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CONSULTANCY

Market Gap Analysis

1. Background

As part of the Embassy of Ireland's Mission Strategy 2018-2022, the development and consolidation of political, economic and cultural relations with Zambia are key objectives. In particular, the strategy sets out to:

- Promote trade and investment opportunities
- Strengthen political and bilateral relations around mutual values and interest

Complementary benefits are also sought with other strategic objectives

- Contribute to sustainable development
- Contribute to increased availability of locally produced diverse and nutritious foods
- Contribute to increased access to relevant skills training for women and youth

Zambia's economy averaged 7% growth rate per annum in the last 10 years before 2015 - largely boosted by the favourable copper prices. The majority of people living in poverty (80%) are engaged in agriculture, characterised by low productivity. Some socioeconomic indicators worsened despite the period of high growth. Inequality stands out at 0.69 Gini coefficient, the highest in Southern Africa.

2. Purpose

The main purpose of this consultancy is to provide a diagnostic analysis of the Zambian market and business environment.

In particular, the final product should

- Clearly identify sectors of potential investment for Irish businesses with a clear rationale based on demand as well as competitiveness of the Zambian economy vis-à-vis the region.
- Assist the Mission to engage with potential Irish investors in taking advantage of the facility under the Africa Agri-food Development Programme (AADP) and other opportunities
- Outline key policy recommendations for Missions' bilateral engagement with the Zambian government in improving the business environment.

Scope of Work

The Consultant will conduct the study within three months. Specifically, he/she will analyse the:

- Domestic and regional consumer demand matched with current productive capacity to identify potential sectors of growth.
- Match Irish sectors of expertise measured through export capacity to areas of potential in Zambia
- Conduct overview of challenges and constraints to potential investment in Zambia and associated risk factors. Including a brief overview of the institutional and policy framework in Zambia.

3. Time Frame

- This is a three month consultancy based on 22.5 working days per month

4. Output and deliverables

- Market gap analysis with clearly outlined opportunities for investment based on demand and competitiveness.
- Recommendations for how the Embassy promote trade and business opportunities
- Clear messages that the Embassy can advocate in its bilateral dialogue with Zambia and collectively with the European Union
- User-friendly practical guide to doing business in Zambia

5. Management Arrangements

- The consultant will report to the Second Secretary/Head of Mission.
- Payment will be based on a monthly rate.
- The total consultancy timeframe will not exceed thirty 67.5 days.

6. Qualifications

- Masters in relevant academic field such as Economics, International Trade or Business Administration – a strong background in statistical research is essential
- Excellent analytical and writing skills
- Proven track record in conducting trade and market analysis,
- Experience in delivering consultancy contracts in the area of economic analysis, industrial competitiveness or dynamic market identification.
- Experience in quantitative and statistical analysis using global trade data
- Familiarity with both Zambian and Irish economies would be a distinct advantage

7. Applications

To apply candidates are invited to submit:

- A Curriculum Vitae
- A short covering letter
- A brief project proposal (approx. 2 pages)
- A financial proposal (consultant fees only).

Applications should be forwarded via email to judith.kankuli@dfa.ie on or before 15th June, 2018. Only shortlisted candidates will be contacted.