

Terms of reference (ToR) for the procurement of services below the EU threshold

CONFIDENTIAL

Events Organization for Toys Association (KPMA)	Project number/ cost centre: G-012388-001
--	--

0.	List of abbreviations	Error! Bookmark not defined.
1.	Context.....	2
2.	Tasks to be performed by the contractor	2
3.	Concept.....	6
	Technical-methodological concept	6
	Project management of the contractor (1.6)	6
	Further requirements (1.7).....	Error! Bookmark not defined.
4.	Personnel concept.....	6
	Team leader	6
	Key expert 1	7
	Short-term expert pool with minimum, maximum	Error! Bookmark not defined.
5.	Costing requirements	8
	Assignment of personnel and travel expenses	8
	Sustainability aspects for travel	Error! Bookmark not defined.
	<i>Alternative for</i> contracts for works:	Error! Bookmark not defined.
	Workshops, events and trainings.....	Error! Bookmark not defined.
6.	Inputs of GIZ or other actors.....	Error! Bookmark not defined.
7.	Requirements on the format of the tender	9
8.	Option	Error! Bookmark not defined.
	Type and scope.....	Error! Bookmark not defined.
	Requirements.....	Error! Bookmark not defined.
	Quantitative requirements for the optional services	Error! Bookmark not defined.
	Requirements on the format of the tender for the option	Error! Bookmark not defined.
9.	Outsourced processing of personal data	9
10.	Annexes	Error! Bookmark not defined.

1. Context

QUIS - Better Goods and Services on Enhancing Company's Competitiveness through Quality Infrastructure' in Georgia (hereafter - QUIS) is a multi-donor project jointly co-financed by the European Union, the Federal Ministry Economic Development BMZ and Czech Development Cooperation (CDC) and implemented by GIZ and Czech Development Agency (CzDA). The project timeline is scheduled till January 31, 2027.

The overall objective of QUIS is to ensure safety and promote inclusive and sustainable economic growth in Georgia through improved competitiveness of the private sector and implementation of the DCFTA and its EU-related commitments, with a particular focus on business, trade, environment, and better skills matching.

Notably, QUIS targets the following outputs:

- **Optimised regulatory and policy framework for quality infrastructure in line with EU and international requirements that promotes competitiveness of the locally produced goods and services / Aspects that promote innovation and competition are incorporated into the regulatory and political framework of the quality infrastructure.**
- **Improved compliance with European and international standards and regulations of local firms / Georgian companies have the technical capacity to implement new quality requirements.**
- **Private companies' awareness on potential of private EU standards or state regulation raised / Georgian companies have become more aware of the potential that higher product quality offers**
- **Intensified cooperation between quality infrastructure institutions and private sector actors / Quality infrastructure institutions have intensified cooperation with relevant actors in the selected sectors**

QUIS project is actively supporting the capacity development of business associations, operating in the industrial sectors, as a resource to advocating business interests, providing services, promoting industry standards and helping improve the business environment. Toy sector is one of the key directions of the project with the focus on kids' products.

Georgia's toy and children's furniture sector represents a growing industry with increasing local demand and export potential. In recent years, the sector has experienced gradual development driven by rising awareness regarding child safety, educational environments, sustainable materials, and product quality. At the same time, Georgia's ongoing alignment with European regulations and DCFTA-related commitments has created additional expectations for local producers regarding compliance with international standards and quality requirements.

Despite this positive trend, the sector still faces significant challenges related to quality infrastructure, conformity assessment, certification readiness, and access to international knowledge and professional networks. Many local producers have limited practical understanding of European and international product safety standards, testing procedures, technical documentation requirements, and certification pathways relevant to toys and children's furniture.

The limited interaction between local manufacturers and international conformity assessment bodies, laboratories, and globally competitive producers further restricts opportunities for knowledge transfer, innovation, and sector modernization. In addition, awareness regarding the role of quality infrastructure in improving product competitiveness and export readiness remains relatively low, particularly among small and medium-sized enterprises operating in the sector.

At the same time, the implementation of higher safety and quality standards is becoming increasingly important in Georgia due to the growing focus on child safety, sustainable production, and the modernization of educational and childcare environments. Strengthening cooperation between private sector actors and quality infrastructure institutions is therefore essential for improving the competitiveness of Georgian products and supporting long-term sector development.

In response to these challenges, project aims to support awareness raising, practical learning, international exposure, and sector-wide cooperation through a combination of B2B networking activities, study visits, participation in international conferences, and direct exposure to international testing and manufacturing ecosystems.

