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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 and 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 identify areas of competitiveness in the Zambian economy in a regional and wider context, growth sectors, and an analysis of key market constraints. The final report should facilitate the mission to engage with potential Irish investors within areas of opportunity and outline key policy recommendations for engagement with the Zambian Government for the promotion of an improved business environment.

#### **Scope of Work**

The Consultant will conduct the study within four weeks. Specifically, he/she will analyse the:

- Contextual frameworks and policies promote/inhibit private sector growth contexts.
- Zambia's comparative advantage vis-à-vis its neighbouring countries that would encourage Foreign Direct Investment in sectors such as energy, agriculture and tourism.
- Market potential and gaps in the Zambian economy and linkages to its main trading partners (DRC, South Africa, and regional bodies such as COMESA and SADC) and in particular Ireland and Namibia.
- Value chain and domestic and international market in relation to agro-food processing.
- Service sector in facilitating/hindering trade opportunities with respect to: logistics, insurance, transport infrastructure and access to ports (Dar-Es-Salaam, Walvis Bay, Durban). As well as whether it is a sector for potential investment.

### **3. Time Frame**

- This is a thirty (30) day consultancy.

### **4. Output and deliverables**

- Market gap analysis with clear recommendations related to: stepwise approach for the embassy to expand its work on trade, clear advocacy strategy for the embassy to undertake in its bilateral dialogue with Zambia, Namibia, and COMESA.

### **5. Management Arrangements**

- The consultant will report to the Second Secretary/Head of Mission.
- Payment will be based on a daily rate payable every month based on the number of days worked.
- The total consultancy timeframe will not exceed thirty (30) 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

To apply please forward a covering letter of no more than two pages which outlines your relevant experience. The letter should be accompanied by your Curriculum Vitae detailing qualifications and all work experience to date.

Applications should be forwarded via email to [judith.kankuli@dfa.ie](mailto:judith.kankuli@dfa.ie) on or before 15<sup>th</sup> June, 2018. Only shortlisted candidates will be contacted.