REQUEST FOR EXPRESSIONS OF INTEREST

(CONSULTING SERVICES – FIRMS SELECTION)

**Republic of Serbia**

**Serbia Agriculture Competitive Project (SCAP)**

Project ID No.: P167634

**Assignment Title:**

**For Capacity Building 2 of SCAP Beneficiaries - Increasing competitiveness, resilience and sustainability of agriculture production and market**

Reference No.: SER-SCAP-CQS-CS-24-86

The Republic of Serbia has received financing from the World Bank toward the cost of the Serbia Agriculture Competitive Project (SCAP) and intends to apply part of the proceeds for consulting services. The overarching aim of Capacity Building 2 is to enhance the market competitiveness of the beneficiaries from the 2nd and 3rd calls of the SCAP project. This will be achieved through a series of refined capacity building activities, actions, and events, all of which are informed by the experiences and feedback garnered from the initial Capacity Building phase.

**Scope of Services**

**Capacity Building 2024**

For 2024, the Consultant's services are envisioned to shape a flexible training program for beneficiaries from the 2nd and 3rd calls. This program may outline strategic goals, suggest timelines, and propose a variety of activities. It is expected to include customized six training modules, that would also incorporate feedback and lessons learned from previous capacity-building efforts.

Key areas for potential module development might cover:

* Strategies for enhancing market orientation, including effective communication, negotiation tactics, and meeting market participation standards.
* Guidance on leveraging investments for greater market penetration and success.

Additionally, the Consultant may extend services to project partners, which could include the development of proposed education programs tailored specifically to the needs of external consultants. There may also be suggested specialized training sessions designed to enhance the capabilities of Ministry collaborators and other key stakeholders involved in the project. These tailored programs and sessions are aimed at reinforcing the overall institutional support structure that underpins the project's success.

The anticipated training modules are expected to address a diverse range of subjects, potentially including:

* Business planning and its practical application.
* Advanced marketing strategies, branding, and management.
* Entrepreneurial skill enhancement, with an emphasis on promoting female entrepreneurship.
* Tackling sector-specific challenges and capitalizing on market opportunities.
* Adherence to agricultural standardization required for integration into larger trading networks.

Soft skills development areas could involve:

* Techniques for focused communication and successful negotiation.
* Cultivating creativity, assertiveness, and resilience.
* Building teamwork skills and fostering collaboration.

The Consultant is to engage with the Project Management Team (PMT) to discuss and refine the training program. The finalized program is likely to include sessions held in various strategic locations across Serbia to ensure extensive coverage and accessibility.

In 2024, the Consultant may select participants from the pool of 2nd and 3rd call beneficiaries, aiming to enhance their market competitiveness and align them with SCAP's strategic objectives. The training sessions are intended to improve participants' competencies, update their industry knowledge, and provide them with the tools to be more competitive in their agricultural production.

**Required consultant’s (company) qualifications**

The Consultant is to meet the following criteria:

1. The Consultant shall be registered as a legal entity for a minimum of 10 years,
2. The Consultant shall have appropriate professional, organizational and logistical capacities necessary for carrying out the assignment on the territory of the Republic of Serbia,
3. The Consultant should have at least 3 employees with university degree of education,
4. The Consultant should have an experience of minimum 10 years in the organization of agricultural related, strategic planning, accounting, small business development or entrepreneurship trainings and consulting projects,
5. Organization and implementation of workshops, seminars, trainings or other relevant capacity building events for farmers (primary agricultural producers) -minimum 3 trainings with total minimum of 200 participants in the previous 2 years,
6. Capacity Building for agriculture producers funded by the World Bank reference will be considered as a strong asset.
7. At least two consulting assignments in the field of strategy development for a company in agriculture sector in Serbia in the last 5 years.

The Consultant can be a joint venture (JV) between maximum two legal entities.

