

Technical task for position of International Fashion Expert on business and brand development

Project Name: Fashion Park Ukraine: InterEUaction in light/textile/fashion industry sector

Issuing Organization: West Ukrainian Fashion Industry Cluster

Contact Information:

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1. Introduction

NGO West Ukrainian Fashion Industry Cluster is an association of companies, entrepreneurs, experts, and people who work in the fashion business and want to develop the Ukrainian fashion industry. Since 2018 Cluster have been operating mainly in Western region of Ukraine. West Ukrainian Fashion Industry Cluster has brought together participants dedicated to building innovative and strong brands, providing high-quality support to textile/light/fashion industry SMEs by participation in exhibitions, purchases, seminars, grant programs, developing international partnerships and cooperating with highly professional experts.

2. Project Overview

- **Project Description:** The project is implemented by West Ukrainian Fashion Industry Cluster within the international cooperation programme "EU4Business: SME Recovery, Competitiveness and Internationalisation", that is co-financed by the European Union and the German Government and is implemented by the German federal company "Deutsche Gesellschaft für Internationale Zusammenarbeit ([GIZ](https://www.giz.de)) GmbH". The programme aims to support Ukraine's economic resilience, recovery and growth, create better conditions for the development of Ukrainian small and medium-sized enterprises (SMEs) as well as support innovation and exports. Read more: www.eu4business.org.ua. EU4Business is an umbrella initiative that includes all EU support to small and medium-sized businesses in the Eastern Partnership countries. Read more: www.eu4business.org.ua
- The project aims at internationalization of West Ukrainian Fashion Industry Cluster in the EU market by enhancing the competitiveness, innovation, and growth of cluster

and cluster participants in the global marketplace for establishing sustainable business relations with the European Union.

- **Project Duration:** 15.07.2024-15.04.2025
 - **Project Objectives:** The project objective is to facilitate the expansion of SMEs from West Ukrainian Fashion Industry Cluster into the European market, specifically Germany, while strengthening the cluster's position through the establishment of a partnership with the German fashion associations and building quality long-term interaction. This will support the internationalization of the Ukrainian fashion industry in the EU and enhance the reputation of "Made in Ukraine" brand in the global marketplace.
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3. Position Overview

- **Position Title:** International Fashion Expert on business and brand development
 - **Location:** Ukraine, Germany
 - **Reporting To:** Lyubov Ustinova, WUFIC Project Coordinator
 - **Contract Duration:** 20.08.2024-15.04.2025
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4. Tasks

The contractor is supposed to perform the following scope of work/services, which includes:

Tasks of the International Fashion Expert on business and brand development

Phase 1

- Preparation of the technical materials and detailed project's activities concept/ agenda ;
- Preparation and implementation activities within the framework of the project longframe;
- Undertake external communication;
- Develop a fashion training program for 7-10 participants.
- Prepare and conduct fashion trainings/consulting for 7-10 participants;
- Prepare and conduct cluster's team internship/experience exchange with German fashion organization in Germany (EU)
- Developing the internationalization program of the West Ukrainian Fashion Industry Cluster.

Phase 2

- Preparation of the technical materials and detailed project's activities concept/ agenda of the phase;
- Prepare and conduct fashion trainings/consulting for 7-10 participants;

- Develop the presentation for the meetings – up to 7-10 sets of presentation materials for participants created in accordance with the GIZ template.
- Coordinate and assist in business mission to Germany (EU);
- Consulting and preparation of 7-10 selected participants to their presentation in exhibition in Berlin, Germany (EU)
- Organize meetings with main players and authorities.

Phase 3

- Preparation of the technical materials and detailed project’s activities concept/ agenda ;
- Prepare and conduct fashion trainings/consulting on preparation to exhibition in Berlin Germany (EU) for 7-10 participants including such topics as “Concept Development and Planning, Curating and Preparing the Collection, Marketing and PR”;
- Conduct participation of 7-10 participants in exhibition in Berlin, Germany (EU)
- Conduct follow up consulting on post event activities for 7-10 selected participants.

5. Milestones and deadlines

Certain milestones, as laid out in the table below, are to be achieved during the contract term:

Milestones/process steps/partial services	Deadline	Estimated working days
Phase 1	14 October 2024	45
Phase 2	14 January 2025	65
Phase 3	15 April 2025	35

6. Deliverable and reporting

The Contractor will be responsible for the following:

Reporting/ Deliverable	Requirements to the format	Anticipated period, by
Phase 1.		
1.1. Delivered narrative report on results of the performed work/services	Word file according to WUFIC template (font Tahoma, size 11, single line spacing)	September 2024
1.2 Delivered list of participants of online training	Excel sheet according to WUFIC format	October 2024
1.3. Developed fashion training program	Word file according to WUFIC template (font Tahoma, size 11, single line spacing)	October 2024

