

# EXPORT ADVISOR

## TERMS OF REFERENCE

### BACKGROUND

The Government of Suriname (GOS) and the Inter-American Development Bank (IDB) signed a loan on February 6, 2020, concerning the Foreign Investment and Export Promotion Program, Contract No: LO-4801/OC-SU. The program general objective is to increase FDI inflows and to promote exports in non-extractive sectors through an operational Trade and Investment Promotion Agency (TIPA).

The Suriname Investment and Trade Agency (SITA) was established by the Government by State Decree of November 11, 2021, as the only national competent authority and TIPA, to act as an agent or promoter to attract, facilitate and improve trade, export, and investment in Suriname. The specific objectives of SITA are:

- i) attracting and facilitating FDI greenfield and expansion projects to Suriname,
- ii) strengthening the capacity of both current exporters - to expand their export volumes, particularly those operating in non-extractive industries and services - and potential exporters who will export for the first time, and
- iii) promote linkages between local and foreign companies.

Since then, SITA has made considerable progress among which; drafting a new law for SITA to establish it as an independent Agency, drafting a new investment code, development of the National Trade and Investment Strategy, recruitment of a full staff complement, launch of investor outreach programs, implementation of a CRM, preparation of procedures manuals for trade and investment departments, launch of the export initiation program ( which trained a cadre of 15 export advisers and delivered 20 export marketing strategies) and attendance of Suriname at international trade fairs.

Much remains to be done to establish the Agency as a strong and effective player able to promote a diversified economy outside the extractives sector that will be supported by both public and private sectors. However, in the coming year several initiatives are currently ready for mobilization. These include i) a cost sharing grant scheme to help exporters and potential exporters prepare export marketing plans; ii) a cost share grant for implementation of approved plans; iii) a program to create national stands at two international trade fairs; iv) a program to support staff in Suriname Embassies and the Ministry of Foreign affairs to promote trade and investment opportunities; v) an ongoing barometer survey to record business confidence and identify propriety challenges in the export environment.

### OBJECTIVE AND SCOPE OF THE CONSULTANCY

The general objective of this consultancy is to assist the Government of Suriname in its efforts to create a dynamic, efficient, and effective set of business processes for the SITA to promote exports.

SITA is seeking an advisor who will provide capacity building at SITA, and, more specifically, provide mentoring and technical support to the Director of Trade on strategy, business process engineering, functions of the team, services related to the design and implementation of programs for exporters or near- exporters, trade operations, market intelligence, and access to external markets. Advice should

also be provided on how to engage with key national stakeholders, and on how to foster the interest of local companies in starting to export or increase their market diversification.

The consultant is expected to play a central role in the capacity building of the Trade team, shadowing SITA daily operations for a period of 12 months, at least 50% of the time with in-country presence. This process is intended to be a hands-on approach to capacity building as SITA establishes and develops its services in a progressive manner.

All recommendations should include clear implementation steps to run a successful and efficient trade division in its mandate to promote international trade.

Specifically, the recommendations should be aligned with the 2024 National Trade and Investment Strategy and SITA's Strategic Action Plan. The recommended processes (implementation, monitoring and evaluation of activities) should be validated against this benchmark. If so asked, specific information should be provided to the SITA Board. Also, the Export Advisor should contribute to the achievement of the objectives, indicators and outcomes of the operation SU-L1056, aligning with SITA's Trade Director the implementation of activities and its monitoring.

## MAIN ACTIVITIES

The specific tasks are as follows:

- 1) In close coordination with the SITA management, organize, support via a combination of coaching, mentoring and training, the implementation of Trade Department activities including:
  - Setting priorities for research and analysis based on client and stakeholder feedback and supporting the implementation of reports
  - identifying and proposing themes for sector/market briefs and capacity-building activities, including gender and diversity integration.
  - Introduction of new working techniques such as economic analysis, market intelligence tools (including use of digital tools for data collection and analysis) and provide guidance and transfer of knowledge for the Trade Department staff.
  - Based on market demand and if appropriate, lead the SITA team in training, coaching and certifying a second batch of up to 20 Export Coaches.
  - Monitor and encourage SITA Trade team to reach their individual targets in terms of clients supported, clients contacted, and programmes managed.
  - Support in the practical management of the Trade Team to direct and monitor work schedules and tasks efficiently to increase the delivery of services to clients for the Trade Department
- 2) Support the Trade team and certified export coaches to implement export support services to individual clients as per the procedures manual and update the manual to ensure that it is aligned with the Customer Relationship Management (CRM) System, the National Trade Strategy and SITA's strategic action plan.
- 3) Support the Trade department to manage external consultants hired under the IDB loan agreement including:
  - Implementation of the Trade Fairs program for 2026
  - Support to Embassies program
  - Extension of the Barometer research program.
  - Support for the implementation of the SITA export help desk to be implemented in collaboration with the ITC.
  - Inputs to the Export content of the new SITA website

