



REQUEST FOR EXPRESSIONS OF INTEREST (EOI)

FOR

**DESIGN AND IMPLEMENTATION OF THE RESILIENCE AND MARKET ACCESS IMPROVEMENT
PROGRAMME FOR WOMEN IN TRADE IN ETHIOPIA**

FINANCED BY

Agence Française de Développement



NOVEMBER 2025

ETHIOPIA**RESILIENCE AND MARKET ACCESS IMPROVEMENT FOR WOMEN IN TRADE IN ETHIOPIA****CONSULTING SERVICES****Request for Expressions of Interest****1. BACKGROUND**

TradeMark Africa (TMA) is a leading aid-for-trade organization dedicated to improving trade facilitation and regional integration across Africa. Established in 2010, TMA works with governments, regional economic communities (RECs), the private sector, and development partners to eliminate trade barriers, enhance customs efficiency, and strengthen regulatory frameworks. Its interventions are designed to boost economic growth, reduce trade costs, and create a seamless trade environment that drives Africa's competitiveness in global markets.

TMA operates across East, West, Southern, and the Horn of Africa regions, focusing on Trade and Investment Environment; Quality & Value of Traded Goods; Digital Trade Systems; Greening Trade; and Resilience and Inclusive Trade. TMA programmes align with international best practices, supporting regulatory harmonization, infrastructure investments, and trade-related capacity-building. TMA ensures that African businesses can compete effectively in regional and international markets by addressing trade barriers enhancing business competitiveness.

TMA is funded by major development partners, including the EU, AFD, USAID, the World Bank, FCDO, and AfDB, among others. These partnerships enable TMA to implement large-scale, impactful programs that align with national trade policies and regional integration strategies. Through its collaboration with governments and private sector stakeholders, TMA ensures that its trade facilitation interventions are sustainable and responsive to Africa's evolving economic landscape.

Trademark Africa has received financing from the Agence Française de Développement (AFD) toward the cost of "Promoting regional economic integration in the Horn of Africa through the development of the Djibouti Corridor" (the "Project"), a portion of which will be used to finance the **Design and Implementation of Resilience and Market Access Improvement Programme for Women in Trade in Ethiopia** (the "Services").

All queries quoting the above Tender Title and Number should be emailed to procurement@trademarkafrica.com.

2. SERVICES OBJECTIVES

The objective of the Services is to design and implement a programme aiming at improving the resilience and access to market of the of Women involved in Trade and along the Ethiopia-Djibouti Corridor in Ethiopia. To that end, the specific objective is to support Women SMEs/Traders and cross border small scale traders to increase their access to markets, grow their trade values and improve

livelihoods. Interventions will be implemented in line with TMA's Resilience and Inclusive Trade programme.

- The Services are expected to include: **Capacity Building and Training**- Development and rollout of a capacity building programme to enhance business skills, financial management, sector specific trainings on Standards/SPS compliance, logistics, product development and marketing. The capacity building will be informed by a gap assessment during the inception phase of the programme.
- **Public-Private Dialogue (PPD) to improve the business environment and strengthen the voice of Women in Trade**- provide leading institutional women figures in business associations, platforms and chambers to effectively advocate for the rights of women, the removal of trade barriers and the implementation of gender responsive policies to strengthen the participation and voice of women in trade.
- **Market development**- Facilitate access to markets for targeted women led MSMEs including cross border traders through market linkages, supporting compliance to market requirements, addressing bottlenecks across the corridor hindering trading across borders (e.g. logistics, access to information and finance).
- **Value addition and adoption of innovative solutions to boost resilience**- Identify and rollout value addition interventions and support adoption of digital and sustainable solutions to mitigate against emerging shocks.
- **Mentorship and Peer-Peer networking and learning**- Strengthen the engagement of women in trade and facilitate peer-peer mentorship and learning for both women led MSMEs and the relevant trade support associations, cooperatives or chambers of commerce.

3. PLACE OF ASSIGNMENT

The program will be implemented in Ethiopia, with a regional component covering the Ethiopia-Djibouti Corridor to include Addis Ababa, Dire Dawa and Adama.

