



ECOWAS COMMISSION
COMMISSION DE LA CEDEAO
COMISSÃO DA CEDEAO

ECOWAS TRADE FAIR (ETF)

Niamey, Niger

Quarter 4, 2024

Terms of Reference for the Recruitment of a Consultant for Event Management and Media Support, for the Organization of the 8th ECOWAS Trade Fair

ECOWAS Commission, July 2023

I. INTRODUCTION

1. The ECOWAS Commission is organizing the 8th ECOWAS Trade Fair (ETF) Event in Niamey, Niger in Quarter 4 of 2024. The ECOWAS Trade Fair was formally institutionalised in 1992 by the ECOWAS Council of Ministers Decision. Seven editions of the trade fair have been organized in the past and hosted in various countries within the region, however, to ensure that the ECOWAS Trade Fairs contribute to the objective of improving intra-regional trade, the ECOWAS Commission in collaboration with Afreximbank developed guidelines for the ECOWAS Trade Fair.
2. The eighth edition of the ECOWAS Trade Fair would be organized taking into account good practices of Intra-African Trade Fair (IATF) and other internationally organized fairs within African and beyond.
3. In this regard, the ECOWAS Commission is seeking the services of a reputable consultant to provide end-to-end planning, management, organization, and logistics of the 8th ECOWAS Trade Fair, scheduled to hold in Niamey, Niger.

II. OBJECTIVES

4. The overall objective of the eighth ECOWAS Trade Fair is to consolidate ECOWAS regional trade agenda and grow intra-ECOWAS trade levels using the ECOWAS Trade Fair platform. Specifically, the eighth ECOWAS Trade Fair is expected to:
 - a. Bring together regional, continental and global players to showcase and exhibit their goods and services, and explore business opportunities in the ECOWAS region
 - b. Provide opportunities for large corporations and MSMEs in the region to promote made-in-ECOWAS products among continental and global investors, and invariably increase the share of ECOWAS trade relative to global trade.
 - c. Provide a platform for ECOWAS indigenous businesses to promote export and conclude deals with regional, continental and global investors.
 - d. To promote technology transfer, market access, and dissemination of market information with various stakeholders including investors, SMEs and the informal sector
 - e. Use the platform as instrument to contribute to the implementation of the African Continental Free Trade Agreement (AfCFTA)

III. APPROACH AND METHODOLOGY

5. The 8th ETF event would be an in-person activity with a virtual component. The physical format would target 300 buyers and sellers and over 1000 participants through an online platform, which should be professional, reliable, and engaging.
6. In the on-site location, about 300 in-house participants and presenters must be able to present audibly, connect to the event to engage with the online participants seamlessly. Interpretation would be provided in 3 languages (EN, FRA, PT) for onsite participants and virtual participants. The various sessions would be livestreamed on a secured video conferencing platform to ensure effective participation of the over 1000 virtual participants. The online participants are expected to be able to conclude deals using the virtual platform.
7. The consultant is expected to advise and engage the Commission on all aspects of the event in a cost-effective manner while keeping the highest possible international standards.

IV. KEY SECTORS TO BE TARGETED AT THE EVENT

8. The 8th ETF is a general trade fair event that covers the following specific sectors, however, Member States may display other priority items or provide information on other products, as deemed necessary.
 - a. Agriculture & Agro-processing
 - b. Automotive
 - c. Clothing & Textiles
 - d. Construction & Infrastructure
 - e. Consumer goods
 - f. Creative Industries, including Entertainment
 - g. Diaspora
 - h. Education
 - i. Energy & Power
 - j. Engineering
 - k. Finance
 - l. Health & Pharmaceuticals
 - m. ICT
 - n. Innovation
 - o. Logistics
 - p. Manufacturing

V. VERTICALS OF 8TH ECOWAS TRADE FAIR

9. The following are the planned events for 8th ECOWAS Trade Fair:
 - a. Trade Exhibition – Member States, participating countries, large corporates and small and medium enterprises (SMEs) would have the opportunity to set up Pavilions or booths to showcase their goods and services.
 - b. Business Forum: The Business Forum will have dedicated speakers and panel sessions dealing with trade and investment challenges and opportunities in the ECOWAS region. This will also comprise of dedicated trade and investment deal signing session for deals emanating from the Trade Fair.
 - c. A Business-to-Business (B2B), Business-to-Consumer (B2C) and Business-to-Government (B2G) Platform: The B2B, B2C and B2G platform will cut across the Trade Exhibition and Business Forum segments and is intended to provide opportunities for matchmaking, business exchanges and conclusion of business and investment deals.
 - d. An ECOWAS Virtual Fair (EVF): An online interactive platform showcasing goods, services, and investment opportunities. EVF will continue even after the physical Trade Fair has ended.
 - e. Country Days –Member States would be provided with the opportunity to organize national day (s) specifically to showcase their trade, investment, tourism and cultural opportunities.

