**Selection criteria.**

**Business consultant for EPO trade missions**

* **Company size:** Small or medium consulting companies (usually with up to 10 staff) specializing in import promotion to a foreign country.
* **Location:** a selected country where the trade mission to be done - preferably; Ukraine
* **Experience:** 5+ years of operations.
* **Proven track record** of successful cases of company`s clients, e.g. foreign businesses from different industries in the particular country or list of different countries.
* **Partnership network:** a company has numerous possible-to-check list of partner experts in various industries.
* **B2B:** results/cases of proven ability to work on finding potential partners.
* **Market intelligence:** examples of market intelligence reports according to the specific requests of their clients.
* **Experience of cooperation with national trade / export promotion organizations:** experience in organizing trade/business missions in cooperation with national trade / export promotion organizations is a plus.
* **Business reputation:** transparency, official web-site, references.
* Capable to obtain payment from NGO located in Ukraine.
* Has strong business contacts in private sector.

**Business consultant’s application proposal must include:**

* Presentation of the consulting company including company`s information, its history, contact details, organizational structure, CVs of the Director and the Consultant.
* Track record of clients.
* Financial proposal for services ordered by EPO.
* Project management methodology.
* At least 3 references with contacts.

**Business consultant’s services must include:**

* Development of market intelligence materials basic and sector specific, this must include:
  + Country profile
  + Market Segmentation, market trends
  + Consumer preferences
  + Key challenges
  + Import duties, import restrictions
  + Key regulatory bodies
  + Regulations specific
  + Major industry events
  + Etc.
* Market Entry Strategy.
* Representative Interviews & Screening.
* Logistical Support.
* Accompany client on appointments.
* Trade Mission/matchmaking assistance: B2B organization.