

## Title: Market Event expert

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*Project: AFDAL Phase IV*

### Purpose

ADR is seeking to hire an “Market Event expert” in the framework of the project **AFDAL-PHASE IIV** supported by the World Food Program (WFP).

**AFDAL** Project aims to improve competitiveness, quality and productivity of agricultural value chains while addressing immediate food consumption needs of vulnerable households.

### Background

ADR, being a Lebanese NGO with non-lucrative, non-political, non-religious objectives that lends its support to the social players to help them acquire the knowledge and capabilities to improve and promote their standard of living, thus, setting up three main programs:

- 1- Micro credit program.
- 2- Vocational training and upgrading skills program.
- 3- Agricultural program (CASUR).

In addition to ad-hoc projects which falls in rural development and community empowerment. They stress on the partnership with the local community, municipalities, cooperatives, and associations.

ADR is implementing the project **AFDAL IV** in partnership with 2 partners Care International Lebanon and Fair Trade Lebanon The project phase I duration is for 10 months starting January 2024.

### The General Activity Objective:

The goal of this activity is to organize a matchmaking/market linkage event as part of AFDAL Phase IV project, in each area of the project implementation. These events aim to bring together farmers, cooperatives, restaurants, identified businesses, and potential buyers to showcase products, network, and establish business connections.

**ADR** will be responsible for hiring a skilled Market Expert to identify and invite relevant stakeholders, including farmers, cooperatives, restaurants, businesses, and potential buyers; Organize the event logistics, including selecting the venue, setting up, and arranging necessary equipment; Develop and distribute promotional materials to ensure broad participation; Coordinate with local authorities and partners to ensure the smooth execution of the event and Invite farmers and cooperatives supported by the AFDAL project.

### Objective of the matchmaking/market linkage event

The specific objectives of these events are:

- To facilitate mutually beneficial connections between farmers and traders.
- To align the perspectives of the wholesale market and farmers.
- To harmonize the vision of the Ministry of Agriculture, Ministry of Economy, farmers, and processors to support producers effectively.
- To foster partnerships between agri-food businesses and related support industries in Lebanon.

- To provide a platform for networking and establishing business connections.
- To offer gender-sensitive nutrition awareness sessions to improve nutrition outcomes and promote gender equality.
- To provide recommendations for improving linkages within the sector, influencing ministry policies, donor strategies, and farmer/producer outcomes.

### **Conditions:**

The project implementation area is in South Lebanon; therefore, **a top priority** is given to persons living and working in South Lebanon.

### **Description:**

#### **Expert Responsibility T**

##### **a. The expert will be responsible for the following tasks:**

- Conduct an in-depth market analysis for farmers and processing cooperatives to identify potential buyers, such as restaurants, patisseries, grocery stores, traders, and bakeries.
- Develop a comprehensive marketing strategy to promote the event and attract participants.
- Organize and categorize participants to facilitate round table discussions, pairing groups such as farmers with traders and cooperatives with bakeries.
- Prepare discussion questions for each round table session.
- Compile a detailed report after the matchmaking event, summarizing all discussions and providing recommendations for future events.
- Create a detailed event program, including presentations, networking sessions, and matchmaking opportunities.
- Coordinate with speakers and presenters to ensure all content is relevant and engaging.
- Monitor and evaluate the event's success through participant feedback and follow-up surveys.
- Provide recommendations for future matchmaking events based on the outcomes of the current event.
- Facilitate matchmaking sessions to foster partnerships between agri-food businesses and support entities.
- Organize roundtable discussions to generate actionable ideas for partnership development and activity acceleration.
- Provide a structured networking format, allowing participants to showcase their products and services.

##### **b. Deliverables**

- Detailed event plan and schedule.
- List of invited participants and confirmed attendees.
- Event materials, questions, discussion objective...
- Report on matchmaking outcomes, including established partnerships and feedback from participants.
- Pre and post test

### **Skills and Qualification:**

The ideal candidate will have:

- Proven experience in organizing similar matchmaking or market linkage events.
- Strong network within the agri-food sector in Lebanon.
- Excellent coordination and communication skills.

## Period of implementation

The market expert has 10 days to complete all the tasks during September 2024

## How to Apply

Interested experts are required to submit the following: to [hiba.fawaz@adr.org.lb](mailto:hiba.fawaz@adr.org.lb) not later than noon 12:00 pm on Friday, August 16, 2024.

- Proposal detailing the approach and methodology for organizing the events.
- CVs of key team members.
- Examples of previous similar work.