4. DURATION AND SIZE OF THE SERVICES

The Services are expected to be implemented over an estimated period of 24 months from date of signing the contract. The budget allocated for this assignment is **approximately USD 700,000 (excluding taxes)**.

5. APPLICATION, ELIGIBILITY AND EVALUATION CRITERIA

5.1 Application Requirement

TradeMark Africa hereby invites Applicants to show their interest in delivering the Services described above.

This Request for Expressions of Interest is open to:

☒ Consulting firms

☐ Individual consultants

☐ NGOs

☐ Joint Venture between NGO(s) and consulting firm(s)

Eligibility criteria to AFD financing are specified in sub-clause 1.3 of the "Procurement Guidelines for AFD-Financed Contracts in Foreign Countries", available online on AFD's website: <http://www.afd.fr>.

The Applicant shall submit only one application, either in its own name or as a member of a Joint Venture (JV). If an Applicant (including any JV member) submits or participates in more than one application, those applications shall be all rejected. However, the same Subconsultant may participate in several applications.

If the Applicant is a JV, the expression of interest shall include:

- a copy of the JV Agreement entered into by all members,
- or
- a letter of intent to execute a JV Agreement, signed by all members together with a copy of the Agreement proposal,

In the absence of this document, the other members will be considered as Subconsultants.

5.2 Evaluation Criteria for Similar Experience

Interested Applicants must provide information evidencing that they are qualified and experienced to perform those Services. For that purpose, documented evidence of recent (completed within the last 7 years) and similar services shall be submitted. The submitted evidence should include information such as the project title, client, duration, contracts size and value, and scope of services.

Determination of the similarity of the experiences will be based on:

- A. The contracts size:** value of equal to or above USD 300,000 (excl.taxes)

AND

B. The nature of the Services:

- I. Stakeholder engagement with women association, women businesses and gender lead agencies
- II. Similar gender-based economic resilience interventions
- III. Capacity building programme for women

AND

C. The Technical area of Expertise:

- IV. Socio-economic inclusiveness
- V. Market systems Promotion
- VI. Trade Facilitation

AND

- D. The Location :** English-speaking developing countries.

NB: For an experience to be considered “similar”, it must: (A) have a value of at least USD 300,000 (excl. taxes), (B) include services involving one or a combination of several of the aforementioned services (I, II, III), (C) cover one or a combination of the aforementioned technical areas of Expertise (IV,V or VI), (D) having been delivered in an English-speaking developing country, and have been completed within the past 7 years.

In order to be potentially considered in the Shortlist, the Applicant must provide past experiences fulfilling criteria A (contract size) and D (location). Taken together, these experiences must cover all the sub-criteria listed in B and C. Should one of the sub-criteria listed in B and C not be covered by a similar experience, the Applicant will not be considered in the Shortlist.

The Client will also take into account for the evaluation of the applications the following items:

- i. Skills and availability of in-house technical experts provided to the on-site experts
- ii. Local representatives/partners

5.3 Security

Due to the security risk in the areas where the Services are to be performed, the evaluation of Expressions of Interest will verify that the applications meet the following criteria:

- The Applicant has at least one experience providing services in an area with a similar security risk, for which it shall provide proof of implementation of security measures (invoice or contract with a security service provider, proof of security awareness training before departure on-site, etc.).
- The Applicant has set up internal security management procedures: it shall provide a description of its monitoring system and crisis management system.
- For services provided abroad, the Applicant has entered into an assistance and repatriation contract for its employees: it shall provide the certificate evidencing such contract.
- The Applicant shall describe its standard preparation process for departure on assignment in sensitive areas, and shall attach documents proving its implementation (service orders with related instructions, certificates of awareness-raising or training actions, etc.)

For a JV, its leader and any member that has its registered office outside the Client's country shall fulfil each of these criteria.

An application that does not meet any of these requirements will be rejected.

6. SHORTLIST

Among the submitted applications, TMA will shortlist a maximum of six (6) Applicants, to whom the Request for Proposals to carry out the Services shall be sent.

