



Terms of reference for the recruitment of an Event organizer for the Coordination and organization of the 7th COMFWB Trade Fair, Business Conferences and Gala dinner

1-CONTEXT

The Common Market for Eastern and Southern Africa (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 Secretariat is based in Lilongwe, Malawi, and plays a facilitative and catalytic role in working directly with the National Associations of Women in Business in the COMESA Member States.

COMFWB was established in 1993 to promote programs that integrate women into trade and development activities in Eastern and Southern Africa, in particular, in the fields of industry, trade and services, agriculture, fishing, energy, transport and communications, natural resources and mining, with the main objective of improving the economic conditions of women in the sub-region as well as increasing the awareness of women in development and business issues at the policy level.

Trade fairs provide broad access to potential customers and partners. They offer an ideal opportunity to develop brand awareness among key decision-makers within the targets, which can help increase sales in an already established market or assist in entering a new market.

COMFWB has been organizing Regional Trade Fairs on an annual basis since 2020 in collaboration with chapters to promote market access for the goods and services produced by women entrepreneurs, increase their connectivity in overseas markets, and promote exports.

The COMFWB Trade Fairs provided a platform for businesses to showcase innovative products and services available and the region's existing potential. They also enabled knowledge and experience-sharing, especially for women in business, to discuss the challenges and opportunities in regional trade, particularly for micro, small, and medium entrepreneurs.

The 7th COMFWB Trade Fair, co-organized by COMFWB Secretariate, the Government of KENYA and the FOWEK or COMFWB KENYA Chapter, is planned to take place in AUGUST 2026, in Nairobi KENYA with the theme ***"Expanding Intra-African Horizons: Digital Innovation as a Catalyst for Inclusive and Sustainable COMESA Market Access"***

After the COMFWB Trade Fairs held in Malawi (2020), Zambia (2021), Uganda (2022), Egypt (2023), Madagascar (2024), Ethiopia (2025), the Trade Fair in Kenya will bring together 500 delegates from across 21 COMESA member states, featuring 300 women-led enterprises, structured B2B matchmaking, policy dialogues, and capacity-building initiatives. With an expected reach of over 6,000 participants (both physical and virtual), the event will generate measurable trade leads, investment opportunities, and lasting partnerships that advance regional integration priorities.

To ensure the seamless planning, coordination, and execution of this regional economic event, the COMFWB Secretariat and its Kenya Chapter (FOWEK) are seeking a highly professional and experienced Event Management Agency to partner with them

2-PRESENTATION COMFWB KENYA CHAPTER

The **Federation of Women Entrepreneurs of Kenya (FOWEK)** was officially registered in 2022 following a revamp, though its predecessor was established in 2008 and its core mandate remains unchanged. FOWEK functions as the apex body for all women entrepreneurs, investors, business owners, and their associations, focusing on lobbying and advocating for Women Entrepreneur Associations (WEAs) to influence **policy formulation** and **disseminate crucial information** that helps women overcome gender-specific challenges and succeed in their fields.

Representing individual business women and women in business associations, FOWEK is dedicated to creating an enabling environment for its members through interventions like **enterprise development** and **mentorship**, positioning women entrepreneurs as key partners in employment creation. Significantly, FOWEK serves as the official Chapter in Kenya for the **COMESA Federation of Women in Business (COMFWB)**

3- THE CTF 2026 or 7TH COMFWB TRADE FAIR AND BUSINESS CONFERENCE

The COMFWB Kenya Chapter was selected at the last General Assembly in Ethiopia to host the 7th TRADE FAIR COMFWB, a trade event dedicated to women entrepreneurs from the 21 member States (Madagascar, Mauritius, Comoros, Djibouti, Kenya, Zambia, Rwanda, Eswatini, Malawi, Libya, Uganda, Zimbabwe, Seychelles, Sudan, Eritrea, Somalia, DR Congo, Burundi, Tunisia, Egypt and Ethiopia). The event will take place on August 2026.

In this regard, we are launching an open Call for Events (CFE) with a view to recruiting a qualified Events Agency to ensure the overall organisation of the event and to assume various responsibilities related to the success and the event.