VI. SCOPE OF THE ASSIGNMENT

10. The successful event consultant will be responsible for the preparation and management of all logistical issues and arrangements related to hosting a successful and professional regional trade fair event. Under the supervision of the Directorate of Trade of the ECOWAS Commission, the Consultant will identify suitable service providers, as needed, and liaise with these service providers regarding rooming, banqueting, IT equipment and support, and other related arrangements.
11. The scope of assignment would cover three broad areas, specifically: pre-event; event and post-event activities.

A. PRE-EVENT ACTIVITIES

12. The consultant is expected to carry out the following tasks prior to the date of the event.

Task 1: Establish a clear ECOWAS Trade Fair identity

- a) Develop, establish, operate and maintain for the duration of the project a website and database. All hosting arrangements must be agreed in advance by ECOWAS and must be in line with the ECOWAS Corporate Design Guidelines. This will be utilised:
- As a marketing and management tool for all Trade Fair events
 - To provide ECOWAS MSMEs with downloadable guidelines on working with ECOWAS large companies and MNCs.

Task 2: Plan and conduct information gathering events with the procurement managers of large national companies and MNCs in selected sectors of focus

- a) The consultant is expected to establish contact with key procurement managers in the targeted sectors from large ECOWAS companies and MNCs (using – as appropriate – workshops, face-to-face meetings, etc.) to determine on a company-by-company basis:
- Their exact supply need: definition of precisely what goods/services the procurement managers are seeking
 - Their supplier requirements: for example:
 - Industry and production standards (EN, DIN etc.), where appropriate
 - Certifications (e.g., ISO9001, ISO14000 etc.), where appropriate
 - Evidence that the products that will be considered are safe for the environment and human health, and meet the requirements to enter the target market
 - Required communication language with the procurement manager
- b) The consultant is expected to upload this key data on the website and database to provide guidance to potential suppliers, following prior approval from ECOWAS.

Task 3: Elaborate guidelines for effectively linking ECOWAS MSMEs to large companies and MNCs in the selected sectors

- a) The consultant will prepare detailed guidelines (translated into the different ECOWAS official languages) to support MSMEs to prepare adequately in advance of the trade fair

and networking events. The guidelines will provide:

- i. very practical tips and guidance for MSMEs to maximise the benefit of their interaction with the procurement managers of the MNC and large national companies.
 - ii. guidance throughout the procurement cycle to ensure selected suppliers are able to respond effectively to buyers' needs.
- b) The guidelines will be published online on the dedicated website, which will be established to allow full management of the process.

Task 4: Organize a preliminary match making event

- a) Based on the results generated from tasks 2 and 3 above, the consultant is expected to create and generate business meetings among investors
- b) Establish and launch a matchmaking platform to conclude trade and investment deals

Task 5: Prepare a fully detailed report setting out specific recommendations for the ECOWAS Commission on how best to organize the main Trade Fair Event

- a) The Consultant will prepare a detailed report making specific recommendations to the ECOWAS Commission on the organization of the ECOWAS Trade Fair Event. The report must consider the lessons learned from the pre-event activities.

B. EVENT ACTIVITIES

13. During the event, a one-day Business Forum would be organized, with Heads of national trade and investment agencies and captains of industries, within and outside the region, invited as panelists. The consultant would come up with the agenda for the Business Forum and list of invitees, under the supervision of the ECOWAS Commission.
14. Furthermore, the consultant is expected to carry out the following tasks, under the supervision of the ECOWAS Commission, for the successful planning, organization and delivery of the 8th ECOWAS Trade Fair Event.

I. Event Planning

- a) Establish the most appropriate location(s) for the event.
- b) Establish clear SMART output and outcome targets for the event and submit these for the approval of ECOWAS prior to event's organization.
- c) Develop the agenda for the event ensuring that it is structured to be beneficial for all attendees,
- d) Propose participants of key buyers and guest speakers for the event
- e) Raise awareness of and market the event, including the design and production of marketing material to ensure high-level attendance at the event
- f) Establish and manage an online registration system for prospective participants. This will include data on company type, activity, main products/services by ISIC code, location (country, region, city), number of employees, turnover
- g) Organize coordination meetings of the ECOWAS Trade Fair (ETF) Steering Committee
- h) Prepare and present scenarios for the organization of the event to the ETF Steering Committee for approval
- i) Negotiate terms and conditions and appoint sub-contractors, with approval of the ECOWAS Commission
- j) Develop and submit regular report/update, throughout the organization period, to the ETF Steering Committee

