



**EXPRESSION OF INTEREST (EOI)**

**CONSULTANCY SERVICES FOR SHORT-TERM TECHNICAL ASSISTANCE TO PROVIDE STRATEGIC TECHNICAL ADVICE  
(FISHERIES EXPERT)**

**TENDER NUMBER: PRQ20250296**

**TENDER ISSUE DATE: 10<sup>TH</sup> MARCH 2026**

**TENDER SUBMISSION DATE: 31<sup>ST</sup> MARCH 2026 ON OR BEFORE 04:00 PM (KENYAN TIME)**

## DESCRIPTION OF SERVICES

### **SHORT-TERM TECHNICAL ASSISTANCE TO PROVIDE STRATEGIC TECHNICAL ADVICE (FISHERIES EXPERT)**

**Location:** Regional (with travel to programme countries)

**Duration:** Two (2) years, with the possibility of extension subject to satisfactory performance and availability of funds.

#### **1. Introduction and Background**

TradeMark Africa (TMA) is a leading African Aid-for-Trade organization, founded in 2010, with a mission to grow intra-African trade, increase Africa's share in global trade, and make trade more pro-poor and environmentally sustainable. Our focus on reducing the cost and time of trading across borders through enhanced trade policy, better trade infrastructure, standards that work for businesses, greater use of digital innovations, and a focus on creating trade access for vulnerable groups has contributed to substantially lower cargo transit times, improved border efficiency, and reduced trade barriers. TMA has expanded in recent years to operate in 14 countries across East, West, and Southern Africa as well as the Horn, with registration underway in a further six countries. TMA operates on a not-for-profit basis and is funded by 12 institutional and philanthropic development partners. TMA works closely with regional and continental organizations, national Governments, the private sector, and civil society organizations to deliver results that drive shared prosperity and reduce poverty.

#### **Programme Rationale**

Africa's \$22 billion annual market for fish plays a vital role in food security, livelihoods, and economic development, particularly in coastal and lakeside communities.

Despite the vast potential, the economic benefits of this growing market have not been evenly distributed. Often, young men and women, who comprise 70% of the sector's workforce, are bypassed in downstream roles like processing and informal cross-border trade. Women and youth constitute a significant portion of the fisheries value chain—especially in post-harvest handling, marketing, and small-scale aquaculture—but often face systemic barriers such as limited access to finance, markets, infrastructure, training, and decision-making platforms.

#### **Overview of the Programme**

The Women & Youth Economic Empowerment in the Fisheries sector through the Inclusive Market Access Programme is a five-year initiative (2024-2029) led by the AfCFTA Secretariat, in partnership with the Mastercard Foundation, and TradeMark Africa. The Programme aims to empower women and youth in the fisheries sector and related enterprises across Kenya, Uganda, Tanzania (including Zanzibar), the Democratic Republic of the Congo, Zambia, Nigeria, and select island states, including the Comoros and Cabo Verde. It aims to create over 242,000 decent jobs and address economic inequalities by improving market access, strengthening business skills, and fostering inclusive economic opportunities. The programme seeks to identify and progressively address key barriers to the engagement of women and youth in fisheries and cross-border trade, thereby promoting sustainable, equitable, and inclusive economic growth. The Programme is being implemented in collaboration with partners including Kilimo Trust, MSC Global Consulting, and Lattice Aquaculture.

#### **2. Objective of the Assignment**

The Programme operates in a complex, multi-country environment where achieving impact requires deep sector-specific expertise, technical precision, and strategic foresight. Given the programme's scale—targeting over 242,573 young women, of which 150,000 are self-employed (~150,000 self-employed, and ~ 92,573 in waged employment); 175,000 of the work opportunities will be for young women, aiming to grow the value of fish and fish products by \$100 million, and increase trade in fish products—specialized technical expertise is essential.

