



SMEs' Export Accelerator - EuropeAid/138-495/ID/ACT/MK

10.06.2019

Institute for dynamic development SFERA-NOVA
Str.29ti Noemvri 42-1/7 Skopje

Open call for Consultancy Services for SMEs Export Accelerator Business Analysis and Demo Small Projects

1. Project description and overall objective

The project "*SMEs Export Accelerator* ", financed by the EU, is implemented by the Organization of Employers of Macedonia (OEM) and the Institute for dynamic development SFERA-NOVA. The goal of the project is to enhance the competitiveness of SMEs and to pragmatically contribute to the implementation of national strategic competitiveness documents. The project will work towards achieving a competitive sustainable advantage of export of the food processing industry and will help SMEs in internationalization, raising export capacity and opportunities.

2. Main Tasks/Activities:

LOT1 – SKE1

- Within Activity 1-Business Analysis of the Export Opportunities in Regional Markets on Food Processed Products from Macedonia, to prepare and conduct modules: 2.1. **Conducting primary /basic desk research on international markets**, 3. **Assessment of target markets for food processed products**, including *export diagnostic, selection of regional market and promotional activities*; 3.1. **Developing and applying PESTLE Analysis of external markets**, 3.2. **Developing and applying Competitive Analysis -CPM Matrix**, 4. **Making decisions for the analysed target markets** and 4.1. **Analysing of collected data and finalization of the Comprehensive Report**.
- Within Activity 3 -Supporting up to four Demo Small Projects on Export Food Products from Macedonia on Regional Markets, to prepare and conduct module 1.2. **Conducting the re-design of at least 4 food processed products**; 1.3. **Evaluation of the export potential of companies** and 1.4. **Piloting up to four export projects on regional markets**.

LOT2 – SKE2

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Проектот е финансиран
од Европската унија



ОРГАНИЗАЦИЈА НА РАБОТОДАВАЧИ НА МАКЕДОНИЈА
ORGANISATION OF EMPLOYERS OF MACEDONIA



ИНСТИТУТ ЗА ДИНАМИЧЕН РАЗВОЈ
СФЕРА-НОВА



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- Within Activity 1- Business Analysis of the Export Opportunities in Regional Markets on Food Processed Products from Macedonia, to prepare and conduct modules: **5.1. Preparation and facilitation of the Round Table discussion with the stakeholders for the Business Analysis findings.**
- Within Activity 3-Supporting up to four Demo Small Projects on Export Food Products from Macedonia on Regional Markets, to prepare and conduct modules: **3.2 Developing Policy Recommendations for enhancement of the Export activities for SMEs in food processing industry (A comprehensive report including analysis findings, recommendations to the policy makers).**
- **Recommendations for Content Management** for web portal and mobile application.
- **Evaluation of the export readiness** and level of satisfaction from the project results at the end of the second year, with the target companies.

3. Selection criteria

Lot 1 – SKE1 with 50 working days

- 1) **Economic and financial capacity of candidate** (based on item 3 of the application form). In case of candidate being a public body, equivalent information should be provided. The reference period which will be taken into account will be the last three years for which accounts have been closed.
 - The annual turnover of last year (2018) of the tenderer must exceed the maximum budget of the Lot.
 - Current ratio (current assets/current liabilities) in the last year for which accounts have been closed must be at least 1. In case of a consortium this criterion must be fulfilled by each member
- 2) **Professional capacity of candidate** (based on items 4 and 5 of the application form). The reference period which will be taken into account will be the last three years from submission deadline.
 - Registered company in the area of consulting services, established at least 3 years before submission deadline.
 - At least 1 employee currently works for the candidate in fields related to the this contract.
- 3) **Technical capacity of candidate** (based on item 6 of the application form). The reference period which will be taken into account will be the last 3 years from submission deadline.
 - The candidate has provided services under at least one contract with a budget of at least

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that of this Lot in the area of consulting services, which was implemented at any moment during the past 3 years.

Lot 2 – SKE2 with 45 working days

- 1) **Economic and financial capacity of candidate** (based on item 3 of the application form). In case of candidate being a public body, equivalent information should be provided. The reference period which will be taken into account will be the last three years for which accounts have been closed.
 - The annual turnover of last year (2018) of the tenderer must exceed the maximum budget of the Lot.
 - Current ratio (current assets/current liabilities) in the last year for which accounts have been closed must be at least 1. In case of a consortium this criterion must be fulfilled by each member

- 2) **Professional capacity of candidate** (based on items 4 and 5 of the application form). The reference period which will be taken into account will be the last three years from submission deadline.
 - Registered company in the area of consulting services, established at least 3 years before submission deadline.
 - At least 1 employee currently works for the candidate in fields related to this contract.

- 3) **Technical capacity of candidate** (based on item 6 of the application form). The reference period which will be taken into account will be the last 3 years from submission deadline.
 - The candidate has provided services under at least one contract with a budget of at least that of this Lot in the area of consulting services, which was implemented at any moment during the past 3 years.

4. Application

Deadline for submitting applications is 10.07.2019. Applications must be submitted using the standard application form, the format and instructions of which must be strictly observed. The application form is available from the following Internet address:
<http://ec.europa.eu/europeaid/prag/annexes.do?chapterTitleCode=B>

5. Additional information

Contract Notice for additional information is attached to this call.

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