

ANNEX A
Terms of Reference
Market studies in the Textile and Clothing sector in the UK market

Title of Assignment	Market studies in the Textile and Clothing sector in the UK market
Project	B674 – Morocco: Improving the international competitiveness of the textile and clothing sector (GTEX/MENATEX)
Tentative Start date	asap
Tentative End date	Mid April 2020

Background

The Global Textiles and Clothing (GTEX) programme is financed by SECO / Switzerland and aims at increasing export competitiveness in the T&C sector in five selected countries. These are Egypt, Morocco and Tunisia in North Africa and Kyrgyzstan and Tajikistan in Central Asia. Four of them are priority countries for SECO, Morocco being a complementary country.

The Middle East and North African Textile (MENATEX) programme is financed by SIDA / Sweden. It builds on and complements the SECO-financed GTEX programme and supports Egypt, Jordan, Morocco, and Tunisia. These are the only countries in the MENA region, except for Turkey, that have a sizable industry and critical mass of companies to sustain exports to major international markets. MENATEX will follow the same logical approach and framework as GTEX, thus scaling up and complementing activities and ensuring long-term sustainability, notably in areas of environmental sustainability of companies and related institutional strengthening. Moreover, MENATEX will benefit from the already established management and governance structure under GTEX, which will be broadened to include SIDA.

More competitive enterprises in the Textile and Clothing sector for the country contribute to achieving targets linked to the 2030 Agenda, particularly related to SDG 8 “promoting sustained, inclusive and sustainable economic growth, full and productive employment”, SDG 12 concerning “responsible consumption and production”, SDG 9 “industry, innovation & infrastructure” and SDG 5 “gender equality”.

The envisaged impact of the programme is to increase employment and income along the T&C value chain within the selected beneficiary countries as well as to increase regional collaboration and trade. To achieve this long-term objective, the programme foresees to accomplish, by its completion, two major outcomes. One is related to the institutional infrastructure around the sector in each country, including policy aspects, where required, and is formulated as “Enhanced Trade and Investments Support Institutions performance and regional collaboration in the T&C sector”. Under this outcome enhanced regional collaboration and trade in T&C is also envisaged. The second outcome targets the enterprise level which is formulated as “Improved competitiveness of SMEs in the T&C sector”. A regional component will enhance intra-regional trade and collaboration.

The final beneficiaries in Morocco are the exporting or export ready SMEs within the following sub-sectors: the majority of them operate in the fast fashion and to a less extent within the knitwear, Denim and technical textile sub-sectors. (Note: Selected product groups for the UK market and specific segments (low, medium, high) will be communicated to the selected service provider in due course).

The program will adopt a market-led and demand-driven approach and align with the strategic priorities of its key beneficiaries. It will foster local and regional alliances for development in the T&C value chains, with inputs from leading enterprises and buyers, local and regional institutions and associations.

In September 2019, based on the inception phase consultations and analysis, the UK market has been retained as a target market for GTEX MENATEX Morocco. ITC desires information to facilitate Moroccan T&C exporters access to potential UK buyers. This assignment is related to a market study and market intelligence analysis focusing on how to approach UK buyers in the most efficient way, to be undertaken with the minimum outputs described below.

Description of Duties/Responsibilities

The selected service provider will work under the overall guidance of the Programme Manager of GTEX – MENATEX, direct supervision of the project manager in charge of the Morocco project and in close collaboration with the ITC senior expert, textile and clothing. The selected service provider will perform the following duties as mentioned below:

Phase 1: Market research - In-depth analysis of the current structure of the Textile and Clothing market in the UK. The analysis will be submitted in the form of a Power Point presentation and will at least include the following elements (Note: ITC will give a more detailed expected outline at a later stage):

- Market characteristics, including – but not limited to:
 - o Market size (value and volume)
 - o Market segmentation (buyers, size, distribution channels, products, price);
 - o Market access conditions (required standards, procedures, etc...) and buyers' requirements (corporate or consumers) for each segment;
 - o UK T&C industry strategy and SWOT
 - o Market trends and forecast
 - o Competitors' positioning in the UK market
 - o Sourcing and requirements of the sourcing process
 - o Supplier cooperation (number of suppliers, relationship with suppliers, country of origin...)
 - o CSR and sustainability values, certifications
 - o Business culture and ways of working with key actors
 - o Impact of Brexit