The Fisheries Technical Advisor must demonstrate high-level technical competence, proven sectoral leadership, and multi-country experience consistent with the complexity and ambition of the programme. A dedicated fisheries expert

will provide technical advisory services to ensure that the programme interventions are technically sound, evidence-based, market-driven, and inclusive, thereby enhancing programme impact and alignment with regional and national priorities.

### **3. Scope of Work**

The Fisheries Technical Advisor will:

#### **A. Strategic Technical Advice**

- Provide high-level technical guidance and backstopping for implementing partners on fisheries value chain development, including capture fisheries, aquaculture, fish feed production, and processing.
- Identify and recommend innovative, sustainable, and inclusive approaches for enhancing productivity, competitiveness, and market access through SPS and standards compliance, market system strengthening, trade policy harmonization, and digital trade platforms
- Advice on policy and regulatory frameworks impacting fisheries trade at national, regional (EAC, SADC, ECOWAS), and continental (AfCFTA) levels.

#### **B. Programme Implementation Support**

- Review and provide technical input into work plans, Terms of Reference (ToRs), training materials, and studies, with periodic pause and reflection sessions.
- Support the integration of cross-cutting themes (gender equality, youth empowerment, climate resilience, and safeguarding) into all fisheries interventions.
- Participate in high-level forums, technical working groups, and policy dialogues to promote the programme's agenda.

#### **C. Results Monitoring and Learning**

- Advise on the development and tracking of fisheries-related results indicators and targets with a keen focus on job creation and the value of trade for fish and fish products
- Support documentation and dissemination of lessons learned, best practices, and innovations for scaling across the region.

### **4. Deliverables**

The Fisheries Technical Advisor will produce the following key deliverables:

1. Inception Report outlining understanding of the assignment, proposed approach, and work plan (within first two weeks).
2. Technical Advisory Notes on fisheries value chain priorities (job creation and value of sales), market trends, and policy recommendations (quarterly).
3. Reviewed and Quality-Assured ToRs, Studies, and Work Plans (as assigned).
4. End-of-Assignment Report detailing achievements, challenges, recommendations, and next steps.

### **5. Duration & Level of Effort**

- **Period:** Two years with the possibility of extension, subject to satisfactory performance and availability of funds.

## **6. Reporting & Coordination**

The Fisheries Technical Advisor will report directly to the Programme Manager – Regional Fisheries Programme and will work closely with the internal technical team and implementing partners in target countries.

Submit monthly progress report and timesheets detailing tasks undertaken and milestones achieved during the month. This will need to be reviewed and approved by their reporting officer within TMA to allow for the settlement of invoices.

## **7. Qualifications & Experience**

The following criteria outline the mandatory and additional qualifications required.

### **Essential:**

- Master's degree in Fisheries Science, Aquaculture, Marine/Coastal Resource Management, Agricultural Economics, or related field.
- Minimum 10 years of professional experience in fisheries and aquaculture value chain development, including regional trade facilitation.
- Proven experience in policy advisory, programme design, and technical oversight in multi-country development programmes.
- Strong understanding of gender-responsive and youth-inclusive approaches in fisheries.
- Experience working with regional bodies (EAC, SADC, COMESA, ECOWAS, AU) and trade frameworks (AfCFTA).
- Experience in climate-resilient fisheries management.
- Excellent communication, negotiation, and stakeholder engagement skills.
- Familiarity with SPS measures, quality standards, and fish feed innovation, Aquaculture, and waste management

## **8. Application Process**

Interested candidates/consultants should submit:

- Technical proposal (understanding of assignment, methodology, work plan)
- CV with relevant qualifications and experience
- At least two references from recent similar assignments

## A. INVITATION TO EXPRESS INTEREST

TMA therefore wishes to invite interested individuals possessing professional and demonstrable experience in the stated services. Bidders are required to confirm receipt of EOI and seek clarification through the [procurement@trademarkafrica.com](mailto:procurement@trademarkafrica.com).

