



ສະຫະພາບ ເອີຣົບ
European Union



TERMS OF REFERENCE

for the Market study on the potential new channels & marketing support

Sustainable Production and Ethic Responsible & Women Empowered Coffee value chain in Lao PDR (SuPER WE Coffee)

Background

Haliéus as the NGO of Legacoop, the national League of cooperatives and mutuals in Italy, has been awarded a grant by the European Union, alongside with a Partnership led by CARE FRANCE, for the realization of the project **SuPER WE Coffee**, *Sustainable Production and Ethic Responsible & Women Empowered Coffee value chain in Lao PDR* (Ref. ACA/2021/428-429, here below “The Project”).

The objective of the project is to develop and adopt a more resource-efficient, gender inclusive and climate change resilient production in Lao PDR and increase its integration in a greener global value chain as specialty coffee market. The project aims to empower the coffee producers’ group of the Dak Cheung District, to increase their productivity and quality of coffee and increase their household income by supporting the establishment of coffee processing centers, planting and processing techniques for production groups. Moreover, the coffee production of Dak Cheung District in Sekong Province, is considered to have high economic potential and the potential to promote it on an international level, to help generate income for the community and raise the quality of Lao coffee products internationally. The project started on the 1st March 2022 and it will last 48 months. More information on the project can be found [here](#).

In this context, Haliéus needs to identify an external consultant for integrating the project staff competences for the market analysis and market support. Indeed, the project needs to analyze the market perspectives and channels and profiling the opportunities for export of the specific coffee producers’ groups of Dak Cheung district.

Name of service: Market study on the potential new channels & marketing support

Duty Station: Specific duty station is not required, but availability to travel in Lao in the Sekong province is required.

Duration: The service should be realized from the end of January 2024 until January 2026.

DUTIES AND RESPONSIBILITIES

The Market analysis will focus on market perspectives and channels, profiling the opportunities for export of the coffee of Dak Cheung District in Sekong Province in Lao. The market analysis will focus mainly on potential opportunities identified at national level, and in collaboration with FAIRTRADE Italy, the study will explore potentialities toward the International, European and/or Italian markets. The expert should develop one study to identify the new potential market opportunities adopting a value chain analysis approach able to support and include the aspiration of the coffee groups, in particular women coffee producers, and sustainability criteria.



ສະຫະພາບ ເອີຣົບ
European Union



The external consultant should:

1. Develop a detailed market analysis to identify potential market opportunities for coffee producers' groups of the project;
2. Identify any potential opportunities for the coffee producers' groups of the Dak Cheung villages;
3. Ensure a women empowerment approach in analysis the market perspectives and opportunities;
4. Work in collaboration with the Haliéus project staff and partnership if necessary, and respect the timeline of the activities;
5. Ensure a good collaboration during the market analysis with the Associates as Fairtrade Italy and the local stakeholders, the LCB (Lao Coffee Board) LCA (Lao Coffee Association);
6. Contribute to the identification of trade fairs or any promotion activities to assess market opportunities and linkages for producers' groups;

REQUIREMENTS FOR THE EXPERTS

The expert should demonstrate:

- Academic background on subject relevant as market and economics;
- Proven knowledge on the coffee value chain;
- At least 3 years of working experience in market analysis and import/export;
- English language at working level;
- Proven knowledge on cooperative business model and coffee cooperatives is an asset;
- Previous experience on international development projects is an asset;

Procedure:

Where interested, please send a CV and a cover letter in English to: info@halieus.it by **15th January 2024**.

Requests for clarification can be sent to the same address: info@halieus.it