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**Programme:** Private Sector Development and Technical Vocational Education and Training Programme in South Caucasus (PSD TVET SC): “Clusters4Development” Project

**PN:** 16.2179.6-007.00

**Activity:** Administrative support for the „Georgian Apparel and Fashion Association”

**Period:** April 2021 – April 2022

### **1. Brief information about the project**

Georgia has undergone significant economic reforms, but a range of critical constraints still impede business growth. SMEs still need constant support to enhance capacities and technological up-scaling, improve adherence to international industrial standards and quality frameworks, contribute to further product diversification and increase their access to global value chains. Moreover, cooperation among sector actors and with public authorities needs to be enhanced to fully exploit market opportunities.

To support business performance of private sector actors in construction, tourism and apparel sectors and to improve an institutional setup for cluster and business development with an ultimate objective of enhanced business performance of private sector fostering the socio-economic development in Georgia and its regions, the PSD TVET SC within the framework of the EU Programme “Economic and Business Development in Georgia”, Component 3: Greater business sophistication, implements the “Clusters4Development” Project (hereafter – the project) for the period of 3,5 years (from July 2019 to January 2023). The Project has been integrated into the PSD TVET SC implemented by GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

The Project is composed of four components: (1) development and pilot implementation of a market-oriented cluster in the construction sector; (2) development and pilot implementation of a market-oriented cluster in the tourism sector; (3) development and pilot implementation of a market-oriented cluster in the apparel sector; and (4) enhancement of institutional capacities for cluster and business development.

Within components 1-3, it is foreseen to support the establishment of sectoral clusters. This includes a cluster on “quality and innovation in construction materials”, up to three thematic clusters in tourism (1: Kakheti and Imereti local wine and food tourism cluster; 2: Imereti authentic accommodation cluster; 3: Imereti cultural heritage cluster) as well as a cluster “sustainable apparel made in Georgia”. In Component 4, it is foreseen to support a conducive

cluster development framework at the national level as well as to provide specific assistance to Enterprise Georgia (a business development agency under the Ministry of Economy and Sustainable Development of Georgia) to strengthen its role in promoting business development and providing demand-oriented services and support to the private sector. Throughout all four components, a focus will be put on ensuring direct impact on the business performance of private sector enterprises.

## **2. Background and context of the project**

In July 2019, development and pilot implementation of the cluster “Sustainable apparel made in Georgia” has successfully started. During this period the following major activities were conducted:

1. Establishment of Cluster Initiative Group
2. Development of cluster vision, mission, strategy and structure
3. Election of the board of directors
4. Development of 4 working groups and election of WG heads
5. Development of visual branding and election of the title “Georgian Apparel and Fashion Association” (GAFA)
6. Registration of GAFA
7. Development of the road map 2021
8. Development of marketing strategy

## **3. Approach to the Implementation & Specification of Inputs and Outputs**

The objective of this project is to establish the market-oriented cluster in the apparel sector - “Sustainable apparel made in Georgia” (now named as GAFA – Georgian Apparel and Fashion Association). The focus of the cluster is to unite the **Georgian small and medium size enterprises active in apparel sector** under one umbrella, identify their needs, challenges and opportunities and support them in their further sustainable development through networking, promotion and access to knowledge and expertise. The cluster will support the creation of

synergy among cluster members, as well as help to promote the production for potential local and international buyers.

Based on the overall objective of the Project, the purpose of this assignment is to continue support of cluster development, manage and monitor the successful implementation of agreed activities and procedure. Support BOD and WG heads and international experts engaged in the further development of GAFA.

#### **4. Relevance, Approach, Activities and Deliverables**

The relevance of the assignment falls under Component 3 of the Project: Development and pilot implementation of a market-oriented cluster in the apparel sector.

##### **4.1. Approach to the Implementation & Specification of Inputs and Outputs**

The Project seeks to contract a local junior expert to support the project for an administrative support of GAFA – Georgian Apparel and Fashion Association.