## B. EXPRESSION OF INTEREST (EOI) REQUIREMENTS

EOI's are invited from Interested and qualified individuals with appropriate experience and expertise in undertaking the stated assignment. Interested bidders are required to:

- Submit the EOI written in English language.
- Examine the documents comprising this EOI in detail and respond appropriately. Material deficiencies in providing the information requested may result in rejection of an EOI; and,
- Meet the qualification criteria stipulated. Those who do not meet the requirements need not submit EOI.

The EOI's must remain valid for not less than **120 days** from the date of submission. TMA shall endeavour to complete the evaluation and communicate within this period.

The EOI shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the bidder. Any such corrections must be initialized by the person(s) who sign(s) the EOI.

## C. EOI SUBMISSION

EOIs will be submitted as follows:

Submission Mode	Details
<b>Electronic/ Soft Copies:</b>	Bidders MUST submit their CV via TMA procurement mailbox at the address <a href="mailto:procurement@trademarkafrica.com">procurement@trademarkafrica.com</a> on or before <b>31<sup>st</sup> March 2026, 04:00 P.M. (Kenya Time)</b> .

Any EOI received after the deadline in C above shall be rejected as a late tender and shall not be considered further. All expenses relating to the preparation and submission of the response to this EOI including providing any additional information shall be entirely incurred and borne by the individual.

This EOI does not entail any commitment to the part of TMA, either financial or otherwise. TMA reserves the right to accept or reject any or all EOIs without incurring any obligation to inform the affected applicant/s of the grounds.

## D. TIMETABLE FOR THIS EOI

The timetable for the EOI stage is detailed on the table below.

Activity	Expected dates.
Expression of Interest (EOI) sharing	<b>10<sup>th</sup> March 2026</b>

Deadline for receipt of EOI proposals	<b>On or before 31<sup>st</sup> March 2026 04:00 PM (Kenya time)</b>
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TMA may at its discretion alter this timetable.

**E. Potential bidders are informed that all bidders shall be contacted on the outcome of the EOI **RESPONDING TO THIS EOI****

Bidders will be required to present their EOI proposal in a format providing a table of contents clearly showing the pages of the relevant section and the related contents in response to the specific requirements of the EOI as indicated.

**F. FURTHER INFORMATION AND CLARIFICATION**

All enquiries about this EOI should be submitted via the email address below:

<b>Particulars</b>	<b>Contact Details</b>
<b>Name:</b>	Attention, Mr. Joe Namwaya Head of Procurement
<b>Email:</b>	<a href="mailto:procurement@trademarkafrica.com">procurement@trademarkafrica.com</a>
<b>Subject:</b>	<b>CONSULTANCY SERVICES FOR SHORT TERM TECHNICAL ASSISTANCE TO PROVIDE STRATEGIC TECHNICAL ADVICE (FISHERIES EXPERT)</b>

**Enquiries must only be for the purpose of clarifying the content of this EOI. All enquiries must clearly specify the tender title and number.**

**TMA cannot answer any query relating to this tender seven (7) days or less prior to the submission deadline.**

TMA will endeavour to reply within three (3) business days of receipt of the sought clarification(s) to any reasonable request for explanation. It will be at TMA discretion to provide additional information where necessary.

All clarifications from respondents and TMA responses through [procurement@trademarkafrica.com](mailto:procurement@trademarkafrica.com) on or before **31<sup>st</sup> March 2026 (on or before 04.00 AM Kenya Time)**.

**G. Evaluation of proposals**

The EOI shall be evaluated using the criteria below:

The following criteria outline the mandatory and additional qualifications required.

