

ANNEX A: SCOPE OF WORK

Diaspora B2B Convention

I. Background

The Kosovo EMPOWER Private Sector project, sponsored by the US Agency for International Development (USAID), in partnership with Sida, began in July 2014 to support sustainable economic growth, employment expansion, and increased household incomes in Kosovo. The project's principal office is in Pristina, with a representative office in North Mitrovicë/a.

EMPOWER Private Sector is designed to stimulate large-scale job creation. Job creation occurs in individual firms as they expand their businesses. EMPOWER Private Sector's primary focus is to help individual firms identify and exploit sales growth opportunities. This means first of all connecting firms to markets and buyers, and then, as necessary, improving their product design and quality, increasing their productivity, upgrading their management and workforce skills, and expanding their access to finance.

Demand for Kosovo products and services has rapidly grown in recent years. Numerous industry sectors have substantially improved their production capacities and product quality, including some sectors that are export-ready. While companies in several sectors are already exporting Kosovo-made products, there is great potential for these exports to increase further. EMPOWER Private Sector is working closely with sectors that have export potential: supporting them in product expansion, productivity, and quality; improving the business-enabling environment; and very importantly, connecting them to markets. Fortunately, Kosovo's diaspora is very active and has a keen eye for business opportunities. Many export sales at present are tied to Kosovo's diaspora, and it is more common for business opportunities to come through diaspora contacts in foreign markets than from marketing initiatives by the companies themselves. This is a strength that can be further developed.

The Kosovo diaspora, which also identifies itself as the Albanian diaspora, has provided vital economic support to the people of Kosovo for decades, predominantly through remittances. There are some excellent examples of successful, diaspora-run business ventures in Kosovo that can serve as role models for other enterprises as they professionalize and internationalize. Nevertheless, many agree that the potential of the diaspora to improve Kosovo's economic development has been underutilized until now. Engagement with Albanian diaspora has seemingly run on emotion and goodwill to date, with little infrastructure to guide its progress.

In year 4 of its project life, EMPOWER has focused a greater attention on leveraging the potential for business opportunities between Kosovo and diaspora businesses. It has further strengthened the relationship with Kosovo emigrants and Albanian diaspora, as part of its

collaboration with various Albanian Diaspora Networks. As part of this focus by EMPOWER to work with diaspora businesses, the project aimed to further enable Kosovo and diaspora businesses to explore mutually beneficial business opportunities. Moreover, the Project integrated diaspora members in its year-round activities to serve as partners in efforts to build a more systematic use of the diaspora in Kosovo's export promotion, assuming the cooperation and collaboration of all actors.

Parallely, EMPOWER is working closely with several sectors of industries that have export potential - supporting them in product expansion, productivity and quality, improving the business enabling environment, and very importantly, connecting them to markets.

The context of this assignment is to connect diaspora with businesses in Kosovo and identify investment and export opportunities of Kosovo products and services, as a result of the two-day Diaspora B2B Convention organized by the Albanian Diaspora Business Networks in Europe on 24th and 25th of May, with the help of EMPOWER Private Sector. In this manner, the project aims for the parties to improve and support the common objectives for sustainable economic growth in Kosovo, supporting the expansion of Kosovo businesses through market linkages with businesses in European Diaspora. Moreover, through this activity, EMPOWER aims to Leverage the relationship – Kosovo and Diaspora and to join forces to strengthen businesses in Kosovo. Hence, Kosovo businesses will have better access to market as a result of access to new market opportunities through diaspora businesses.

II. Scope of Work

A. Objective

The objective of this assignment is to connect businesses in European diaspora with businesses in Kosovo and identify investment and export opportunities of Kosovo products and services through a two-day event Diaspora B2B Convention, to be organized on 24th and 25th of May at Hotel Emerald in Prishtina.

The Convention will be attended by a great number of businesses and potential investors (minimum of 100 entities) from abroad, as well as a matching number of businesses from Kosovo who are export-ready, and a carefully pre-selected list of businesses to participate in the B2B event.

Planned structure of the event

Day 1: Opening of the Convention and the B2B activity – to start at 9:00 a.m.

This day event will serve the purposes of B2B matching only.

1. Pre-registration for participation of both Kosovo businesses and Diaspora members will be requested via an online system, as well as their interests will be identified prior to the event. Their profiles will also be shared digitally.
2. The Diaspora interested businessmen and potential investors will have scheduled meetings with Kosovo companies. The meetings will have been chosen by diaspora and Kosovo participants prior to the event, after they have had access to review each other's profiles and products/services via:
 - a. the electronic catalogue with local businesses shared prior to the event,
 - b. the Profiles of diaspora companies provided by the Albanian diaspora business networks in Europe.
3. A pamphlet of businesses in alphabetical order and their seating arrangement (i.e. table number/letter) will be produced and shared with the participants at the event.
4. Tables will be available for carefully chosen diaspora businessman/investors and potential product sales agents to meet the pre-selected export ready companies and elaborate their products and services in person. The tables will be labeled accordingly.
5. Each table will have 1 – 2 business representatives from both diaspora and Kosovo, who have decision making power on behalf of the company, to close a deal, etc.
6. A team of facilitators will be available at the event will help speed up the process and will approach diaspora members, and/or Kosovo businesses who seem to be waiting on a particular conversation or looking for a particular sector (meeting) that has not been scheduled prior to the event, to so guide them throughout the B2B.
7. Additionally, a microphone will be provided in the middle of the room to call out - for those in search of a particular party.
8. B2B meetings followed with further discussions, and or contract signature, accompanied with event facilitators.

The Gala event to be organized in the evening after the B2B activity

The Gala event the first day will serve as a follow up to the conversations and potential discussed with business at the B2B the same day, as well as a venue to share and inspire with various success stories. It will comprise of a dinner, and informal presentations of stakeholders whose mandate is in more than one way to promote private sector growth and increase investment opportunities.