#### 4.2. Activities, Deliverables and Due Dates

Following activities shall be conducted by the junior expert

Phase / Activities	Description of Deliverables	Expert Days	Due Dates
<b>1. Preparatory work</b>			
1.1. Review and get familiar with the developed documentation 1.2. Review and acquaint with GAFA members and partners 1.3. Together with the cluster manager review the road map of 2021, marketing strategy and working plan of WG	<ul style="list-style-type: none"> <li>Report of conducted preparatory work (word doc)</li> </ul>	10	20 April 2021
<b>2. Administrative support – implementation of marketing strategy</b>			
2.1. Support cluster manager to develop a working and monitoring plan for marketing and social media service providers 2.2. Contact all relevant PR agencies, or other PR service providers to accomplish the activities listed in marketing strategy 2.3. Monitor communication and overall PR of GAFA 2.4. Communicate with new members and create the draft of company information	<ul style="list-style-type: none"> <li>Working and monitoring plan (excel)</li> <li>Records of meetings (word doc)</li> <li>List of PR agencies / service providers (excel)</li> <li>Information about companies (word doc)</li> <li>Final report on conducted activities (word doc)</li> </ul>	40	30 November 2021
<b>3. Administrative support – International expert mission</b>			
3.1. Support the program expert and cluster manager in preparation of international experts' visit / (remotely integration due to COVID 19 pandemic restrictions) 3.2. Support the program expert and cluster manager in organizing meetings and workshops 3.3. Support the implementation of actions initiated by international experts 3.4. Support the preparation of all relevant reports	<ul style="list-style-type: none"> <li>Agenda (word doc)</li> <li>Records of meetings and workshops (word doc)</li> <li>Report / Final report</li> </ul>	50	30 March 2022

Phase / Activities	Description of Deliverables	Expert Days	Due Dates
<b>4. Administrative support - Coordination of cluster development</b>			
4.1. Prepare all relevant documentations, meetings and workshops to support the communication with the cluster members, BoD, WG and partner organizations to strengthen their cooperation 4.2. Support the communication and cooperation with different service providers (i.e. legal, accounting, PR, logistic, digitalization etc.) 4.3. Support cluster manager / program expert in identification of potential members of the cluster 4.4. Support the development of the final report on conducted activities and achievements of the cluster	<ul style="list-style-type: none"> <li>• Records of the meeting (Word doc)</li> <li>• List of prepared documentations (Word doc)</li> <li>• Up dated list of member companies / potential members</li> <li>• Final report (Word doc)</li> </ul>	50	30 April 2022

**5. Coordination and Communication**

Close coordination and reporting with the Project Team Leader and the dedicated Programme Expert, cluster manager as well as an active cooperation with the international experts, is mandatory during the implementation of the assignment.

**6. Conditions and payment terms**

**6.1. Eligible costs**

6.1.1. Payment will be divided in two part: advanced payment and final payment

6.1.2. Final payment will be carried out based on the acceptance of deliverables and provision of the invoices according to the agreement signed by the parties.

**7. Submission Requirements**

The bidding consultant shall submit technical and financial proposals to comply with the following requirements:

7.1. The **technical proposal** shall contain information about the expert and his/her relevant experience, letter of motivation and at least one letter of recommendation from the previous employee from the past 2 years

7.2. The **financial proposal** shall clearly state all types of costs (income tax, pension if applicable, travel costs in the city) to be charged to the Project to implement this TOR.

## **8. Evaluation criteria**

A technical proposal by a bidder shall be evaluated based on the quality of a technical proposal, bidder's qualifications and experience and consideration of recommendations.

### **8.1. Evaluation criteria for a technical proposal**

A technical proposal by a qualified bidder shall be evaluated based on the relevance of the chapters of the technical proposal to include

- 1) Interpretation of objectives;
- 2) Work schedule and timelines;
- 3) Letter or motivation;
- 4) Letter of recommendation.

### **8.2. Evaluation criteria for a bidder**

#### **8.2.1. Education**

Bachelor`s degree in Business Administration, Economics, Marketing or a related discipline.

#### **8.2.2. Knowledge and skills**

- a) Excellent communication skills both in Georgian and English languages
- b) Advanced computer skills including Microsoft Office and web-based applications;

#### **8.2.3. Work experience**

At least 2 years of relevant professional experience providing administrative support to one of the following: 1. Local or international project 2. Team or division of an organization 3. CEO / director of local or international organization / association