## Technical proposal evaluation

Please note that bidders who <b>do not meet the requirements under the mandatory section (Part A) will not proceed to evaluation under Part B.</b>		
<b>A. Mandatory</b>		
1. Master’s degree (MSc) in Fisheries Science, Aquaculture, Marine/Coastal Resource Management, Agricultural Economics with fisheries/aquaculture specialization, or another directly related field. <b>(Attach official academic certificates.)</b>		Compliant/ Non-Compliant
2. Minimum 10 years progressive experience in fisheries/aquaculture systems, fish feed production, sustainable fisheries management, and regional trade facilitation. <b>(Attach CV and recommendation letters.)</b>		Compliant/ Non-Compliant
<b>B. Technical Expertise &amp; Qualifications – 70 Marks (Attach CV + recommendation letters)</b>		
3. Experience with Regional & Continental Bodies	Demonstrated experience with any of the following regional bodies EAC, SADC, COMESA, ECOWAS, AU, AfCFTA	10
4. Cross-cutting Expertise (Gender, Youth, Climate, Standards)	Proven experience integrating gender-responsive, youth-inclusive, climate-resilient, SPS, and standards-compliance approaches into fisheries programming.	10
5. Technical Certifications	SPS, food safety systems, quality assurance, aquaculture innovation, or relevant professional training. (Attach certificates.)	5
6. Communication & Stakeholder Engagement Skills	Proven excellence in communication, negotiation and facilitation of multi-country stakeholder processes.	5
7. Multi-country Programme Design & Oversight	Experience designing and technically overseeing multi-country fisheries or aquaculture programmes, including ToR’s, procurement inputs and technical backstopping.	10
8. Policy Advisory & Regulatory Support	Experience providing policy advice at national, regional, and continental levels (EAC/SADC/COMESA/ECOWAS/AU/AfCFTA).	10
9. Value Chain Analysis & Market Systems Development	Evidence of leading fisheries value chain studies, market assessments, market systems strengthening, and trade-related analytics.	8
10. Monitoring, Evaluation & Learning (MEL)	Experience developing and tracking fisheries-related indicators, job creation metrics, and trade value targets.	5
11. Documentation, Learning & Knowledge Products	Proven ability to produce technical advisory notes, studies, training materials, policy briefs, and learning reports.	7
<b>C. Technical Proposal – Approach &amp; Methodology – 30 Marks</b>		
12. Understanding of the Assignment	Clear articulation of the programme context, objectives, sector complexities, gender/youth/inclusivity dynamics.	10

13. Methodology & Work Plan	Feasibility, innovation, regional applicability, clarity of proposed technical support, and sequencing.	10
14. Integration of Inclusivity & Sustainability	Demonstrates application of inclusive market systems, climate resilience, safeguarding, gender & youth lenses.	10

Only the first five applicants that attain a minimum of 70 marks out of 100 marks shall be shortlisted for the interview stage.

Individuals will be required to submit their CV which will be evaluated for shortlisting and progressed to interview stage if successful.

## **TERMS AND CONDITIONS OF THIS EOI**

### **1. Acceptance of Terms and Conditions**

In submitting a response to this EOI, the respondent is deemed to have accepted the terms and conditions of this and all other sections of this EOI.

### **2. No Contract**

This EOI process does not create a binding legal contract or relationship either explicit or implied, between TMA and any respondent or any other party to this EOI.

The issue of and response to this EOI does not create any obligation on TMA to enter any commitment to procure services specified in this EOI.

### **3. Cancellation, Suspension or Change to the EOI**

TMA reserves the right in its sole and unfettered discretion to:

- a) Cancel or suspend this EOI or vary any of the terms, dates, timings, or processes in this EOI.
- b) Call and/or re-advertise for responses or revisit any evaluation criteria or process pertaining to this EOI; and
- c) Seek clarification about any response.

### **4. Official Communication**

Respondents must provide full contact details of the person nominated to represent the respondent for the purpose of making and receiving communications about this EOI.

### **5. Clarification of Meaning**

Respondents will document their interpretations, assumptions, and perceived risks they have used in response to this EOI where they deem necessary.