2. Tasks to be performed by the contractor

The main task of this tender and major activity will be the organization of a national B2B Forum for toy and children's furniture producers and related stakeholders. The forum will serve as a platform for dialogue, cooperation, and awareness raising across the sector. The event will bring together local manufacturers, importers, educational institutions, quality infrastructure representatives, certification bodies, laboratories, designers, and other ecosystem actors. The forum will include both networking and conference components, focusing on product safety, European standards, certification pathways, sustainable production, market trends, and export readiness.

The forum is designed to:

- Facilitate **B2B matchmaking** between producers and purchasing organizations;
- Support manufacturers in entering **local retail networks** and expanding their **export potential**;
- Establish a sustainable cooperation mechanism linking producers with institutional buyers, including public and private kindergartens;
- Enhance awareness of **product safety standards**, including EN 71 toy safety requirements and children's furniture safety regulations.

The forum will include:

- Exhibition stands for participating companies, with
- Practical workshops and product-creation demonstrations;
- Panel discussions with industry representatives and technical experts;

The contractor together with KPMA and GIZ team will develop the forum concept, undertaking comprehensive logistical planning, coordinating all preparatory and implementation processes, and submitting post-event reporting. The contractor will further

ensure the organization of product transportation and display; maintain structured communication with participating entrepreneurs, speakers, and panel discussants; and facilitate the engagement of key B2B stakeholders — including major corporate purchasers, retail networks specializing in toys and children's furniture, representatives of public and private kindergartens, relevant institutional actors, and parent-focused target audiences.

The objective of the work is the following:

Output 1: Together with KMPA & GIZ team conceptual framework, agenda, and logistical plan for the B2B Forum developed and approved, including the integration of sector stakeholders and safe-material suppliers.

Output 2: Full preparatory package completed, including participant coordination, exhibitor arrangements, B2B matchmaking setup, workshop planning, and confirmation of speakers and panelists.

Output 3: B2B Forum implemented, ensuring effective coordination of all components—exhibition area, matchmaking zone, panels, workshops, and demonstrations—alongside the facilitation of stakeholder engagement.

Overall, the project seeks to create stronger connections between Georgian producers and international quality infrastructure ecosystems, improve sector-wide awareness regarding safety and standards, encourage sustainable and competitive production practices, and contribute to the long-term development and internationalization of Georgia's toy and children's furniture industry.

General Requirements

- The contractor shall coordinate all activities, logistical arrangements, communication processes, and implementation details in close cooperation with GIZ and the Georgian Toys and Children's Furniture Association (KPMA).
- The contractor shall ensure timely communication, proper documentation, and efficient implementation of all project components.

Specification of inputs:

Fee days	Number of experts	Number of days per expert	Total	Comments
Designation of TL	1	12	12	- Coordinate with venue, logistical planning, exhibitor zoning, matchmaking areas, and conference/workshop spaces. - Successfully organized and implemented B2B Forum, including matchmaking sessions, conference components, exhibitor participation, and post-event reporting with attendance list and pictures - Final report, participant lists, communication materials, and summaries of activities submitted and approved by GIZ
Designation of key expert	1	10	10	- Support participant registration, communication with exhibitors, speakers, moderators, and institutional stakeholders. - Coordinate technical and operational arrangements during the Forum, including audio/visual equipment, signage, registration, and event flow management.
Travel expenses (train, car) • Transportation of goods	1	1	1	Travel within the country of assignment, transfer of toys to the B2B venue
B2B Forum:	Number	Price	Total	Comments
Venue for B2B Forum	1			Coordinate venue selection and logistical planning for: exhibitor zoning, conference/workshop space and catering area (so 3 separate, dividable spaces next to each other, 300m2 and up)
Catering	150			Standing lunch menu, including hot and cold, non-alcoholic drinks
Exhibition Stands	15			Up to 15 tables for companies with individual exhibitions stands for displaying of products
Equipment	1			Coordinate technical and operational arrangements during the Forum, including audio/visual equipment including LED screen (p2 quality)

In addition to the above specified tasks, the contract is responsible for:

- Management of respective costs and expenditures, accounting processes and invoicing in line with the requirements of GIZ.
- Reporting to GIZ in accordance with the current AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

Period of assignment: from **October 2026 until December 2026**.

3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 2 (Tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

Technical-methodological concept

The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1 Context) (1.1.1). Following this, the tenderer presents and justifies the explicit **strategy** (1.1) with which it intends to provide the services for which it is responsible (see Chapter 2 Tasks to be performed) (1.1.2).

