

Appendix 1 – Terms of Reference

Regarding

“Match Danish company solutions to the Indonesian poultry sector to build up resource efficient production”.

## Background and Context

Denmark has strongholds in the agricultural sector, that can help modernize Indonesia’s poultry sector in a sustainable manner. Accessing Indonesia’s market is a long-term process, where cooperation, knowledge-gathering, and relation building is key. TC Jakarta seeks to build a stronger relation to public and private stakeholders in the poultry sector to help increase export for Danish companies.

## Purpose

The purpose of the project is to describe market potentials and possible barriers within the poultry sector in Indonesia and to identify a number of relevant Indonesian companies and state-owned enterprises within the poultry sector.

## Objective

An objective on market level is, that the project should establish a general knowledge of the poultry sector in Indonesia now and perspectives on the future including governmental perspectives. Recommendations for next step in the sector cooperation with Indonesia is a desirable outcome of the project.

An objective on company level is to enhance the overview of relevant large and medium sized companies by identification of a number of Indonesian private companies and state owned enterprises relevant for Danish providers to do business with - within the poultry production chain from feed to retail. Facts about each company should be noted and mapped with Danish providers and solutions. The Indonesian companies should through the process gain an overall knowledge about Danish solutions and strongholds laying the ground for a successful business delegation and afterwards cooperation.

## Scope of Work

Participation in and meetings with relevant authorities in Indonesia together with the Danish Embassy.

Physical meetings with Indonesia poultry companies, that the Embassy does not already cooperate with. The selection for companies to meet with may be done on basis of on line meetings or phone calls or already established knowledge. The Embassy will participate in the meetings and translate if necessary.

It has to be stated in the offer how many days/weeks it will be possible for the expert to be in Indonesia allowing as many on site meetings as possible.

Report and presentation with mapping of Danish providers to Indonesian companies; potentials and barriers for Danish export and recommendation for next step in the Embassy’s ongoing TC work within the sector.

## Deliverables (output)

* Inception report - description of scoping and approach in order to achieve the objective
* Meetings with relevant Indonesian companies in poultry sector. Preparation to carry out the meetings in an efficient and professional manner, with sufficient technical dialogue to assess and map the companies to Danish exporting companies
* Meetings with relevant stakeholders (associations and government institutions) to gain insight on current situation and future perspectives for the Indonesian poultry sector, strengths, barriers, opportunities, threat etc
* Draft report
* Final report and power point presentation

## Timing

With respect to the date of contract agreement the following timeline is desired:

April/May 2023: Scoping of project

May 2023: Enhanced market overview of poultry sector in Indonesia. Identification of relevant stakeholders in Indonesia. Preparation of visit to Indonesia and identifying relevant large and medium sized companies, associations and government institutions to visit.

June 2023: Visit to as many relevant Indonesian companies and other stakeholders as possible within the budget.

June-July 2023: Draft of report and presentation of results.

The timeline can be subject for changes but the final product has to be delivered well in advance before the business delegation visit in September 2023.

## Methodology

The Method will include research and onsite visits to Indonesian poultry companies and other stakeholders, in cooperation with the Danish Embassy in Jakarta.

Continued dialogue is expected through the process. The expert is expected to propose a more detailed methodology in the tender.

## Team and Organisation

One expert is expected.

## Qualifications and Competence of Staff

The expert is required to have in depth knowledge of poultry production in general and Danish companies within and providers to the poultry sector.

It is required that the knowledge covers the poultry value chain (feed, ingredients, farm equipment, processing, storage and distribution etc.)

It is required to have knowledge of a wide range of Danish providers within or delivering to the poultry sector to be able to give a realistic assessment and describe the market potentials for Danish export companies.

It is desired that the expert is able to include economic parameters in the assessments of the potential and can advise on the Indonesian companies’ reflections on initial costs, long term perspectives etc.

It is desired that the expert cooperated with or has experience from meetings with foreign government authorities and companies from other countries esp. in Asia.

It is desired that the expert has experience from cooperation with Danish authorities and research institutions.

It is a requirement to speak and write English using technical terms and to be able to prepare a report of the findings supplemented by a presentation in PowerPoint Local staff will accompany the expert when visiting companies and government institutions in Indonesia and provide translation.

Reference to other similar tasks is desirable but not considered a necessary requirement.

Qualifications and competence is the criteria for this project. If two experts end up with same result in the assessment, the tender with most time to spend in Indonesia for meetings etc. will be chosen.

## Budget and Level of Effort

The budget of the contract must cover both fees and expenses.

The maximum budget is 245.000 DKK. The budget covers all activities within the contract, i.e. consultant fee, travel expenses to and within Indonesia, health insurance, vaccines, hotels, catering etc.

## Liability

## The expert has full responsibility for the assignment and must be covered accordingly. The tender shall include how this will be taken care of.

## Background Documents

None