7. SUBMISSION AND CONTACTS

Applicants may submit their **Expression of Interest (EOI) electronically** or in **hard copy**. All submissions must be received no later than **27 November 2025 at 11:00 AM (Ethiopia Time)**.

- **Electronic submissions** should be sent to procurement@trademarkafrica.com. Electronic submissions must be in **PDF format**, must **not exceed 10MB**, and must be protected by a **password**. **The password shall be sent in a separate email, shortly after the deadline for submission.**
- **Hard copy submissions**, along with a flash disk, should be delivered to the address below.

TradeMark Africa
Elili International Hotel Building, 19th Floor.
Kazanchis Business District, Guinea Conakry Street
Kirkos Sub-City, woreda 17/18
Addis Ababa, Ethiopia

www.trademarkafrica.com

Interested Applicants may obtain further information at the address below during office hours.
procurement@trademarkafrica.com.

TMA is unable to respond to questions relating to this EOI within 7 days of the submission deadline.

Appendix to The Request for Expressions of Interest
(To be submitted with the application, signed and unaltered)

Statement of Integrity, Eligibility and Environmental and Social Responsibility

Reference of the bid or proposal _____ (the "Contract")

To: _____ (the "Contracting Authority")

1. We recognise and accept that Agence Française de Développement ("AFD") only finances projects of the Contracting Authority subject to its own conditions which are set out in the Financing Agreement which benefits directly or indirectly to the Contracting Authority. As a matter of consequence, no legal relationship exists between AFD and our company, our joint venture or our suppliers, contractors, subcontractors, consultants or subconsultants. The Contracting Authority retains exclusive responsibility for the preparation and implementation of the procurement process and performance of the contract. The Contracting Authority means the Purchaser, the Employer, the Client, as the case may be, for the procurement of goods, works, plants, consulting services or non-consulting services.

2. We hereby certify that neither we nor any other member of our joint venture or any of our suppliers, contractors, subcontractors, consultants or subconsultants are in any of the following situations:

2.1 Being bankrupt, wound up or ceasing our activities, having our activities administered by the courts, having entered into receivership, reorganisation or being in any analogous situation arising from any similar procedure;

2.2 Having been:

a) convicted, within the past five years by a court decision, which has the force of res judicata in the country where the Contract is implemented, of fraud, corruption or of any other offense committed during a procurement process or performance of a contract (in the event of such conviction, you may attach to this Statement of Integrity supporting information showing that this conviction is not relevant in the context of this Contract);

b) subject to an administrative sanction within the past five years by the European Union or by the competent authorities of the country where we are constituted, for fraud, corruption or for any other offense committed during a procurement process or performance of a contract (in the event of such sanction, you may attach to this Statement of Integrity supporting information showing that this sanction is not relevant in the context of this Contract);

c) convicted, within the past five years by a court decision, which has the force of res judicata, of fraud, corruption or of any other offense committed during the procurement process or performance of an AFD-financed contract;

2.3 Being listed for financial sanctions by the United Nations, the European Union and/or France for the purposes of fight-against-terrorist financing or threat to international peace and security;

2.4 Having been subject within the past five years to a contract termination fully settled against us for significant or persistent failure to comply with our contractual obligations during contract performance, unless this termination was challenged and dispute resolution is still pending or has not confirmed a full settlement against us;

2.5 Not having fulfilled our fiscal obligations regarding payments of taxes in accordance with the legal provisions of either the country where we are constituted or the Contracting Authority's country;

2.6 Being subject to an exclusion decision of the World Bank and being listed on the website <http://www.worldbank.org/debarr> (in the event of such exclusion, you may attach to this Statement

of Integrity supporting information showing that this exclusion is not relevant in the context of this Contract);

2.7 Having created false documents or committed misrepresentation in documentation requested by the Contracting Authority as part of the procurement process of this Contract.