Day 2: Panel Sessions and Field visits – to start at 9:00 a.m.

This event will serve for the purpose of panel discussions, as well as site visits to follow.

1. Panel sessions regarding diaspora as intermediary agents for business and investment,
2. Site visit to Kosovo businesses, pre-arranged,
3. Final activity and conclusion to the Convention: a closing event in one diaspora invested local business in Kosovo.

This activity implementer will develop the plan and implementation of the following:

- Overall organization and logistics;
- Communication, PR and branding of the activity; Event advertising via billboard; social media, including professional live-streaming, and local TV;
- Supplementary activities prior to the event and at the event;
- Online pre-Registration system for participants for the Convention, and particularly for the B2B activity (including Calendar of B2B Meetings);
- Assist the development of the structure, rules and principles of B2B, including the seating chart for B2B activity, as well as seating chart for the Gala event;
- Prepare the floor, as well as manage and monitor the undertaking of the B2B activity;
- Produce nametags/badges and pamphlets for seating arrangement prior to the event, including branded presentations on LED screen;
- Contribute and assist with the logistics for the other activities of the Convention, such as Gala event, Panel sessions and site visits (including sound system);
- Produce a database of data gathered from Convention participants, the B2B activity and site visits;
- Event Follow up Video and Photo edits.

The implementer of this activity will closely work with EMPOWER Private Sector Responsible Officer and the chapters of the Albanian Diaspora Business Networks in Europe.

B. Task for Proposal stage

Task for proposal stage is to provide a proposal to organize the two days for Diaspora B2B Convention as per the scope of work, covering the B2B activity, the panel sessions and the site visits, as well as Gala event, including methodology of the entire process: communication plan, collection of needed information as per the scope of work.

Description of Tasks and Deliverables

1. **Deliverable #1:** Overall organization and logistics event plan;
 - a) Final proposal of the event logistics to be organized for the two days (B2B activity and Gala event the first day, as well as panel sessions and site visits the second day), to be proposed before EMPOWER Private Sector responsible officer and Albanian Diaspora Business Networks responsible officers.
 - b) Assist the development of the structure, rules and principles of B2B, including the seating chart for B2B activity, as well as seating chart for the Gala event with EMPOWER Private Sector responsible officer and Albanian Diaspora Business Networks responsible officers;

- c) Arrange logistics for the a) guests coming from Diaspora, managed by Albanian Diaspora Business Networks in Europe, and b) selected Kosovo businesses, managed by EMPOWER Private Sector.
2. **Deliverable #2:** Event Communication, including PR and branding of the activity; advertisement via billboard, local TV, social media, including professional live-streaming.
 3. **Deliverable #3:** Diaspora "superstar" businesses profiles promoted via social media; Two/three billboards to be placed two weeks prior to the event and one/two will be placed one week prior the event. One billboard to be placed on the road from airport to Prishtina. Another billboard to be placed on the road from Prishtina to Emerald, and the other location is yet to be determined;
 4. **Deliverable #4:** Pre-registration for Convention, and B2B activity. A developed online pre-Registration system for participants for the Convention, and particularly for the B2B activity (including Calendar of B2B Meetings), as well undertaken supplementary activities prior to the event and at the event;
 5. **Deliverable #5:** A finalized Agenda and produced pamphlets for B2B seating charts to be shared with the participants, also electronically prior to the event, and on screen as well at the event, including branded presentations on LED screen;
 6. **Deliverable #6:** Provide min 5 of trained staff to facilitate B2B activity and the rest of the Convention. The staff will be also trained by EMPOWER, and Albanian business network representatives.
 7. **Deliverable #7:** Produced nametags/badges (categorized nametags for businesses, as well as high end officials) for all Convention participants;
 8. **Deliverable #8:** Ensure guest check-in from the pre-registered lists for both days of the Convention. In case of no find, add to the participant list and take details of information;
 9. **Deliverable #9:** Prepare the floor and ensure that all businesses are seated in their organized seating, as well as manage and monitor the undertaking of the B2B activity;
 10. **Deliverable #10:** Ensure smooth organization of all the Convention activities, such as Gala event, Panel sessions and site visits (including sound system); as well as take Videos and Photos of the Convention events;
 11. **Deliverable #11:** Produce a database of data gathered from Convention participants, the B2B activity and site visits;

12. **Deliverable #12:** Produce an event follow up Video and edited event photos.

13. Deliverables Schedule

The successful service provider shall submit the deliverables described above in accordance with the following deliverables schedule:

#	Deliverable	Due Date
1 & 2	Overall organization and logistics event plan; Event Communication plan, including PR and branding of the activity: advertisement placement via a billboard; social media, including professional live-streaming, and local TV;	24 th April 2019
3	Promoting of Diaspora "superstar" businesses profiles on social media; One billboard to be placed two weeks prior to the event;	6 th May 2019
4	A developed online pre-Registration system for participants for the Convention, and particularly for the B2B activity (including Calendar of B2B Meetings), as well undertaken supplementary activities prior to the event and at the event;	6 th May 2019
5	Agenda Finalized; Pamphlets produced for B2B seating charts to be shared with the participants (also electronically prior to the event);	10 th May 2019
6	Ensure trained staff of min 5 facilitators and others ready for the Convention;	17 th May 2019
7	Produced nametags/badges (categorized nametags for businesses, as well as high end officials) for all Convention participants;	21 st May 2019
8 & 9 & 10	Take Video and Photos of Event and ensure Smooth organization of all Convention activities;	24,25 th May 2019
11 & 12	A database of data gathered from Convention participants, the B2B activity and site visits; Produce an event follow up Video and edited event photos;	25 June 2019