

SCOPE OF WORK



Position: Sector Specialist- Market Intelligence for Flowers in the North America Market

Plan Development May 2017 – August 2017

Anticipated LOE: 45 Days

Work Location: Home-based (U.S.) with Visits to Kenya

BACKGROUND:

The Africa Growth and Opportunity Act (AGOA) provides beneficiary countries in sub-Saharan Africa (SSA) with the most liberal access to the U.S. market available to any country or region with which the U.S. does not have a free trade agreement. On June 29, 2015, President Obama demonstrated the U.S. commitment to AGOA by signing the extension/renewal of AGOA from 2015 to 2025. The East Africa Trade and Investment Hub (the Hub) is supporting greater AGOA utilization by helping beneficiary governments and key private sector stakeholders to develop and implement USA market access and trade promotion strategies. In this regard, the Kenya Flower Council approached the Hub to provide technical assistance to carry out USA end market analysis to gain market intelligence to inform its market expansion strategy in anticipation of the direct flight from Kenya to USA.

The Kenyan Flower Council (KFC) is the lead voluntary association of cut flower and ornamental growers and exporters in Kenya. KFC's mandate is to represent Members in pursuit of a business facilitative environment locally and in the global market place. It also promotes responsible and safe production of flowers, including advancing the health and well-being of the sector's workers.

The flower industry is a significant part of the economy and employs over 100,000 employees directly and at least 500,000 are employed in auxiliary services connected to floriculture. This translates to a total of over 2 million people whose livelihoods are dependent on the flower industry.

The flower industry is one of the top foreign exchange earners for Kenya as a Country generating approximately US \$ 800m annually. In 2015, the sub-sector contributed 1.3% of the GDP, from about 125,000 tons of flowers exported.

Over the last 20 years the flower industry has grown in stature to attain the global number one exporter to the EU with a market share of 38% of the imported. The Country is also the number three grower and exporter, globally after Ecuador and Columbia.



Roses constitute 60% of all the flowers exported. Most other flowers grown are open field / summer flowers and or tunnel grown flowers like carnations and statice.

THE OBJECTIVE OF THE ASSIGNMENT

The purpose of the assignment is to carry out an end market analysis to gather and analyse information from the North America Market (USA and Canadian) in order to collate useful information, to assist the industry make informed decisions to determine the level of further growth and expansion. The analysis will also inform the ongoing Kenya National AGOA Strategy and Action Plan development and will become part of the road map for the Government of Kenya to maximize the utilization of the benefits provided by the U.S. Government through AGOA.

SCOPE AND DELIVERABLES

1. High-Level End Market Analysis

The specialist will conduct a high-level U.S. market analysis and market intelligence research starting with trade flow analysis to identify historical trends in demand for each of the products. The analysis should be forward-looking in nature; projecting future demand for each of the products. Key information will include:

- Market Size
- Specific Market Niches
- Demand Trends (forecasted)
- Assessment of Competition
- Specific lead markets segments for specific products
- Scope for products and market development
- Comparing opportunities in North America with key Kenya mature and emerging markets
- Opportunities available for promotions
- Useful contacts and networks
- Gauge curiosity for buyers to experience flowers from Kenya
- Ports of entry and availability of facilities to handle fresh produce in transit



- Identification of other gift products that can compete directly with flowers in the different segments
- Cargo handling companies, logistics, nature and magnitude of return cargo
- Assess the viability of establishing joint Eastern Africa private public sector partnership Flower cold chain facility in USA
- Assess the impact of the proposed direct flight from Kenya on Flower exports

2. Detailed Analysis

The table below highlights key areas to be addressed, challenges and opportunities, in the analysis.

U.S. Market Structure and Characteristics	<ul style="list-style-type: none"> – Market size – Principal buyers – Pricing of competitor countries – U.S. domestic production
U.S. Tariff Structure and Non-Tariff Requirements	<ul style="list-style-type: none"> - AGOA Tariffs - Import Regulations - Rules of Origin and Compliance - Standards and Certifications - Customs Procedures - Packaging and Labeling Requirements
U.S. Distribution	<ul style="list-style-type: none"> - Key Competitors - Payment and Contract Terms - Key Distribution Channels - Retail Channels - Possible retail and distribution channels - Culture and potential market entry points
Recommendations	<ul style="list-style-type: none"> – Suggested buyers – Export Strategy



3. Kenya Flower Council Market Expansion and Kenya National AGOA Strategy and Action Plan

Based on credible and validated information gathered, the consultant is expected to draw a strategy for Kenya Flower Council to help position the Kenyan brand of flowers in markets and market segment identified, in the immediate, short, medium and long term.

The consultant is also expected to provide any information necessary for the formulation of a National AGOA Strategy and Action Plan for the flower sector. The action plan should highlight the steps necessary for current and potential exporters need to meet the relevant rules of origin, as well as any other market-entry requirements.

DELIVERABLES

1. A comprehensive North America (USA & Canada) end market analysis report
2. A Market entry strategy for Kenya Flower Council to help position the Kenyan brand of flowers in markets and market segment identified
3. National AGOA Strategy – Market entry action Plan for the flower sector. The action plan should highlight the steps necessary for current and potential exporters need to meet the relevant rules of origin, as well as any other USA market-entry requirements.

APPLICANT QUALIFICATIONS

The Specialist will be responsible for both the market intelligence analysis and contribution to the Kenya AGOA action plan development. .

Desired Experience:

An advanced degree in Economics, Business, or related field.

- Ten years of experience trade promotion with prior experience in competitiveness analysis, export development, trade promotion and/or AGOA.
- Sound analytical and technical competence, with demonstrated skills in quantitative and qualitative analysis.
- Good knowledge of international flower market trends, with a sound knowledge of USA and North America Market. A good understanding of



USA flower sourcing trends and South America exporters will be an added advantage

- Proven ability to work with cross-cultural teams and complete a multi-stakeholder deliverable that including government and private sector perspectives.
- Strong organizational, analytical and communications skills
- Excellent writing skills

REPORTING

The Specialist will report to the Director Trade Promotion and AGOA on administrative matters and the CEO of the Kenya Flower Council on Technical matters .

To apply, send your application to procurementTIH@eatradehub.org . The application should comprise of;

1. Application letter.
2. A summary of similar assignments completed in the past 3 years
3. Curriculum Vitae

Submit the applications by April 14, 2017.

Only shortlisted candidates will be contacted.