



**COMESA FEDERATION OF WOMEN IN BUSINESS
(COMFWB)**

REQUEST FOR EXPRESSION OF INTEREST

**A CALL FOR APPLICATIONS - FOR PREPARATION OF TRAINING MATERIALS ON
BUSINESS DEVELOPMENT FOR WOMEN AND YOUTH ENGAGED IN SMALL SCALE
CROSS BORDER TRADE**

REF- COMFWB/CS/TM/6/08/2025

August 6th, 2025

1. **The COMFWB Secretariat** is inviting Individual Consultants to submit their CV and Financial Proposal for the following services:

For Preparation of Training Materials on Business Development for Women and Youth Engaged in Small Scale Cross Border Trade

The Terms of Reference defining the minimum technical requirements for these services are attached as Annex 1 to this Request for Expression of Interest.

2. **Only Individual Consultants are eligible for this assignment.**
3. The maximum budget for this contract is **US\$ 2,000.00** for expert service/ consultants' fees only. Proposals exceeding this budget will not be accepted.
4. Your Expression of Interest must be presented as per Expression of Interest Forms attached as Annex 2 to this Request for Expression of Interest, in the English language and be accompanied by copies of all the indicated supporting documents. If the supporting documents are not in English, these shall be accompanied by a certified translation into English.

Your application documents clearly marked and email bearing the subject “: **Short Term Consultancy for Preparation of Training Materials on Business Development for Women and Youth Engaged in Small Scale Cross Border Trade**

should be emailed to the following address:

JMasanche@comesa.int

And copy to

comfwb@comesa.int

5. The deadline for submission of your application, to the address indicated above, is:

13 August 2025 at 16:00hours Malawi time

6. **Physical submission of applications is NOT allowed.**

7. Your CV will be evaluated against the following criteria.

S/No.	Criteria	Maximum points allocated
1	General qualifications	20
2	Adequacy for the assignment	60
3	Experience in the region	20
	Total	100

8. Your proposal should be submitted as per the following instructions:

(i) **PRICES:**

The financial proposal shall be inclusive of all expenses deemed necessary by the Individual Consultant for the performance of the contract.

(ii) **EVALUATION AND AWARD OF THE CONTRACT:**

Expressions of Interest determined to be formally compliant to the requirements will be further evaluated technically.

An Expression of Interest is considered compliant to the requirements if:

- The financial proposal does not exceed the maximum available budget for the contract.

The award will be made to the applicant who obtains the highest technical score. Expressions of Interest not obtaining a minimum score of 70% will be rejected.

(iii) **VALIDITY OF THE EXPRESSION OF INTEREST:**

Your Expression of Interest should be valid for a period of 90 days from the date of deadline for submission indicated in Paragraph 4 above.

9. The assignment is expected to commence immediately after signature of the contract.
10. Additional requests for information and clarifications can be made until 3 working days prior to deadline indicated in the paragraph 6 above, from:

The Procuring entity: **COMFWB Secretariat**
Contact person: **Head of Procurement**

E-mail: JMasanche@comesa.int

Copy to

comfwb@comesa.int

ANNEXES:

ANNEX 1: **Terms of Reference**

ANNEX 2: **Expression of Interest Forms**



ANNEX 1: TERMS OF REFERENCE

**COMMON MARKET FOR EASTERN AND SOUTHERN AFRICA (COMESA)
FEDERATION OF NATIONAL ASSOCIATION OF WOMEN IN BUSINESS
(COMFWB)**

**RECRUITMENT OF A CONSULTANT FOR PREPARATION OF TRAINING
MATERIALS ON BUSINESS DEVELOPMENT FOR WOMEN AND YOUTH
ENGAGED IN SMALL SCALE CROSS BORDER TRADE**

REF- COMFWB/CS/TM/6/08/2025

August 6th, 2025

1. Background

Common Market for Eastern and Southern Africa (COMESA) Federation of National Association of Women in Business (COMFWB) is one of COMESA institution supporting the development and participation of women owned SMEs in regional integration.

The COMESA Treaty under Article 154 and 155 acknowledges critical role that women play in their social economic spheres in line with the COMESA gender policy. COMESA has set up two institutions and agencies supporting private sector development. The COMESA Federation of National Association of Women in Business (COMFWB) is one of the COMESA institutions with a mandate of supporting women led private sector organizations.

COMFWB has been implementing its medium-term strategic plan which focus on supporting provision of business development services to entrepreneurs and creating Jobs for women and youths through creation and strengthening of existing Business incubation centers.

COMFWB has partnered with CO-WATER international in the implementation of the Facilitating Inclusive Resilient and Sustainable Trade (FIRST) Project funded by Global Affairs Canada (GAC). The project supports the implementation of the African Continental Free Trade Area (AfCFTA) and regional trade agreements through gender-responsive, inclusive, and environmentally sustainable (GRIES) approaches.

In the FIRST project, Activity 1223.2.1 contributes to Intermediate Outcome 1200, which aims to strengthen the capacity of Micro, Small, and Medium Enterprises (MSMEs)—particularly small-scale cross-border traders (SSCBTs), women, youth, and persons with disabilities—to access and benefit from national, regional, and continental trade opportunities.

