



Government of Botswana



European Union

PRIVATE SECTOR DEVELOPMENT PROGRAMME BOTSWANA

A Government of Botswana initiative supported by the European Union and the Centre for the Development of Enterprise

Terms of Reference

Opportunity Study for the Development of Honey and Marula Products for Local and Export Markets

March 2014



1. INTRODUCTION

Under the framework of the Private Sector Development Strategy (PSDS), the Ministry of Trade and Industry (MTI) and Botswana Confederation of Commerce, Industry and Manpower (BOCCIM) in partnership with the EU and the CDE, developed the PSDP which was launched on the 23 May 2013 in Gaborone, Botswana.

The PSDP is meant to address some key areas of the PSDS. The PSDP which will run for duration of 3 years has a budget of €2.3 million and aims to stimulate and sustain growth through diversification of the economy while building the capacities of institutions and human resources that support the private sector. Other funding partners promoting specifically Women Entrepreneurship provide additional complementary support. The EU is the contracting authority for the PSDP, the MTI is the supervising agency, CDE is the executing agency, and BOCCIM is responsible for monitoring and evaluation of PSDP.

Key private sector development partners which played a vital role during formulation of the PSDP and will be involved in the programme are BOCCM, Botswana Investment and Trade centre (BITC), Local Enterprise Authority (LEA), Citizen Entrepreneurial Development Agency (CEDA), Botswana Exporters and Manufacturers Association (BEMA), Botswana Bureau of Standards (BOBS), Botswana National Productivity Centre (BNPC), Hospitality and Tourism Association of Botswana (HATAB), Botswana Tourism Organisation (BTO) and Botswana Innovation Hub (BIH).

2. OBJECTIVE

The main objective of this study is to promote access to European markets for honey and marula products.

3. SCOPE OF THE WORK

The Consultant shall undertake the following:

Phase 1: Desk Work (2 weeks)

- ✓ Assess relevant policy and technical documentations related to honey and marula development in Botswana
- ✓ Benchmarking good practices in 3 countries of SADC, namely: Namibia, South Africa, and Zimbabwe
- ✓ Identify key players in the European market for consideration as distributors of honey and marula products
- ✓ Determine minimum required quality standards set in the European market for imported goods, with special emphasis on honey and marula products
- ✓ Locate champion producers of honey and marula products in Botswana
- ✓ Identify local structures/bodies that provide support production of honey and marula products

Output 1: Summary of key findings related to desk review of honey and marula products in Botswana

Phase 2: Opportunity Study (4 weeks)

- ✓ Prepare a mission to Botswana to meet the key players of the honey and marula products
- ✓ Undertake a field visit to the selected regions in Botswana (Maun, Kasane, Francistown, etc.) to discuss key issues faced by SMEs in developing honey and marula products for local and export market
- ✓ Undertake data collection
 - Quantities of honey and marula, including by-products produced locally
 - Establish quantities imported, especially honey and its by-products
 - Establish production methods/processing technology used by local producers versus those used in other SADC countries
 - Costs of production and price
- ✓ Technical Assessment
 - Assess the opportunity offered for the production of honey and marula products for local and international markets
 - Recommend best production methods/processing technology used by other producers of similar products
 - Identify any policies to support production of honey and marula products for export market
- ✓ Economic and Financial Analysis
 - Conduct an economic analysis and assess the cost-effectiveness of potential investment
 - Establish current average returns made by local producers versus imported products
 - Determine growth potential of both products in the local and EU markets
 - Determine the magnitude of financial assistance required by selected companies to export to EU market

Output 2: Draft Opportunity Study Report and Action Plan

Phase 3: Draft Report and Validation workshop (2 weeks)

- ✓ Prepare the draft Opportunity Study Report including an Action Plan and resources indication for developing honey and marula products for the local and export markets;
- ✓ Organise and hold a validation workshop with key stakeholders;
- ✓ Record and review comments and inputs from stakeholders;
- ✓ Prepare the final Opportunity Study Report including an updated Action Plan for developing honey and marula products in Botswana for the local and export markets. The final report should incorporate responses to comments from the CDE-PSDP and the workshop.

Output 3: Final Opportunity Study Report

4. DURATION OF THE ASSIGNMENT AND REPORTING

➤ DURATION

The consultancy will be undertaken over a period of Four (4) months. The assignment will be carried out at the CDE Regional Office in Gaborone, Botswana.

➤ REPORTING REQUIREMENTS

All reports shall be in the English language, printed on A4 paper. The draft and final reports (including all supporting documentation) shall also be provided on soft copy on Word format.

The Expert will present the following reports:

Report title	Recipient	Number of Copies
Inception Report and Work Plan <i>Deadline:</i> The report should be presented 0.5 month after the start of the assignment and containing the key findings of Phase 1 (Desk work)	CDE-PSDP Coordinating Unit	5
Draft Opportunity Study Report including an Action Plan and resources indication <i>Deadline:</i> Submitted 1.5 months after the approval of Inception report	CDE-PSDP Coordinating Unit	5
Final Opportunity Study Report <i>Deadline:</i> 0.5 month after the approval of the draft report	CDE-PSDP Coordinating Unit	5

5. PROFILE AND QUALIFICATION OF THE CONSULTANT

The Consultant should meet the following criteria:

- ✓ Hold minimum an advanced degree in natural resources management, agricultural engineering, economics/finance or any related discipline.
- ✓ Have at least 10 years experience in market analysis, trade promotion related to agricultural and natural products
- ✓ Have knowledge of Botswana agricultural sector including working with community based organisations (CBOs) on agro-added value products development, in particular honey and marula.
- ✓ Have proven track record in working collaboratively with a number of private sector key stakeholders involved in SME development, with concrete references to assignments conducted.
- ✓ Relevant experience in capacity building of agro-industry SMEs and CBOS is an advantage.
- ✓ Experience with market research, market analysis, feasibility studies and evaluation of opportunity on natural ingredients for food, cosmetics and pharmaceuticals, intended for producers from developing countries aiming to export to the EU is an advantage
- ✓ Good communication and capacity building skills and good command of English will be an asset.

6. BUDGET FOR THE INTERVENTION

➤ FEE RATES

The total amount for the fees for this assignment should not exceed EUR 30,000 for a minimum of 35 working days.

➤ REIMBURSABLE COSTS

The Consultant is requested to give an estimate of its expenses related to the assignment for the following items.

- ✓ Transport and per diem for 2 missions (Inception mission and final mission) based on CDE rates.
- ✓ 1 workshop package costs for the validation meeting for 25 participants including conference room, catering, IT equipment and printing.