### **6. Ownership of Documents**

This EOI is the property of TMA and may not be copied or reproduced in any way, other than for the purpose of preparing and submitting responses without the prior written approval of TMA. The responses submitted to TMA shall be retained by TMA.

### **7. Conflict of Interest**

Respondents will ensure that, throughout the evaluation process, TMA is kept informed of any perceived, potential or real conflicts of interest that should reasonably be brought to the attention of TMA, where such conflicts arise from the interests or duties of the respondent or its employees, officers, shareholders or directors.

## 8. Acceptance of Responses

TMA shall not accept a response which does not comply with or fails to provide the information specified in this EOI.

## 9. Notification to Respondents

TMA will notify **all** respondents on the outcome of this EOI once the evaluation process has been completed.

## 10 Confidentiality

The information provided in this EOI, and any other information, material or communication released during this EOI process is for the sole purpose of enabling a respondent to prepare and submit a response.

## 11. No Liability

TMA will not be liable (in contract or tort, including negligence) for any direct or indirect damage, loss, or cost (including legal and lawyer/client costs) to any respondent or other person in respect of this process.

## 12. Costs and Charges

This EOI is issued on the understanding that no charge will be made by the respondent for preparation of any EOI response or any other information that may be supplied.

## 13. Uganda Laws Apply

This EOI and any subsequent decisions, actions, contracts or outcomes are subject to and governed by the laws of Uganda.

## 14. Evaluation Process

The evaluation team will follow a formal evaluation process to ensure a fair and transparent assessment of each response. The evaluation will allow the team to eliminate responses that do not meet the minimum criteria. The responses that do meet minimum criteria will be evaluated on the basis of best fit to the objectives and will be short listed for interviews.

## 15. Special conditions

Special conditions of EOI as relates to the General Conditions Contract (GCC):

REFERENCE OF GCC	SPECIAL CONDITIONS OF CONTRACT
1. Acceptance of Terms and Conditions	The following conditions shall apply: <ul style="list-style-type: none"><li>a. TMA is not bound to accept any EOI.</li><li>b. No queries shall be responded to 7 days to the submission deadline.</li><li>c. It is a bidder's responsibility to seek for an update on this opportunity.</li><li>d. Canvassing shall lead to automatic disqualification.</li><li>e. All communications must be written to <a href="mailto:procurement@trademarkafrica.com">procurement@trademarkafrica.com</a></li><li>f. Incomplete responses and late submissions shall be rejected.</li><li>g. TMA at its own discretion, may seek any clarification and/or additional information from tenderer(s) within reasonable time.</li></ul>
2. Clause 13: Applicable laws	The contract for this assignment shall be domiciled in Uganda and the relevant applicable taxes in Uganda shall apply.

**ANNEX 1 : CURRICULUM VITAE (CV)****CURRICULUM VITAE (CV)**

<b>Position Title and No.</b>	{e.g., K-1, TEAM LEADER}
<b>Name of Expert:</b>	{Insert full name}
<b>Date of Birth:</b>	{day/month/year}
<b>Country of Citizenship/Residence</b>	

**Education:** {List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained **attach valid copies of the certificates and testimonials**}

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**Employment record relevant to the assignment:** {Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the assignment does not need to be included.}

<b>Period</b>	<b>Employing organization and your title/position. Contact info for references</b>	<b>Country</b>	<b>Summary of activities performed relevant to the Assignment</b>
[e.g., May 2005-present]	[e.g., Ministry of ....., advisor/consultant to...  For references: Tel...../e-mail.....; Mr. Hbbbbbb, deputy minister]		

**Membership in Professional Associations and Publications:**

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**Language Skills (indicate only languages in which you can work ranking from 1 to 5 for speaking, writing and reading where 1 is poor and 5 is excellent):** \_\_\_\_\_

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**ANNEX 2: TMA SUPPLIER CODE OF CONDUCT**

This document is shared as a separate document to the tender document.