4- SCOPE OF WORK :

4.1 TRADE FAIR ORGANISATION

Stage 1: Before the Trade Fair

- Work with the overall steering committee consisting of FOWEK Members, the Ministry representative, COMFWB Secretariat and COMESA Representative
- Assist in the preparation of sponsorship applications and follow up
- Identification of service providers : Venue, decoration, sound and Light system, Food and beverage, entertainment, security service, cleaning service, hostess and ushers
- Planning of activities of entertainment, professional of photos and videos, technicians for simultaneous screen transmission, adverts
- Assist in the development and printing of invitations cards, posters and other promotional materials.
- Develop together with the communication team f a comprehensive communication strategy and plan for the Trade Fair, and a Media plan
- Assist in the Design and creation of various visuals and videos ads for the event (posters and flyers, banners and backdrop banners, brochures and posters, Spots audio and spots videos, billboards visuals and videos)together with tech selected vendor
- Coordination of all aspects of the event, ensuring that it will run smoothly.
- Act as the key point person for the overall activities leading up to the main event
- Maintain a working schedule of activites or workplan that will be used to track activities as they happen, give an indication of success metrics
- Maintain a working budget pre-conference as well to track budget lines
- Organization of press conferences to inform the media about the upcoming event and for an invitation of media coverage.
- Management of the logistics of stand/ booth and equipments and the exhibition space
- Work with the government foreign affairs ministry to establish protocol requirements for the events and ensure that they are followed.
- Work with the relevant ministries to ensure that they are included in the planning and they are brought abreast and kept aware of the planning and their role.
- Prepare monthly reports and other reports required and keep them filed. Ensure all communication is kept official and formal and filed away for any future reference that might be required.

Stage 2: During the Trade Fair

- Work with the steering committee
- Ensure the Trade fair's, Business conferences and Gala Dinner logistics are well planned, and executed
- General coordination with all service providers
- Management of the exhibitors and the decoration of each pavilion /booth
- Coordination between service providers and exhibitors with the organisers
- Ensure training of the hostess on the reception, protocol and VIP management
- Ensure good communication through the event through the already established communication protocol.
- Ensure that the reporting of the event is done comprehensively and on time
- Ensure the smooth running of BtoB events and conferences and side events
- Ensure seamless transitions of the various events

Stage 3: Organisation and coordination of the Gala

- Planification and coordination of the gala associated with the Trade Fair
- Coordination with the Catering and other food and beverage coordinators (dinner)
- Provision and coordination of the Entertainment and sound system
- Preparation of all matters and items required by Hostess
- Coordination with the selected Master of ceremonies in all the languages expected(English, French and arabic)

4.2 TECHNICAL COORDINATION OF THE EXHIBITION

- Identification, booking , planning and Organisation of the venue
- Coordination of the Exhibition stands
- Coordination of the Conferences areas
- Coordination of the Business meeting areas (business to business/B2B)
- Coordination of the Entertainment esplanade (music, dance, song....)
- Coordination of the Organisation of conference/panel themes

4.3 EXPECTED RESULTS

EVENTS MANAGER – EXPECTATION MATRIX (TOR)

COMFWB Trade Fair – Kenya

1. EVENT PLANNING & STRATEGY

Expectation	Deliverables	Performance Indicators
Develop a full event strategy aligned to COMFWB objectives	Event concept note, flow, high-level plan	Strategy approved within 7 days; aligns to theme, goals & VIP requirements
Create a master project plan	Detailed work-back schedule, milestones, risk plan	On-time milestone delivery; clear dependencies; proactive risk management
Budget development & control	Initial budget + weekly updates	Budget variance \leq 5%; transparent reporting

2. STAKEHOLDER & PARTNER COORDINATION

Expectation	Deliverables	Performance Indicators
Coordinate all COMFWB stakeholders	Weekly stakeholder update notes; consolidated needs matrix	Queries resolved within 48 hours; zero duplication of roles
Manage exhibitors & trade delegates	Exhibitor onboarding kit; communication schedule	95% exhibitor satisfaction; timely info flow

3. LOGISTICS & OPERATIONS

Expectation	Deliverables	Performance Indicators
Secure and manage venue	Venue contract; layout; compliance docs	Venue ready 48 hours prior; meets safety & regulatory standards
Oversee vendor sourcing & management	Vendor contracts; SLAs; procurement report	On-budget procurement; zero conflicts; quality

		delivered
Ensure event-day operational excellence	Ops plan, scripts, cue sheets	Smooth delivery; adherence to schedule