A letter of intent or a copy of an existing JV agreement shall be submitted as a part of the documentation, together with a power of attorney for the authorized representative of each JV member, or a power of attorney for the representative of the lead member to represent all JV members. Requirements under 1 and 2 are necessary requirements for both members of JV, if the Consultant is a JV. Requirements under 3, 4, 5 and 7 need to be fulfilled by either one of the JV members;

The Consultant shall provide a team of experts covering the following requirements:

Key Expert 1 – Team Leader

* Must have at least 15 years of professional experience
* Work experience in national and international companies
* Proven experience in financial management, human resource management and organization of events
* Proven experience in developing educational programs or multimedia educational content
* Master's degree in economics, law, diplomacy or international relations, or creative industries

Key Expert 2 – Head of Training Programme

* Must have at least 10 years of consulting and educational experience,
* University degree, preferably PHD degree
* Active academic role in business area (preferably in the field of strategy),
* Possession of at least one professional certificate in business area (CFA, FRM or ACCA),
* Active involvement in at least 10 professional business training courses or workshops in the last 5 years,
* Leading at least one consulting assignment in the field of national strategy development in Serbia in the last 5 years,
* Leading at least one consulting assignments in the field of strategy development for a company in agriculture sector in Serbia in the last 5 years,
* Proven experience in human resource management and organization of events,
* Proven experience in developing educational programs or financial/bussiness advisory.

Key Expert 3 – Strategic planning and Business Development Expert

* Minimum MSc University degree in management or economy,
* Active academic role in business area (management or strategic planning),
* At least 10 years of work experience in providing trainings of educational content, lectures or knowledge transfer in the area of strategic planning, management, business planning,
* Active involvement in at least 5 professional business training courses or workshops in the last 5 years in the field of management and strategy,
* Proven experience in developing educational programs or financial/business advisory.

Key Expert 4 – Agriculture and Rural Development Expert

* Minimum University degree in agriculture, economy, environment or other related science field;
* At least 10 years of work experience related to providing trainings of educational content, lectures or knowledge transfer in the areas related to agriculture, rural development, extension services or other related agriculture capacity building relevant areas
* Experience in World Bank, FAO, IPARD related professional training and seminars will be considered an asset.

Key Expert 5 – Branding & Marketing

- Minimum Master’s degree in marketing, management, organizational sciences, economy or business

- At least 5 years of work experience in providing trainings of educational content, lectures or knowledge transfer in the area of marketing, or management, or branding

- Proven experience in leading projects related to branding strategy, branding initiatives and measures, and brand platform design (values, strategy and identity) is required

- Educating and mentoring experience of businesses will be considered a strong asset.

Consultant shall submit CVs of all key staff in its Expression of Interest.

**Expressions of interest will be evaluated based on the following criteria:**

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| General experience in the field of assignment | 10 points |
| Consultant’s specific experience related to the assignment | 40 points |
| Knowledge of the relevant Serbian framework, profession and professional environment | 20 points |
| Experts’ qualifications and competence for the assignment | 30 points |
| **TOTAL:** | **100 POINTS** |

The detailed Terms of Reference for the above referenced assignment is posted on the website of the Ministry of Agriculture, Forestry and Water Management (MAFWM): <http://www.minpolj.gov.rs/category/javni-pozivi/>.

The Consultant will be selected in accordance with Consultant`s Qualifications Based Selection (CQS) as set out in the **World Bank’s Procurement Regulations for IPF Borrowers – Procurement in Investment Project Financing Goods, World, Non-Consulting and Consulting Services, July 2016, revised November 2017, August 2018** (“the Regulations”). The Consultant that obtains the highest score during evaluation of expressions of interest will be invited to submit technical and financial proposals.

The attention of interested Consultants is drawn to paragraphs 3.14, 3.16 and 3.17 of the Regulations setting forth the World Bank’s policy on conflict of interest.

The Central Fiduciary Unit of the Ministry of Finance now invites eligible Consultants to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

Expressions of interest in English language must be delivered in a written form to the **e-mail** below by **May 23, 2024, 12:00 hrs, noon,** local time.

When submitting Expressions of interest please indicate assignment and reference number for which you are applying.

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| **Contact:** | **E–mail:** | **Address:** |
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