The tenderer is required to present the actors relevant for the services for which it is responsible and describe the **cooperation** with them (1.2.2); The tenderer is required to describe the key **processes** (1.4) for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to Chapter 2 (Tasks to be performed by the contractor) are to be provided.

4. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 7), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

Team leader

Tasks of the team leader

- Overall responsibility for the advisory packages of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Personnel management, in particular identifying the need for short-term assignments within the available budget, as well as planning and steering assignments and supporting GIZ team and SMEs with logistical tasks
- Regular reporting in accordance with deadlines

Qualifications of the team leader

- **Education/training** (2.1.1): university bachelor's degree in business or public Relations, Communications, Public Administration or related fields.
- **Language** (2.1.2): C1-level language proficiency in English; Georgian – Native
- **General professional experience** (2.1.3): 5+ years of experience in event organization, with organizing large scale events, conferences, panel discussions, exhibitions.
- **Specific professional experience** (2.1.4): 5+ years of professional experience in working with business associations, NGOs, international organizations, or private-sector clients in Georgia;
- **Leadership/management experience** (2.1.5): 5 years of management/leadership experience as project team leader or manager in a company;
- **Development cooperation (DC) experience** (2.1.7): 5 years of experience in DC projects
- **Other** (2.1.8):
 - **Sector knowledge:** Experience in working with SMEs or business associations in the toys, children's products, authentic crafts, and creative industries sector;

Key expert 1 - Event Coordination Manager

Tasks of key expert 1

- Event Coordination for venues, catering, and event-related services.

Qualifications of key expert 1

- **Education/training** (2.2.1): University bachelor's degree in Business Administration, Tourism Management, Hospitality Management, Marketing, Communications, Event Management, or a related field.
- **Language** (2.2.2): C1 -level language proficiency in English, Georgian – Native
- **General professional experience** (2.2.3): 3+ years of professional experience in booking coordination, client relationship management, event planning, or hospitality services and stakeholder communication.
- **Specific professional experience** (2.2.4): 3+ years of experience managing reservations, bookings, scheduling, customer communications, and logistical arrangements for events, venues, accommodation providers, or corporate clients.
- **Development Cooperation (DC) experience** (2.2.7): 3+ years of experience supporting donor-funded projects and international development programmes.
- **Other** (2.2.8): Experience in coordinating venues, accommodation, transportation, catering, and event-related services.

In addition to their specialist qualifications, the following qualifications are required of team members:

- Team skills
- Initiative
- Communication skills

- Socio-cultural skills
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

Company Experience (3.1): The contractor must demonstrate proven organizational experience and capacities experience in delivering the above-described services. Specifically,

- 5+ years of experience of organizing large scale events, conferences, forums, panel discussions, workshops, exhibitions and study tours;
- Proven track record of implementing similar projects, including events management, promotion, communication and coordination between multiple stakeholders;
- Demonstrated experience working with SMEs, business associations, NGOs, international donor organizations, or private-sector clients in Georgia;

The contractor shall demonstrate **strong project management and quality assurance capacity**, including the ability to deliver complex assignments and coordinate with multiple stakeholders; and **availability and capacity to coordinate** of a qualified, multidisciplinary team with expertise in management and organizational components **(3.2)**.

5. Costing requirements

Assignment of personnel

Specification of inputs

Since the contract to be concluded is a service contract, the assessment of the financial bid is based on the underlying daily rate. Please also provide the underlying daily rate per expert.

Milestones/partial works	Estimated expert days for orientation	Deadline/place/person responsible
Planning of the B2B Forum	6	October 2026
Organization and Implementation of the B2B Forum	8	November 2026
Final reporting and post-event documentation submitted	8	December 2026

The contractor implements the following:

- 1 B2B Forum for sector representatives in Georgia

Final payment will be carried out based on acceptance of all deliverables by QUIS at GIZ

All costs related to the work (e.g. telecommunication, transportation, printing etc.) should be included in the total amount of contract.

The financial proposal should **exclude VAT**.

6. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToR. In particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English (language).

The complete tender must not exceed 10 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.

In addition to the technical concept, the contractor should provide:

- Portfolio describing previous works that demonstrate the experience and capability of tackling this assignment and submission of high-quality deliverables.
- Work plan for the assignment.

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in English.

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.

7. Outsourced processing of personal data

No personal data will be processed by contractor