3. We hereby certify that neither we, nor any of the members of our joint venture or any of our suppliers, contractors, subcontractors, consultants or subconsultants are in any of the following situations of conflict of interest:

3.1 Being an affiliate controlled by the Contracting Authority or a shareholder controlling the Contracting Authority, unless the stemming conflict of interest has been brought to the attention of AFD and resolved to its satisfaction;

3.2 Having a business or family relationship with a Contracting Authority's staff involved in the procurement process or the supervision of the resulting Contract, unless the stemming conflict of interest has been brought to the attention of AFD and resolved to its satisfaction;

3.3 Being controlled by or controlling another bidder or consultant, or being under common control with another bidder or consultant, or receiving from or granting subsidies directly or indirectly to another bidder or consultant, having the same legal representative as another bidder or consultant, maintaining direct or indirect contacts with another bidder or consultant which allows us to have or give access to information contained in the respective applications, bids or proposals, influencing them or influencing decisions of the Contracting Authority;

3.4 Being engaged in a consulting services activity, which, by its nature, may be in conflict with the assignments that we would carry out for the Contracting Authority;

3.5 In the case of procurement of goods, works or plants:

a) Having prepared or having been associated with a consultant who prepared specifications, drawings, calculations and other documentation to be used in the procurement process of this Contract;

b) Having been recruited (or being proposed to be recruited) ourselves or any of our affiliates, to carry out works supervision or inspection for this Contract.

4. If we are a state-owned entity, and to compete in a procurement process, we certify that we have legal and financial autonomy and that we operate under commercial laws and regulations.

5. We undertake to bring to the attention of the Contracting Authority, which will inform AFD, any change in situation with regard to points 2 to 4 here above.

6. In the context of the procurement process and performance of the corresponding contract:

6.1 We have not and we will not engage in any dishonest conduct (act or omission) deliberately intended to deceive others, to intentionally conceal items, to violate or vitiate someone's consent, to make them circumvent legal or regulatory requirements and/or to violate their internal rules in order to obtain illegitimate profit;

6.2 We have not and we will not engage in any dishonest conduct (act or omission) contrary to our legal or regulatory obligations or our internal rules in order to obtain illegitimate profit;

6.3 We have not promised, offered or given and we will not promise, offer or give, directly or indirectly to (i) any Person who holds a legislative, executive, administrative or judicial mandate within the State of the Contracting Authority regardless of whether that Person was nominated or elected, regardless of the permanent or temporary, paid or unpaid nature of the position and

regardless of the hierarchical level the Person occupies, (ii) any other Person who performs a public function, including for a State institution or a State-owned company, or who provides a public service, or (iii) any other person defined as a Public Officer by the national laws of the Contracting Authority's country, an undue advantage of any kind, for himself or for another Person or entity, for such Public Officer to act or refrain from acting in his official capacity;

6.4 We have not promised, offered or given and we will not promise, offer or give, directly or indirectly to any Person who occupies an executive position in a private sector entity or works for such an entity, regardless of the nature of his/her capacity, any undue advantage of any kind, for himself or another Person or entity for such Person to perform or refrain from performing any act in breach of its legal, contractual or professional obligations;

6.5 We have not and we will not engage in any practice likely to influence the contract award process to the detriment of the Contracting Authority and, in particular, in any anti-competitive practice having for object or for effect to prevent, restrict or distort competition, namely by limiting access to the market or the free exercise of competition by other undertakings;

6.6 Neither we nor any of the members of our joint venture or any of our suppliers, contractors, subcontractors, consultants or subconsultants shall acquire or supply any equipment nor operate in any sectors under an embargo of the United Nations, the European Union or France;

6.7 We commit ourselves to comply with and ensure that all of our suppliers, contractors, subcontractors, consultants or subconsultants comply with international environmental and labour standards, consistent with laws and regulations applicable in the country of implementation of the Contract, including the fundamental conventions of the International Labour Organisation (ILO) and international environmental treaties. Moreover, we shall implement environmental and social risks mitigation measures when specified in the environmental and social commitment plan (ESCP) provided by the Contracting Authority.

7. We, as well as members of our joint venture and our suppliers, contractors, subcontractors, consultants or subconsultants authorise AFD to inspect accounts, records and other documents relating to the procurement process and performance of the contract and to have them audited by auditors appointed by AFD.

Name: _____ In the capacity of: _____

Duly empowered to sign in the name and on behalf of1: _____

Signature: _____

Dated: _____