



**THE REPUBLIC OF KENYA  
MINISTRY OF INVESTMENTS, TRADE & INDUSTRY**

**REQUEST FOR EXPRESSIONS OF INTEREST (REOI) FOR  
CONSULTING SERVICES – FIRMS SELECTION**

**ASSIGNMENT TITLE: *CONSULTANCY ON ROUTE-TO-MARKET  
STRATEGY FOR KENYAN TEA VALUE CHAIN***

**REFERENCE No: MITI/SDT/EOI/001/2023-2024**

The Government of the Republic of Kenya, through the Ministry of Investments, Trade, and Industry is planning to significantly boost the production, marketing and export of tea. The State Department for Trade (SDT) is responsible for the management of Kenya's trade policy, promotion of wholesale and retail trade, export development and promotion, among others.

With financing from the Government of Kenya, SDT, as Contracting authority, intends to apply part of the proceeds for consulting services to develop a robust Route-to-Market Strategy that seeks to enhance domestic consumption and exports of tea.

The consulting services ("the Services") include market penetration and diversification; product quality enhancement; market intelligence and analysis; stakeholders' collaboration. The goal of the consultancy is to enhance product diversification, boosting domestic consumption, increasing export volumes, expanding market reach, and improving the overall competitiveness of Kenyan tea.

The State Department for Trade now invites eligible consulting firms to indicate their interest in providing the Services.

Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are:

- a) Minimum of seven (7) years' experience in agricultural value chains development for services related to market strategy development and trade including assessment of administrative barriers to export and sanitary and phytosanitary requirements, capacity building and training for public institutions and private sector.

- b) Demonstration by consulting firm of having been involved in the execution of at least five (5) similar assignments related to market access, trade facilitation, and private sector development in agriculture within the last seven (7) years. Details of the assignments (name and country of the client, scope, value, and period) shall be provided, together with their related Certificates of completion or good execution.
- c) At least two (2) specific assignments related to market access, trade in services and value addition for tea within the last seven (7) years.
- d) At least three (3) assignments of similar nature for trade and agricultural products implemented over the last seven (7) years in the Middle East or Asian markets.
- e) Technical and managerial capability of the consulting firm which should be supported by detailed company profiles, organogram and any valid statutory and supporting documents.
- f) The consulting firm must be a local firm, i.e. legally registered and established in Kenya.

**Please Note: Do not provide CV of staff. Key Experts will not be evaluated at the Expression of Interest stage.**

The consulting firm will be selected in accordance with the Procurement Regulations according to the Kenya Public Procurement and Asset Disposal (PPAD) Act, 2015.

The duration of the consultancy services is expected to be five (5) months.

To enhance specific qualifications, the association in the form of a joint venture and/or a sub-consultancy is allowed. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected. However, the experience of a sub-consultant will not be considered while short-listing.

A consulting firm will be selected in accordance with the Consultant's Qualifications Based Selection (CQS) method set out in the Procurement Regulations. Only the selected consulting firm will receive the final Terms of Reference and will be invited to submit a technical and financial offer for the assignment.

Further information can be obtained at the address below during office hours (**weekdays Monday to Friday 08.00hrs to 17.00hrs local time excluding public holidays**). Interested consulting firms are required to continually check the State Department for Trade website <http://www.trade.go.ke> for any additional information or clarification that may arise before the submission date.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail) to be received on or before **14<sup>th</sup> December, 2023 at 11.00 hours, Kenya local time (GMT+3 hours)**.

**Request for Expressions of Interest (REOI) should be addressed to:**

Principal Secretary  
State Department for Trade  
Ministry of Investments, Trade & Industry  
Teleposta Tower, 18<sup>th</sup> Floor  
P.O. Box 30430 – 00100  
**Telephone:** +254 20 224 2829