- Help design self-sustaining process to keep running the program beyond 2026
- 4) Identify priority areas for training for the private sector, in particular small and medium enterprises, and support the development and delivery of relevant curricula where sufficient demand is established.
  - 5) Propose and support the implementation of a framework for collaboration between the Trade Department and external stakeholders such as EZOTI, Customs, Ports Authority, Certification bodies, and others to enhance trade efficiency.
  - 6) Manage and track the implementation of the performance measurement framework (KPIs) to assess the Trade Department's and Trade Information elements of the Market Intelligence department's success, efficiency, and alignment with strategic objectives and the IDB results matrix
  - 7) Support the Trade Department and the Market Intelligence team develop and implement advocacy platforms to remove existing barriers to exporting
  - 8) Work with the Trade and Market Intelligence Departments to raise the profile of SITA's export development activities and results
  - 9) Support the Trade Department to develop and manage the Agriculture, Wood and ICT Sector cluster support program aimed at strengthening these value chains and fostering inter-company collaboration.

## REPORTING REQUIREMENTS

The selected consultant must submit a work plan and quarterly reports on progress made against the plan, in editable format..

Each draft final report must be reviewed by the client within 7 working days after receiving it. Interviews with stakeholders chosen by SITA must be held, and the draft reports must be shared with them for their input and feedback as well.

The Executing Agency will follow up, monitor, and accept the deliverables of the products stipulated in these Terms of Reference. The consultant must submit a work plan, analysis of the current situation and diagnosis, recommendations, and the final report as stipulated and within the accepted deadlines.

All reports must be submitted to the Executing Agency in an electronic file in English. The report should include a cover page, the main document, and all annexes. Files in Zip format will not be accepted as final reports.

The consultant must deliver the Products detailing the methodology used for its execution, from the collection, analysis, and interpretation of the information and data received and generated, to its application. They must be delivered in editable files.

### Management Structure and Reporting

The CEO will retain overall responsibility for the assignment. The Consultant will coordinate activities with the C-Suite Adviser who supports Directors on matters including overall Strategy, Investment, Promotion, Linkages and Policy Advocacy.

Day-to-day reporting on the activities undertaken, progress made, and results achieved shall be done to the Director of Trade.

## QUALIFICATIONS REQUIREMENTS

Specific requirements and preferred qualifications for the consultant are as follows:

- **Advanced degree** (Master’s or higher) in International Trade, Economics, Business Administration, or related field.
- **Minimum of 7 years in a leadership role at a** Trade or Export agency or relevant Government department with proven responsibility for export and trade, managing and coaching teams and clients, systems design and performance management. 10 years of experience is preferred
- **Demonstrated technical mastery of digital trade promotion tools** (cloud-based CRM, subscription market intelligence databases, virtual B2B matchmaking platforms) and integration of these into SOPs.
- Deep knowledge of **trade policy issues in small developing economies**. A relevant prior assignment in the Caribbean would be an asset.
- **Languages:** full professional English. Intermediate Dutch would be an asset
- Citizen of an **IDB member country**
- Available to reside in Suriname for a minimum of 50% of the duration of the consultancy. Availability of **80 %** would be an asset

## CHARACTERISTICS OF THE CONSULTANCY

**Consultancy Category & Modality:** International Individual Consultant

**Contract Duration:** full-time for 12 months

**Place of Work:** SITA, Brokopondolaan 97 (corner Mr. J. Lachmonstraat), Paramaribo and at the offices of the listed stakeholders. Remote work is negotiable for up to 50% of the contract duration.

## SCHEDULE OF PAYMENT

<b>Deliverable</b>	<b>Timing</b>	<b>% Total Payment</b>
Deliverable # 1: Approved Inception Report and work plan	1 Month after contract signature	15%
Deliverable # 2: Approved Final quarterly Report 1	3 months after deliverable 1	20%
Deliverable # 3: Approved Final quarterly Report 2	3 months after deliverable 2	20%
Deliverable # 4: Approved Final Quarterly Report 3	3 months after deliverable 3	20%
Deliverable #5: Approved Final Report and Presentation	2 months after deliverable 4	25%