

Kingdom of Cambodia
Nation Religion King
Ministry of Agriculture, Forestry and Fisheries (MAFF)
Cambodia Agricultural Sector Diversification Project (CASDP)
IDA Credit No.6366-KH

SPECIFIC PROCUREMENT NOTICE (Re-Announcement)

National Marketing and Market Penetration Consultant for Implementation of Approved Diversification and Business Plans of Agriculture Cooperatives and Small and Medium Agribusinesses Supported by The Project
(Ref: MAFF-CS-46)

1. The Royal Government of Cambodia has dedicated an investment of US\$101.67 million, including a US\$91.67 million IDA credit, for the Cambodia Agricultural Sector Diversification Project (CASDP), which has been implemented for a duration of 6 years starting in January 2019. CASDP is designed to enhance market opportunities through an inclusive, beneficiary-led, market-driven approach, leading to enhanced competitiveness and increased capacity to manage climate risks. The project consists of four main components, plus a fifth zero-allocation component for the case of an eligible crisis or emergency. The first two components are closely linked and represent the largest part of the investments and are modular and scalable and adaptable to geographical areas and commodity/value chains. The third component focuses on institutional strengthening and seeks to enhance the impact of the investments made under the first two components in the medium and long term, ensuring sustainability and possible expansion of benefits across the country.
2. The **National Marketing and Market Penetration Consultant** will be support the preparation of quality new DPLs and associated BPLs with strong emphasis on ensuring that projections on sales be it domestic and/or international markets are realistic; facilitate sustained commercial relationships between ACs/POs, SMAs and buyers/lead firms; and implementation support of the endorsed (by the Advisory and Endorsement Committee) DPLs/BPLs focusing on marketing and market penetration (including overcoming market access barriers).
3. The interested consultant will be evaluated based on the qualification and relevant experience in regard to the minimum criteria listed below:
 - a) Minimum of 15 years of experience in a mix of value chain development, economic development, trade, competitiveness, or agricultural development programs;
 - b) Minimum of 10 years of experience in private agribusiness sector leading in marketing and sales of agriculture products in domestic and international markets;
 - c) Demonstrated success in implementing programs aimed at increasing the competitiveness and inclusiveness of agricultural value chains, preferably with a focus on high value added (HVA) products;
 - d) Demonstrated knowledge of the latest developments in advancing good/best practices in value chain development;
 - e) Good knowledge of non-tariff measures (NTMs) requirements in major exporting markets (Europe, the US, and China)
 - f) Experience as a project manager for large and complex private sector agribusiness development projects;
 - g) Relevant graduate degree and must be fluent in English; Khmer would be considered an asset.
 - h) Other desired qualifications include: prior experience in East Asian countries; a proven ability to work collaboratively with the government, World Bank and/or other donors; experience forging partnerships between private sector entities.
4. The selection process will be carried out in accordance with provisions set forth in the Government Procurement Manual for Externally Financed Projects/Programs in Cambodia and Approved Selection Method for Individual Consultants-Section VII. "Approved Selection Methods: Consulting Services of the World Bank Procurement Regulations for IPF Borrowers, dated July 2016, revised November 2017 and August 2018".
5. Interested candidates can be found the detailed terms of reference (TOR) at the website: <https://casdp.maff.gov.kh> and send your expression of interest (EOI) by submitting the updated curriculum vitae and cover letter with at least three referees by email and attention to: **Mr. Srey Sophoan**, (MAFF) Email: sophoan.srey@gmail.com and Copy to: chetrass@gmail.com, kimthourn@gmail.com .
6. Expression of Interest must be submitted no later than 10th November 2023 before 5:00pm (Local Time). Only Shortlisted candidates will be contacted for interview.

Cambodia Agricultural Sector Diversification Project (CASDP),



Ground Floor of DIC Department, Ministry of Agriculture, Forestry and Fisheries,
#200, Preah Norodom Blvd, Phnom Penh, Cambodia,
Attention to **Mr. Srey Sophoan**
E-mail: sophoan.srey@gmail.com
Copy to: chetrass@gmail.com
kimthourn@gmail.com

Sincerely yours,



Sar Chetra (Ph. D)
Deputy Secretary General of MAFF
Project Director of CASDP