



## TERMS OF REFERENCE FOR PROFESSIONAL CONSULTANT

### FORGING BUSINESS DIALOGUE PLATFORM BETWEEN ASEAN MEMBER STATES (AMS) & TÜRKİYE

#### 1. PROJECT NAME

FORGING BUSINESS DIALOGUE PLATFORM BETWEEN ASEAN MEMBER STATES (AMS) & TÜRKİYE

#### 2. POST TITLE

Professional Consultant (1 person – **Business Development Expert in Foreign Trade**)

#### 3. DURATION

**8 Months**

*(Consultancy work may be done remotely from anywhere.)*

#### 4. TASKS TO BE UNDERTAKEN

Overall objective of the project is to promote mutual trade and investment opportunities and to create sustainable vehicles to develop economic, social and cultural dialogue and integration among ASEAN Member States (AMS) and Türkiye.

- to promote international recognition and investment opportunities in ASEAN countries and Turkey;
- to create sustainable vehicles to enable MSMEs in AMS and Turkey to increase their trade through a series of activities including representation & consultancy services, researches and bilateral or multilateral international activities;
- to develop cooperation between relevant actors in order to increase the trade volume and develop economic integration between countries;
- to assist Turkish and ASEAN MSMEs develop and further expand their international business by providing networking opportunity between counterparts, thus promoting the collaboration and integration of Turkish and ASEAN business communities.

Specific objectives of the project are to promote and to facilitate mutual investment opportunities, create jobs.

Within the scope of the project, an expert / professional consultant will be hired to work on increasing mutual trade and investment opportunities between ASEAN Member States and in project implementing cities in Türkiye. The Consultant can carry out the work in "Work From Home" arrangement, but must be based in Jakarta in case there is physical meeting held in Jakarta. She/he will be responsible for the following tasks below:

- Providing information on terms and conditions, customs duties, products certificates, cultural characteristics etc. and facilitating the export and import activities between ASM and Turkey coordination with Trade Experts of Turkish Implementing Agencies (Chambers)
- Preparing and delivering details of sectors to support the Intelligence Market Analysis Report (drivers, restraints, opportunities, and industry-specific challenges).
- Providing necessary information about AMS and Türkiye during the development of the algorithm and infrastructure of Online Trade Portal to the ADASO and software engineers who will be charged to work on the Portal during the Project Period and updating the Portal with the collaboration of the engineers as well.



- Promoting and preparing activities for B2B Meetings in Adana, Aydın, Eskişehir and Trabzon, providing participants to attend to the meeting, coordinating the event for ASEAN part
- Promoting the activities of the project below in manner of increasing participation of MSMEs in AMS:
  - B2B Meetings in Adana, Aydın, Eskişehir and Trabzon
  - Online Intelligence Trade Market Trainings
  - Online Country Market Meetings
- Promoting Online Foreign Trade Portal among MSMEs in AMS to be developed during the project period in manner of increasing mutual trade and investment opportunities
- Attending Online Project Team meetings that to be held every 2 months throughout the project to contribute to the progress of the project.

## 5. EXPECTED OUTPUTS

1. Facilitation of the finalization of the Intelligence Market Analysis Report
2. Facilitation of the communication between ASEAN Member States and Turkish Chambers
3. Facilitation of the development and update of Online Trade Portal
4. Facilitation of organization of B2B meetings and online Country Market Meetings by contributing the preparation of program agenda, mission reports and media release
5. Contribution of 2 Online Intelligence Trade Market Trainings, including preparatory activities
6. Post-activity (online) meetings and the preparation of Activity Reports

## 6. QUALIFICATIONS/ SPECIAL SKILLS OR KNOWLEDGE

The general qualifications and skills required for the consultants are follows:

- Bachelor's degree in business administration and /or related field;
- Strong communication skills;
- Effective oral and written communication skills to proactively work with MSMEs, Project Partner Institutions and public authorities such as Embassy, Chambers, etc. to identify and report economic and financial statement and investment opportunities in the Project countries;
- Experience in foreign trade will be given priority;
- Managerial skills are a must;
- Solution oriented and open-minded view to be needed;
- Excellent organizational skills and;
- Strong presentation and analytical skills.

## 7. RELEVANT EXPERIENCES

*Please provide relevant experience of the consultant which will help the implementation of the project smoothly.*

## 8. CONSULTANCY FEE

The *Professional* Consultant will be contracted for **8 Months** and will be entitled to an honorarium amounting to US\$12,000.00 (@ US\$1,500,00 per month).

## 9. CURRICULUM VITAE (CV)

*Please attach the short CV of the Consultant to the TOR for reference, if the Consultant has been already identified.*

CONFORME BY

Mr. Şaban Karamehmetoğlu  
Board Member of TOBB

Date: 16 November 2022