



Announcement of a request to offer advisory bodies to submit offers for preparing the following study:

- 1- Identifying the marketing infrastructure and post-harvest technologies of the company in the State of Palestine and the Hashemite Kingdom of Jordan.
- 2- Studying the unmet demands for agricultural crops in the international market for products that have a competitive advantage in both countries for the countries of: (Indonesia, UAE, USA, Britain, and Germany) or any other proposed markets.
- 3- Studying promising agricultural products with a competitive advantage in the State of Palestine and the Hashemite Kingdom of Jordan.

All parties wishing to submit an offer to prepare this study are requested to review the details of the required study and the terms of reference (TOR) on the website of the Jordanian Ministry of Agriculture: www.moa.gov.jo

Those wishing to submit bids to conduct the study should send their bids no later than April 30, 2022 to the email:

info@jpapmc.com



Terms of Reference (TORs)

Terms of reference for conducting consultancy studies aim for:

- 1- Identifying the marketing infrastructure and post-harvest technologies of the company in the State of Palestine and the Hashemite Kingdom of Jordan.
- 2- Studying the unmet demands for agricultural crops in the international market for products that have a competitive advantage in both countries for (Indonesia – UAE, USA, Britain, and Germany) or any other proposed markets.
- 3- Studying promising agricultural products with a competitive advantage in the State of Palestine and the Hashemite Kingdom of Jordan.

Location of Study:

The Hashemite Kingdom of Jordan and the State of Palestine.

Study Start Date: As soon as possible.

First: Background:

The Jordanian-Palestinian Company for Marketing Agricultural products is an Arab company owned by the Government of Jordan and the State of Palestine. The company's purposes are to develop the marketing infrastructure and address marketing problems for the agricultural products in both countries. The company aims to benefit from the international agreements for both countries on trade and trade exchange; and to increase both countries' exports of agricultural products with competitive advantage to both traditional and new markets.

Based on the above-mentioned considerations, the company will establish contract farming systems with farmers through which it can secure part of the global market needs of the Jordanian and Palestinian agricultural products and crops with a promising competitive advantage.

Second: Fields of Study:

The study addresses three separate studies in the following fields:

1. Conduct a study of the marketing infrastructure for agricultural products, to identify its maximum production capacity, and determine the utilized-productive capacity. Furthermore, identify and analyze opportunities available to develop partnerships between the company and the private sector to ensure the optimal utilization of the accessible infrastructure, and avoid overlapping and competition between Jordan and Palestine.
2. Supply-demand analysis of agricultural products that have a competitive advantage in both countries ; taking into consideration the competitiveness with other producing countries, and the competitors' export costs to the selected international markets (Germany, Britain, USA, UAE, Indonesia). Also, suggest any other countries and markets that are more suitable for products with a competitive advantage in both countries.
3. Conduct a study of promising agricultural products and crops with competitive advantage in the Hashemite Kingdom of Jordan and the State of Palestine.

Third: Objectives of a study:

This study aims to achieve the following goals:

1. Market infrastructure Analysis in Jordan and Palestine.
2. Identifying weaknesses and strengths in this infrastructure and providing the suitable marketing infrastructure to keep pace with competitors.
3. Conduct a survey of all marketing facilities in both countries, their operational capacities, output efficiency, and suitability for international competition.
4. Determine fields and scenarios for the company's marketing infrastructure investment.
5. Carry out a study for unmet demand of agricultural products and crops with competitive advantages in the international markets (Germany, Britain, USA, UAE, and Indonesia) or any other proposed markets.
6. A gap analysis (demand, supply) of international markets and their seasonal demand and supply (within a week or a month at least).
7. Study of market access requirements to the international markets.
8. Analysis of the potential of agricultural crops production during supply gaps.

9. Survey the potential/capacity of agricultural crops production that have competitive advantage of the selected international markets (USA, UAE, Indonesia, Germany and Britain) and any other proposed markets.
10. Competitive advantage standards shall be taken into consideration (Sustainability, quantity, production and harvest timing, diversity of climate and geographical agricultural regions, available infrastructure for competitive advantage, and external competitions).
11. Analysis of post-harvest technologies used in farms in Jordan and Palestine.
12. Scenario Analysis for the development of post-harvest technologies to meet the international market requirements.
13. Analysis of contract farming existing in the agricultural sector in both countries.
14. Conduct technical and legal risk analysis of contract farming.
15. Analysis of agricultural scenarios for company (appropriate products, specifications, quantities, and agricultural calendar).
16. Submit recommendations that include several options for the company's business based on the previous analysis results.
17. Conduct a competition study with other countries for products with a competitive advantage and their export costs.

Four: Document Submission requirement:

1. A technical and financial presentation and a detailed report identifying objectives and results of these studies shall be provided.
2. An initial report including an action plan shall be submitted by the consultancy firm two weeks after signing the contract.
3. The consultancy firm shall present the results in a workshop before the final report.
4. Final report will be evaluated by assessors from both countries.
5. The full report should be submitted in Arabic and English languages at the end of each work stage (beginning, mid-term and ending).
6. All data related to this venture is owned by the company. The consultancy firm is not allowed to use data in any other business or study until a written approval is given by the company.

Five: Expected Results of the Study:

1. Identifying the products and quantities for which the company will establish the infrastructure to develop product production, processing, wrapping packaging, cooling and handling thereof for international shipping. Also, areas for cooperation with the private sector should be identified.

2. Enhancing production of products and crops that the company find best suited to market this products according to supply-demand gaps and to the contract framings in the selected countries for the study or other proposed countries.
3. Determine opportunities and polices that support and enhance contract farming and partnerships with the private sector.
4. Developing the company's policy, action plan and work model for the next five years.

Six: Qualifications/Experience required:

The consultant must meet the following minimum criteria:

1. The consultancy firm shall appoint an independent consultant in each country. The independent consultant must have an experience in agricultural markets, agricultural marketing studies, and infrastructures.
2. Postgraduate education degree in marketing or economics.
3. Provide at least (15) years of work experience in international agricultural marketing studies.
4. Experience in providing consultancy services and conducting proposals, experience in agricultural marketing.
5. Demonstrated ability to work and interact with diverse professional, social and cultural backgrounds.
6. Excellent skills in policy analysis and report writing.
7. A strong record of scientific publications and reports in related fields.
8. Proficiency in English and Arabic languages.

Seven: Supervision:

The Consultant will work under the direct supervision of the (GM) General Manager of the company.

Timetable:

This study should maximumly be completed within 45 working days from the contract signing date and according to the timetable of other activities to be determined later.