COMFWB would like to engage a service provider to develop training materials which will be used for the training of women entrepreneurs in Zambia and Democratic Republic of Congo.

2. Specific Objective

The specific objective of this call is to develop accessible, gender-responsive, and context-specific training manuals and practical tools to strengthen the capacity of MSMEs, with a particular focus on women, youth, and persons with disabilities (PWDs). These resources will enable MSMEs to expand their businesses, enhance market access, and effectively leverage opportunities created under the AfCFTA and other regional trade frameworks.

3. Scope of the Assignment

The training manuals and tools will specifically cover:

- **Business Development:** Core skills for enterprise growth, market positioning, and sustainable operations.
- **Financial Literacy and Financial Management:** Strengthening MSMEs' ability to manage finance effectively, improving financial decision-making, and enhancing access to finance.
- **Social Commerce:** Practical guidance to help MSMEs, particularly women, youth, and PWD traders, leverage digital platforms and social media to expand market reach, increase sales, and transition towards more formal participation in trade.

4. Expected Results and Deliverables

The consultant, once contracted, is expected to provide COMFWB with the following deliverables:

- **Business Development Modules:** Develop practical, accessible training materials covering business planning, pricing strategies, market access, supply chain linkages, marketing, and customer relationship management, tailored to the realities of small-scale cross-border traders (SSCBTs), particularly women, youth, and PWDs.
- **Financial Literacy and Management Modules:** Develop targeted materials on financial planning, budgeting, recordkeeping, credit preparedness, risk management, and engagement with financial service providers, specifically adapted for SSCBTs operating in informal and low-literacy environments.
- **Social Commerce Modules:** Produce user-friendly training content to equip SSCBTs with the skills to leverage social media, mobile platforms, and digital tools for marketing, sales, customer engagement, and cross-border transactions.

5. Assignment Duration,

The anticipated period for this scope of work is 1 month.

6. MINIMUM REQUIREMENT

The candidate should

- a. Have minimum of (5) years of consultancy Experience in market access, market research, innovative products
- b. Be able to inspire and conduct capacity building of women entrepreneurs for market resiliency.

- c. Be able to create and deliver training manuals (general and specific sector) for any entrepreneurs.
- d. Have a background working with African Women and youth Entrepreneurs in small scale cross border trade.

ANNEX 2: EXPRESSION OF INTEREST FORMS

A. COVER LETTER FOR THE EXPRESSION OF INTEREST FOR THE PROJECT.....	10
B. CURRICULUM VITAE	10

A. COVER LETTER FOR THE EXPRESSION OF INTEREST

**REQUEST FOR SERVICES TITLE: - PREPARATION OF TRAINING MATERIALS ON
BUSINESS DEVELOPMENT FOR WOMEN AND YOUTH ENGAGED IN SMALL SCALE
CROSS BORDER TRADE**

Country, Date

To: COMFWB Secretariat

Dear Sirs:

I, _____ the undersigned, offer to provide the consulting
services for the **PREPARATION OF TRAINING MATERIALS ON BUSINESS
DEVELOPMENT FOR WOMEN AND YOUTH ENGAGED IN SMALL SCALE CROSS
BORDER TRADE**

in accordance with your Request for Expression of Interests number, dated
.....

I hereby declare that all the information and statements made in my CV are true and
accept that any misinterpretation contained in it may lead to my disqualification.

My proposal is binding upon me for the period indicated in Paragraph 9(iii) of this Request
for Expression of Interest.

I undertake, if my Proposal is accepted, to initiate the consulting services related to the
assignment not later than the date indicated in Paragraph 10 of the Request for
Expression of Interest, and to be available for the entire duration of the contract as
specified in the Terms of Reference.

I understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Signature [*In full and initials*]:

Name and Title of Signatory:

B. CURRICULUM VITAE

1. Family name:
2. First names:
3. Date of birth:
4. Nationality:

5. Physical address:
6. Postal address
7. Phone:
8. E-mail:
9. Education:

Institution: [Date from – Date to]	Degree(s) or Diploma(s) obtained:

10. Language skills: (Indicate competence on a scale of 1 to 5) (1 – excellent; 5 – basic)

Language	Reading	Speaking	Writing
English			
Arabic			
French			

11. Membership of professional bodies:

12. Other skills:

13. Present position:

14. Years of experience:

15. Key qualifications:

16. Specific experience in the region:

Country	Date from - Date to

17. Professional experience:

Date from – Date to	Location of the assignment	Company& reference person (name & contact details)	Position	Description

18.
information:

Other relevant

19. Statement:

I, _____ the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

I hereby declare that at any point in time, at the COMFWB Secretariat's request, I will provide certified copies of all documents to prove that I have the qualifications and the professional experience as indicated in points 8 and 14 above¹, documents which are attached to this CV as photocopies.

By signing this statement, I also authorize the COMFWB Secretariat to contact my previous or current employers indicated at point 14 above, to obtain directly reference about my professional conduct and achievements.

Date: _____

ATTACHMENTS: **1) Proof of qualifications indicated at point 9**
 2) Proof of working experience indicated at point

¹ *The proof of stated qualifications shall be in the form of the copies of the degrees and diploma obtained, while for the professional experience the proof shall be either acknowledgement letters from the previous employers or copies of the Purchase Order/ Contract signed with them.*