Consultancy service shall cover a period of one (1) year, commencing July 2025.

## 8. Qualifications and Experience

8.1. The junior consultant shall have the following qualifications and experience:

a. Minimum qualifications:

- A Master's degree (or equivalent experience) in International Trade, Business and Administration, Economics or any other related fields and at least **5 years** of relevant professional work experience on private sector engagement or similar fields.

b. General professional experience:

- 5 years of relevant professional experience in regional trade agreements, business development, private sector engagement, entrepreneurship and related issues;
- 5 years of professional experience in drafting reports, technical notes, and conducting analyses preferably on private sector related issues;
- 3 years of professional experience in working on AU, RECs and other multilateral institutions, especially in Africa.
- Proficiency in one of the African Union working languages (Arabic, English, French, Portuguese, Spanish or Swahili). Knowledge of one or several other working languages would be an added advantage.

Specific professional experience:

- 5 years of professional experience on regional integration, trade and economic growth within the context of the continent;
- Experience and knowledge of the AfCFTA Agreement;
- Experience in research and analysis in areas of concern to private sector participating in the Private Sector Engagement and to the Initiative itself; and
- Experience in data collection.

## 9. Evaluation and Qualification Criteria

9.1. The eligibility criteria, the establishment of a short list and the selection procedure shall be in conformity with the World Bank Procurement Regulations for the Selection of Consultants. Interest expressed by a consultant does not imply any obligation on the part of the AfCFTA Secretariat to include him/her in the shortlist. Interested individuals are expected to provide information on their qualifications and experience demonstrating their ability to undertake the assignment (CV and testimonials in form of contracts or reference letters or completion of service certificates as proof of similar assignments and technical approach and methodology).

Shortlisted consultants will undergo an evaluation based on the criteria outlined below, as evidenced in their submitted resume and relevant attachments.

#	Criteria	Points
1.	General Education, Qualification and Relevant Training. Consultant to indicate the name and type of degree obtained, the year of the degree and must attach copies of certificates to support qualification. <ul style="list-style-type: none"> <li>• Relevance – 10%</li> <li>• Attached certificates – 10%</li> </ul>	20%
2.	Experience and Technical Expertise <ul style="list-style-type: none"> <li>• A Master's degree (or equivalent experience) in International Trade, Business and Administration, Economics or any other related fields and at least <b>5 years</b> of relevant professional work experience on private sector engagement or similar fields. (10%)</li> <li>• 5 years of relevant professional experience in regional trade agreements, business development, private sector engagement, entrepreneurship and related issues. (10%)</li> <li>• 5 years of professional experience in drafting reports, technical notes, and conducting analyses preferably on private sector related issues. (10%)</li> <li>• 3 years of professional experience in working on AU, RECs and other multilateral institutions, especially in Africa. (10%)</li> <li>• Experience in research and analysis in areas of concern to private sector participating in the PRIVATE SECTOR ENGAGEMENT and to the Initiative itself. (10%)</li> </ul>	50%
3.	Technical Approach and Methodology: <ul style="list-style-type: none"> <li>• Demonstrated understanding of the assigning (6%)</li> <li>• Work plan (6%)</li> <li>• Objectives (6%)</li> <li>• Activities (6%)</li> <li>• Deliverables (6%)</li> </ul>	30%
	<b>Total</b>	<b>100%</b>

The minimum technical qualification is 70%. Consultants scoring above the threshold will be ranked and the highest-ranked candidate will be selected based on successful negotiation.

## 10. Assignment technical approach and methodology

The consultant is required to prepare and submit a clear and simple but detailed technical approach and methodology demonstrating his/her understanding of the assigning while also outlining his/her work plan, objectives, activities, deliverables and output relevant to the assignment. If necessary, the consultant may also be required to indicate activities which will require physical engagement and those that will require virtual engagement.