II. Participants' Management

- a) Send out invitations and administrative notes to all invitees, including Member States, prospective exhibitors, facilitators, etc. The administrative note should include among other details, the following: health requirements in country of event, list of hotels for the accommodation of participants, visa requirements, and general information of the city
- b) Establish the list of registered businesses attending the workshops. This will include data on company type, activity, main products/services by HS / ISIC code, location (country, region, city), number of employees, and turnover
- c) Facilitate visa issuance for non-ECOWAS citizens and protocol arrangements for VIPs, including arrival and departure at airport with the relevant Ministries

III. Communication and Public Relations

- a) Design and develop a supplier's database to facilitate B2B and B2C exchanges prior to the event

- b) Prepare and set-up the information kiosk arrangement at the event
- c) Arrange for simultaneous interpretation in English, French and Portuguese for all sessions as required, including sign language
- d) Arrange publication of at least three print media articles in international newspapers, and public media advocacy in international television and radio

IV. Event Venue Arrangements

- a) Manage event décor and signage
- b) Market and manage the sales of event exhibition space and secure sponsorships from countries and organizations
- c) Set up a standard secretariat room for the event
- d) Design exhibition booths for the exhibitors, based on sizes and price
- e) Ensure that event venues and meeting rooms (main room and break away rooms) are arranged according to specifications and ready for the meetings as required (as per specified meetings' schedule). This includes setting name plates at the main table as required
- f) Ensure that the required audio-visual equipment is available/acquired in all the rooms as required
- g) Arrange and manage appropriate VIP lounge
- h) Ensure service maintenance is promptly available as would be required for all equipment/services and facilities in and around the meeting rooms

V. Event Reference Materials

- a) Produce working documents and information materials for the event
- b) Make available all working documents in flash drive for participants
- c) Prepare and distribute information pack to participants on their arrival
- d) Design and make up name tags for all participants, speakers, Media, VIPs, etc.

VI. Other General Logistical Arrangements and Event Management

- a) Organize relevant meetings with the service providers to ensure effective coordination of the event
- b) Arrange for airport pick-up and manage VIP transport
- c) Arrange accommodation for all interested participants based on arrival/departure information
- d) Design and print out banners based on ECOWAS Corporate Design Guidelines. Get quotes from printer and proceed with contracting once approved

- e) Design and print out event bags, writing pads, pens, folders, badges and table tags for the event
- f) Submit final draft of the program of the Trade Fair, including detailed schedule, list of speakers and facilitator(s) and background documents (on the different sessions)
- g) Manage and coordinate the event

C. POST-EVENT ACTIVITIES

15. The consultant is expected to carry out the following tasks after the event.

Task 1: Close out of the event

- a) Ensure that all pavilions and structures constructed at the event venue are taken down by exhibitors and other service providers
- b) Ensure that all required payments to service providers are made

Task 2: Lessons learned and policy recommendations

- a) Prepare a final detailed report on the lessons learned after the event. As part of the report, the consultant is expected to conduct participants' survey to assess the relevance and quality of the event. The report would include:
 - i. Integrated achievement of outcomes/outputs against pre-specified targets
 - ii. Lessons that have been learned from each practical stage of implementation of the sub-project (both best/good practice and areas where problems have been encountered)

VII. CORE COMPETENCIES AND SKILLS

16. The consultant is expected to have the following competencies and qualifications:

- a) At least a holder of Degree in Communication, Journalism, Public Relation or business-related degree
- b) A minimum of 10 years' experience in a private or public organization, with at least five years' experience in conducting corporate events
- c) A proven track record of having organized three (3) events of international standards (references and contact persons will be required)
- d) A proven track record of having handled international delegates and government

officials with the protocol decorum that it entails

- e) Experience of organizing events of this nature within the ECOWAS region
- f) Must be fluent in two of the three ECOWAS official languages. A working knowledge of a third language ECOWAS language will be an added advantage
- a) Must have demonstrable strong, coordination and facilitation skills
- b) Demonstrated experience in developing and managing media and communications strategies, as well as creating communication campaigns
- g) Sound understanding of issues relating to trade, transport logistics and ICT will be added advantage
- h) Membership of Public Relations Society/ other PR or Communication International Professional affiliations/bodies will be an added advantage.

VIII. CONTACT

17. For further information, please contact Mr. Kolawole SOFOLA (E: ksofola@ecowas.int),
Ag. Director – Trade.