



## TOR for STE-Assignments / Advisory / Services Contract

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<b>Programme:</b>	Private Sector Development and Technical Vocational Education and Training Programme in South Caucasus (PSD TVET SC): Clusters4Development Project
<b>PN:</b>	16.2179.6-007.00
<b>Activity:</b>	Development and management of Kids Event for the Georgian Apparel and Fashion Association
<b>Period:</b>	10 May 2022 – 30 June 2022

### 1. Brief information about the project

“Clusters 4 Development: Better Business Sophistication in Georgia” Project (hereafter – C4D) is a multi-donor action funded by the EU and the German Ministry for Economic Cooperation and Development (BMZ). The project is implemented by the Private Sector Development and TVET South Caucasus Programme at the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

C4D is an integral part of the EU Programme “Economic and Business Development in Georgia”, Component 3: greater business sophistication, in particular, related to the strengthened policy framework to facilitate the development of SME, clusters and incubators (Result 3.1) and the development and functioning of the clustering approach in at least 5 pilot sectors in Georgian regions (Result 3.2).

In line with these results, the specific objectives of the project are: 1) Enhanced business performance of private sector actors in the construction, tourism and apparel sectors through cooperation mechanisms (Components 1-3); and 2) Improved institutional framework for cluster and business development (Component 4).

Specifically, the project is implemented across four components:

- Component 1: Development and pilot implementation of a market-oriented cluster in the construction sector.
- Component 2: Development and pilot implementation of a market-oriented cluster in the tourism sector.
- Component 3: Development and pilot implementation of a market-oriented cluster in the apparel sector.
- Component 4: Enhancement of institutional capacities for cluster and business development.

**Key Implementing Partner** of the project is the Ministry of Economy and Sustainable Development of Georgia (MoESD).



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### 2. Context and current situation in the field of assignment

Clusters4Development project supports establishment of the market-oriented cluster in the apparel sector - “Sustainable Apparel Made in Georgia”. The cluster is currently registered as Georgian Apparel and Fashion Association (GAFA). The focus of the cluster is to unite Georgian small and medium-sized 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.

C4D contributes to cluster development, manages and monitors successful implementation of agreed activities and processes. It also helps in increasing awareness of both cluster and its members in order to promote sustainable apparel and fashion made in Georgia.

Since July 2019 following key developments have taken place:

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 four working groups and election of WG heads
5. Development of visual branding and selection of the cluster title “Georgian Apparel and Fashion Association” (GAFA)
6. Registration of GAFA
7. Development of the road map for 2021
8. Development of marketing strategy.

### 3. Objective of the assignment

GIZ/C4D seeks to contract a creative agency/consulting company (hereinafter Contractor) for development and management of the Georgian Apparel and Fashion Association (GAFA) Kids Event

Event aims at increasing awareness of GAFA and its members on local and international markets, attracting potential new members and customers



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### 3.1. Scope of work

Under this assignment, the Contractor is expected to:

1. **Identify the place for exhibition and trade**
2. Develop a concept for 2 days exhibition and trade
3. Create Marketing material (both printed and digital), event decoration
4. Install, monitor and conduct deconstruction activities

### 3.2. Intellectual Property

GAFA shall be entitled to all intellectual property and other proprietary rights including, but not limited to codes, documents and other materials, which the Contractor will develop under the assignment and which bear direct relation to fulfilment of the assignment. The Contractor shall take all necessary steps in transferring intellectual property to GAFA.



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### 3.3. Deliverables and timeline

The contract period for this assignment is expected to be from 10 May 2022 to 30 June 2022.

An indicative structure of **tasks/deliverables** and **due dates** is suggested as follows:

Phase/Tasks	Deliverables	working Days	Due Date
<b>1. Preparatory work</b>			
1.1. Review and get familiar with the GAFA kids` brands 1.2. Review and acquaint with GAFA`s vision, mission, structure, members and partners 1.3. Review and get familiar with the branding materials 1.4. In a close cooperation with the cluster manager and programme expert, develop a strategy and action plan	<ul style="list-style-type: none"> <li>Strategy and action plan (word doc. Excel doc)</li> </ul>	3	16 May 2022
<b>2. Development of concept</b>			
2.1. Identify and propose up to 3 locations (shopping Malls in Tbilisi) for exhibition and trade (for not less than 10 exhibitors) 2.2. Develop a concept for exhibition and trade 2.3. Rent the place 2.4. Develop all marketing materials and decorations for exhibition and trade 2.5. Hire a photo shooting	<ul style="list-style-type: none"> <li>List of locations with recommendations</li> <li>Concept paper with visual materials</li> </ul>	10	25 May 2022
<b>3. Organize and monitor of the Event</b>			
3.1. Organize fully event venue 3.2. Make detailed outline of the schedule 3.3. Send out invitations 3.4. Monitor the performance of the event according to provided strategy	<ul style="list-style-type: none"> <li>List of participants</li> </ul>	5	4-5 June 2022
<b>4. Final report</b>			
4.1. Submit final report with the main topics: - Exhibitors - app. Number of visitors - developed materials (both digital and printed)	<ul style="list-style-type: none"> <li>Full report of the performed event</li> </ul>	5	30 June 2022



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### 4. Coordination and Communication

- The Contractor reports to the GIZ/C4D Team Leader and Programme Expert.
- The Contractor will coordinate closely on all content and technical aspects of this assignment with GIZ/C4D team, Cluster Manager/GAFA.

### 5. Visibility

Development of all products under this assignment is funded by the EU and the German Federal Ministry for Economic Cooperation and Development (BMZ) and must follow communication and visibility requirements for the EU and BMZ financed external actions (i.e. inclusion of logos and disclaimers).

### 6. Conditions and payment terms

Payment will be carried out based on the implementation of this assignment and the acceptance of all deliverables by GIZ.

### 7. Submission Requirements

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

#### 7.1. Technical proposal shall contain:

1. Information about the company demonstrating its strong record in the area of events development and management, branding and marketing.
2. 3 options for location of the event – Shopping Malls located in Tbilisi central area
3. Assignment relevant portfolio – links to similar past works that demonstrate ability of the company to deliver on this assignment and produce creative, high-quality events
4. Brief description of the implementation process, focusing on Event
5. A work plan to include proposed implementation concept and activities to be performed by Contractor and suggested professionals for completion of this assignment.
6. A list of proposed professionals to be involved in implementation of this assignment (please include their CVs and relevant works). Implementation team shall include a event manager and staff members

#### 7.2. The financial proposal shall clearly state:



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- All types of costs to be charged to the project for implementation of this assignment, **excluding VAT**.
- **Fee rate of experts assigned that shall cover all personnel costs, including ancillary personnel costs; backstopping, communication and reporting costs; and all overheads, profit, interest, risks, etc.**

**Note: The total price for place rent should not exceed 6000 GEL that should be visible based on issued invoice to the contractor / event organizer. This cost should not be included in the financial proposal.**

**Please be informed, that all costs that will be covered by the contractor / event organizer to any other third party, are not the subject of GIZ regulation and therefore are not free from VAT or any other tax charges.**

### 8. Evaluation criteria

Technical Proposal will be assessed based on the following criteria:

- Credentials of the company and assignment-relevant experience;
- Interpretation of the assignment objectives by the bidder;
- Overall relevance of the proposed technical offer to current assignment and expectation of the project.

\* For the detailed information, please review assessment grid, attached to this document.