1.4. Delivered narrative report on results of the performed work/services	Word file according to WUFIC template (font Tahoma, size 11, single line spacing)	October 2024
1.5. Delivered Agenda of the conducting cluster's team internship/experience exchange with German fashion organization.	Word file according to WUFIC template (font Tahoma, size 11, single line spacing)	October 2024
1.6. Internationalization program created.	Word file (font Tahoma, size 11, single line spacing)	October 2024
Phase 2		
2.1. Delivered narrative report on results of the performed work/services	Word file according to WUFIC template (font Tahoma, size 11, single line spacing)	November 2024
2.2. Delivered developed presentations for each participant- up to 7-10 pcs	Package with pdf files for each participant according to WUFIC template (other marketing materials could be added)	November 2024
2.3. Delivered report of business and educational trainings for SMEs.	Word file according to WUFIC template (font Tahoma, size 11, single line spacing)	December 2024
2.4. Delivered list of participants of trainings and consulting	Excel sheet according to WUFIC format	January 2024
Phase 3		
3.1 Delivered list of participants of training/consulting	Excel sheet according to WUFIC format	February 2025
3.2 Delivered report of participation in exhibition in Germany (EU)	Word file according to WUFIC template (font Tahoma, size 11, single line spacing)	March 2025
3.3 Delivered further follow up action plans of 7-10 selected participants.	Word file (font Tahoma, size 11, single line spacing)	March 2025
3.4 . Delivered narrative report on results of the performed work/services	Excel sheet according to WUFIC format	April 2025

7. Qualifications and Experience

Qualifications of the expert:

- Education/training: Master's or equivalent degree in International Affairs, Economics, Finance, Economic Development, Public Administration or other subject related to the assignment; Diploma or BA degree in Fashion sphere, Cultural Diplomacy, PR and Communication, Marketing.
- Language: Fluent business language skills in English (Advanced), German language (Intermediate);
- General professional experience: more than 10 years of experience in practical assistance to enterprises in business and brand development in textile/light/fashion industry;
- Specific professional experience: Experience in branding, marketing, public communication, fashion production, support of 3 projects;
- Other: Strong communication and organizational skills. Computer literacy.

8. Submission Requirements

Detail the documents and information that must be included in the proposal:

- **Cover Letter**
 - **Resume/CV**
 - **Copies of relevant degrees and certifications not for this position**
 - **Commercial Offer**

 - **Copies of registration documents**
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Please attach the documents (in English).

9. Financial provisions

Contract value and payment schedule

The contract value shall be calculated according to the format of the bid for the tender including option (if applicable).

Anticipated date of payment	Description of services	UoM	Q-ty	Price per a unit, UAH	Sum (up to), UAH
1st Payment including subpayments					
15.09.2024-14.10.2024	Phase 1	days		00,00	00,00

2nd Payment including subpayments					
15.11.2024-14.02.2025	Phase 2	days			
3d Payment including subpayment					
15.03.2025-15.04.2025	Phase 3:	days		00,00	00,00
Total					

The payments under Phase 1, Phase 2, Phase 3 could be divided into sub-payments per month according to the number of activities and based on the provided reporting document indicated in cl.6 and on the provided invoice, acts of acceptance, timesheets according to the payment conditions indicated in cl. 11.

10. Financial proposal

The total cost of the bid shall be set in **UAH, including all direct and related expenses, taxes and fees, excluding VAT.**

11. Payment Conditions

- Payment to contractor is made on the basis of the invoice, acts of acceptance, timesheets, which is formed on the basis of Delivered narrative report on results of the performed work/services.
- All the payments shall be done exclusively in the national currency of Ukraine (UAH) by means of a bank transfer to the bank account of the Contractor.
- All the payments shall be done exclusively for the actually performed works/services and on the ground of reports accepted by WUFIC.
- All the activities shall be done exclusively within the timeframe of the Contract.
- The Contractor shall be responsible for all taxes and other payments according to the Ukrainian law. Taxes, levies or fees to the Government of Ukraine shall be paid by the Contractor.
- All the payments shall be done on the ground of the scanned invoices, acts of acceptance, timesheets on performed work submitted in digital form within 10 working days after their submission by the Contractor.

12. Requirements to the submission of the financial reporting documents

Invoices, acts of acceptance, timesheet etc. shall be scanned in PDF document and send as an attachment to the e-mail of the WUFIC Project Coordinator (the e-mail shall be provided additionally) together with other reporting documents as and if stipulated by the Contract; the technical documents (reporting) can be submitted either in the same or in a separate e-mail; The original documents shall be submitted to WUFIC (invoices, 2 copies of acts of acceptance, other financial supporting documents) The deadline and the address for the delivery of documents will be agreed between WUFIC and the Contractor.

13. Travel expenses

The project will cover "Travel expenses", i.e. transportation, accommodation, meals incurred during the duties performance in accordance with the terms of reference. Transportation, accommodation and meals will be organized by the West Ukrainian Fashion Industry Cluster. The exact business trip schedule will be agreed in a work format, due to the general schedule of project implementation.
