



FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS
Terms of Reference for Consultant

Name: International Trade Expert	
Job Title:	Intra-region and global trade Expert
Division/Department:	FAO-SNE
Programme/Project Number:	
Duty Station: Tunis, Tunisia	
Expected Start Date of Assignment:	June 2017
Duration:	11 months
Reports to: Name: SRC	Title:

GENERAL DESCRIPTION OF TASK(S) AND OBJECTIVES TO BE ACHIEVED

The integration of the Maghreb has become an unavoidable economic necessity, given the intense competition between the various regional blocs. Indeed, in view of the challenges posed by the pivotal deadlines facing the Maghreb economies, the cost of non-trade in intra-Maghreb products can be unsustainable for the economies of the region. By 2030, the countries of the Maghreb would have to feed more than 115 million people against 97.6 million currently. This automatically implies the need to increase production, trade, and employment opportunities.

The support of a Trade and Investment Expert will fortify the work being undertaken in North Africa FAO-SNE for enhanced productivity and sustainability in the region. The expert will support also the Union Maghreb Arab (UMA) to promote the economic, social and cultural development and integration amongst Maghreb countries. Enhanced intra-UMA agricultural trade holds potential for reducing the continents reliance on developed economies as engines of growth.

The Technical Trade Expert will play a direct role in helping develop policies, programs and services that drive exports, reduce trade barriers and enable a vibrant private sector that is exporting both intra-region and globally. Therefore, to support the pursuit of commercial success by North Africa countries' companies and investors in key foreign markets, to generate new jobs and new opportunities. The Expert will help identifying opportunity areas based on counties' existing and potential competitive advantages and develop strategies accordingly.

Specifically, the consultant will:

- 1.Support undertaking study to assess state of agriculture sector exportations, performance of promotion activities, and identify opportunities for improvement and growth;
- 2.Develop agriculture main sector strengths and export viability baseline studies at UMA and individual county level. This baseline study will seek to identify key industry sectors, industry clusters, opportunities and challenges;
- 3.Conduct a baseline study of current and potential exporters, current capabilities, export readiness and capacity gaps and necessary support at a national and county level in identified opportunity industry sectors;
- 4.Conduct baseline study of existing barriers to trade including regulatory, infrastructure, workforce, licensing, tariff and nontariff barriers, procedural operational and others;
- 5.Prepare a baseline study to determine market potential of each identified agricultural industries and establish top priority areas for action;
- 6.Develop the status of current export assistance programs and formulate an Export Market Development

Assistance Program;
7. Support countries to develop export strategies

KEY PERFORMANCE INDICATORS

Expected Outputs:

Required Completion Date:

- ✓ State of the agricultural trade in each Maghreb country well characterized;
- ✓ Export opportunities, options for improvement and growth identified;
- ✓ key industry sectors, industry clusters, opportunities and challenges identified;
- ✓ Barriers to trade identified and option provided;
- ✓ Market potential for main export segments identified;
- ✓ Export Market Development Assistance Program formulated;
- ✓ Export strategies developed for each country and for UMA as whole.

June 2019