- Analysis of positioning and perception of Moroccan T&C in the UK market
- List and details of :
 - o UK fairs in the T&C sector
 - o Trade organizations and market operators regarding the UK T&C industry
 - o Foreign fairs visited by the UK companies
 - o Agents

Phase 2: Interviews with main UK buyers

The selected service provider will identify, contact and conduct interviews with all relevant UK buyers (a good mix targeted segments which will be specified by ITC in due course - up to 20 buyers). The selected service provider will provide a short summary of one page (in the form of a power point slide) + the full interview for each brand (in word format):

- About the brand and the products
- Specific expectations and challenges they are facing

- Existing customer base
- Current suppliers and methodology used to assess and select their suppliers
- Supplier and purchasing process
- Sourcing and perception of Morocco
- How is production in a new country established
- The company CSR and sustainability approach
- Contact details of the person interviewed

Phase 3: Recommendations:

Based on the market analysis and the buyers interviews (as well as data on the Moroccan T&C enterprises the selected service provider will receive from ITC) the service provider will provide recommendations as to the UK companies having expressed an interest and/or offering a potential in sourcing from Morocco. The report will provide the following data:

- Recommendations on ways to open doors for Moroccan enterprises in the UK market
- A list of UK buyers offering business opportunities, including the level of potential and their respective motivations
- Recommendations in terms of Moroccan T&C enterprises preparation before approaching the UK buyers, including concrete actions and their expected results
- Concrete recommendations and actions for best ways to approach UK buyers, including expected results.

Phase 4: Restitution workshop: presentation of the key findings to Moroccan stakeholders during a one day restitution workshop in Morocco (The audience includes institutional (including at the Ministry level) and enterprise stakeholders)

In each phase, the selected service provider will collaborate with ITC staff, be responsive to ITC feedback and incorporate suggested changes until the final versions of market studies have been accepted by ITC.

Expected Outputs and Timelines

- Output 1:** Detailed power point presentation with the UK Textile and clothing market research (week 4 after contract signing by the service provider)
- Output 2:** Report with the buyers interviews (including the summary and full interviews) (week 10 after contract signing by the service provider)
- Output 3:** Report on concrete business opportunities and best ways to approach UK buyers (week 13 after contract signing by the service provider)
- Output 4:** Workshop delivered in Morocco to present the key findings to Moroccan stakeholders (Institutions and enterprises) (week 16 after contract signing by the service provider and no later than 2nd week of April)

Travels

Several domestic travels within the UK to interview buyers
One travel to Morocco to present key findings

Payment schedule

Description	Amount
1. On delivery and acceptance of output 1	20%
2. On delivery and acceptance of output 2	40%
3. On delivery and acceptance of output 3	20%

4. On delivery and acceptance of output 4	20%
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Minimum Response Requirements

In your response, please provide the following:

1. **Qualifications, competencies and experience required:**
 - a. Knowledge and experience in the textile and clothing sector in the UK (mandatory)
 - b. Knowledge and experience in conducting market studies and buyers interviews (mandatory)
 - c. Knowledge and experience in analysing businesses, gathering information and conducting analytic research (mandatory)
 - d. Knowledge and experience in global value chains and working with developing countries (mandatory)
 - e. Language: Excellent knowledge of spoken and written English (mandatory)
 - f. Desirable working knowledge in French.

2. **Experience:** Evidence of experience in conducting market studies in the UK textile and clothing sector and evidence of experience in conducting buyers interviews and restitution workshops
 - a. Give examples of former projects under which you conducted T&C market studies and provide client references
 - b. Give examples of former projects under which you conducted T&C buyers' interviews and delivered restitution workshops with clients and beneficiaries. Provide client references

3. **Team:** Your proposed team: their background and qualifications
 - a. Explain how your team addresses the critical qualifications. Share relevant CVs.

4. **Process and methodology:** How you propose to undertake this assignment
 - a. How you will conduct the market study
 - b. How you will organize and conduct the buyers interviews (including how you will approach them)
 - c. How you will present the information to ITC
 - d. How you will structure and deliver the restitution workshop in Morocco

5. **Costs:** please provide a breakdown of costs without VAT
 - Total cost
 - Costs for each phase

Your responses to items 1-4 will be used to judge the quality of your response and will be balanced against total cost to determine the selected vendor.

Please provide the following:

- Your acceptance of UN's General Conditions of Contract (GCC)