1. Background Information

The requested assignment is part of the activities of the "Green Trade Initiative" project (GTI) funded by the Italian Egyptian Debt for Development Swap Programme and implemented by UNIDO. National counterparts are the Ministry of Industry and Trade and Small and Medium Enterprises together with the Ministry of Agriculture, Ministry of Transport and Ministry of International Cooperation. GTI project aims at enhancing the performance of export-oriented horticultural value chains with focus on inclusiveness and sustainability. Expected results include:

1. Increased quality and volume of Egyptian fresh produce compatible with EU markets standards on food safety and control
2. Improved efficiency of collection, transportation and export logistic system
3. Increased investment in the agricultural and logistics private sector
4. Increased volume of export fresh produce through connection with strategic markets and technology suppliers

As part of the investment facilitation in agro-industries and agro-logistics with focus on SMEs, the Ministry of Industry and Trade and Small and Medium Enterprises is studying the idea of establishing an agro-industrial park in Qalioubeya Governorate located next to Cairo in the Nile Delta Region. This idea originates from the country strategy to support the establishment of SMEs and clusters, and the approach will be public private as the land will be given to an industrial developer to design and manage. The available area allocated to the park is 50 Feddans (about 210,000 m2).

The surrounding region is agricultural with large areas cultivated with fruits and vegetables, and a few medium/large scale agro-processing facilities producing frozen, canned and dried vegetables and fruits.
2. **Objective of the present service agreement**

The main objective of the present service agreement is to present a techno-economic viability study and a business plan for an agro-industrial park in Qalioubeya Governorate and to train GTI technical team and national stakeholders on the used methodology and tools.

Here below the main activities to be considered for the finalization of the required service:

1) Based on a territorial mapping, market and value chain analysis, identify viable businesses that could be promoted/established at small and medium scale in the given zone;
2) Identify agro-processing facilities needed for such businesses and with information on its capacities and needed area;
3) Suggest forward and backward linkage opportunities to existing industries and recommend institutional and informal solutions to improve relationships, communication and networking among existing industries within the cluster area and between the cluster area and the market;
4) Identify common facilities and services needed and advise on the business model for such facilities and services;
5) Prepare an overall concept, business plan and a rough master plan for the agro-industrial park and include recommendations on possible linkages with GTI value chains;
6) Train GTI technical staff and selected stakeholders on the used methodology.

3. **Deliverables and general time schedule**

The assignment is foreseen to be finalized within 6-7 weeks from the signature of the contract.

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Due date</th>
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<tr>
<td>Inception report including preliminary findings and detailed work plan</td>
<td>End of Week 1</td>
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<tr>
<td>Interim report including identified businesses and general concept</td>
<td>End of Week 4</td>
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<tr>
<td>Draft final report</td>
<td>End of week 6</td>
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<tr>
<td>Stakeholder validation workshop (presentation of the study)</td>
<td>Week 6</td>
</tr>
<tr>
<td>Training to GTI team and counterpart on methodology and tools</td>
<td>Week 6</td>
</tr>
<tr>
<td>Final Report</td>
<td>End of week 7</td>
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**Notes**

- The technical study will constitute the basis for an industrial developer to perform all the master planning and all the development work
- All statistical data related to the region and the existing agribusinesses will be made available by the counterparts
- The study team will be supported in the field by two technical staff from GTI project

4. **Supervision and reporting**

The service provider will work under the supervision of the Project technical team and the UNIDO Project manager.
Upon completion of the activities, service provider will be responsible for submitting a compiled file including the material shared and referred to throughout the implementation. Final document will be provided to UNIDO/GTI project with 1 electronic copy, consisting of the following electronic files:

- PDF file
- Original work files (WORD, POWER POINT, EXCEL, etc.).

The electronic copy can be provided via e-mail, if the nature and size of the files make it possible. Otherwise, the electronic copy will be provided in a CD or DVD copy. Deliverables and related documents progress will be provided in English. Technical manual will be provided in Arabic.

Final documentation that has to be submitted by the service provider is:

- Techno-economic study report summarizing the used methodology, identified business opportunities, the concept of the industrial park, facilities, utilities and infrastructure items needed, business plan and a zero version of a rough master plan;
- Annexes detailing survey results, relevant statistical data, list of entities and individuals contacted

5. Guidelines for applicants

In response to the present solicitation, the service provider can submit a proposal for the opportunity mentioned above.

The proposal submitted in response to the present solicitation should be prepared and submitted in accordance with the instructions detailed present Terms of Reference. In addition to the documentation required, your quotation should detail, inter alia, the following:

- a short account (3-5 pages) of your understanding of the work to be performed, methodological approach and suggested plan of action for the execution of the work (including field visits, assessment instruments, timeline, etc.);
- A short account of similar assignments previously undertaken by your organization or any other relevant experience. Other experience in the area would be considered an asset;
- the names, qualifications and specific tasks of the key staff to be assigned to this work;
- a detailed breakdown of the costs to perform the different activities, divided by main category (e.g., personnel, travel and local costs, materials, other related costs broken down by item).

Please note that your quotation should be inclusive of all costs foreseen to perform the work.

The respective experts assigned to this service by the selected provider must possess the following skills and qualifications (at least 2 CVs to be provided within the proposal):

a) An established expertise in agro-industry, planning or any other relevant fields
b) At least 10 years of working experience in relevant fields as above
c) University degree in the field of Economics/Agriculture
d) Very good analytical, conceptual and writing skills
e) Experience in working in similar assignments

Eligibility to apply: NGOs, consultancy firms, civil society organizations, universities, research centres, private sector.
The criteria of evaluation and selection of applying service providers are the following:

- Relevant experience and academic/research qualifications for this assignment (CVs of assigned experts) and confirmation of time commitment. International experience, if any, may be highlighted.
- Expertise: Proven track record of similar assignments, especially on production, quality (Experts CVs and brief description of service provider background)

6. Languages requirement

The experts will be required to be fluent in English. Field and translation support will be provided by GTI technical staff. All written material submitted to UNIDO should be in English of such quality that no additional technical editing is required.

Service providers meeting the above requirements are invited to submit their proposals via email to s.ibrahim@unido.org and s.berlese@unido.org (specifying in the subject line “UNIDO/GTI Agro-industrial park Qaliobeya), no later than 25th June 2015.