4. PROGRAMME DESIGN & EXECUTION

Expectation	Deliverables	Performance Indicators
Develop final event agenda	Programme booklet; session briefs	Approved programme delivered on deadline
Manage speakers, VIPs & protocol	Speaker packs; logistics plan	Zero delays; VIP protocol adhered to
Ensure technical readiness	Rehearsal schedule; AV setup; contingency plan	All equipment tested; no major failures

5. MARKETING, COMMUNICATIONS & VISIBILITY

Expectation	Deliverables	Performance Indicators
Support comms team to drive visibility	Messaging calendar; content plan	Brand alignment; increased engagement
Provide accurate content for promotion	Exhibitor list; agenda; bios	Zero content errors; timely submission
Manage event signage & branding	Branding plan	100% brand compliance

6. FINANCIAL MANAGEMENT

Expectation	Deliverables	Performance Indicators
Maintain transparent expense tracking	Weekly expense reports; payment schedules	Real-time tracking; no surprise costs

Deliver final reconciliation	Reconciliation report	Submitted within 5 days post-event
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7. RISK, SAFETY & COMPLIANCE

Expectation	Deliverables	Performance Indicators
Develop risk & mitigation plan	Risk matrix; emergency plan	Clear mitigation; zero unmanaged risks
Ensure legal compliance	Permits; insurance; certifications	All compliance achieved pre-event

8. MONITORING, EVALUATION & REPORTING

Expectation	Deliverables	Performance Indicators
Monitor event performance	Daily dashboards; feedback loops	Issues resolved rapidly; real-time clarity
Submit final event report	Post-event report with insights, photos, lessons	Delivered within 7 days; actionable recommendations

4.4 REQUIREMENTS FOR THE EVENTS AGENCY

Experiences :

- a. Proven experience in organising Trade Fairs and Business Conferences or similar events.
- b. Experience in organising international events
- b. Proven success in creating effective communication plans

Creativity and design :

- a. Strong creative team capable of designing visually appealing materials.
- b. Portfolio of innovative and successful event visuals and Videos.

Logistics management:

- a. Experience in coordinating event logistics, including stand and equipment hire.

Press relations :

- a. Proven ability to manage press relations and organise successful press conferences.

A. Organisational Experience

- Must have a **minimum of 5 years** proven experience delivering large-scale events (trade fairs, conferences, government or continental events).
- Must have executed **at least 3 similar high-level events** in the last 5 years (with evidence: photos, letters of completion, references).
- Must demonstrate capacity to manage **multi-day, multi-venue or multi-stream** events

B. Technical & Human Resource Capacity

- Must provide a **dedicated events team** with the following minimum roles:
 - Event Director (10+ years experience in major events)
 - Project/Event Manager (5+ years experience)
 - Technical Production ability (AV, staging, lighting) will be an added advantage
 - Creative consulting
 - Logistics & Operations Coordinator
 - Finance/Admin Officer
- CVs must show **professional experience relevant to the assignment** —

C. Financial & Legal Compliance

- Must be a **legally registered business** with valid operating licenses.
- Must provide **tax compliance certificates** and company registration documents.
- Must demonstrate **financial stability**, shown by:
 - At least **one year of audited accounts** or
 - A bank reference letter confirming capacity to manage project funds.

D. Past Performance & Reputation

- Must submit **at least three (3) written references** from comparable events.
- Must show evidence of **successful vendor management, VIP handling, and large audience coordination**.
- Must demonstrate a track record of delivering events **on time and within budget**.

E. Technical Capabilities

- Must provide a list of **approved, vetted vendors** they usually work with (catering, printing, security, tech, décor).
- Must show ability to develop and execute:
 - Event branding

- Floor plans
- Technical run sheets
- Risk & safety plans
- Protocol flows

F. Project Management Competence

- Must submit a sample **project plan** to prove they understand timelines, risk mitigation, stakeholder coordination, and reporting.
- Must demonstrate use of a **professional project management system** (Asana, Monday, Trello, MS Project, etc.).
- Must commit to **weekly reporting** and structured communication.

F. Insurance & Risk Requirements

- Must provide proof of:
 - **Public liability insurance**, and
 - **Event risk cover** (or willingness to procure if awarded).
- Must have experience managing **health, safety, and emergency protocols** at large events.

5 SUBMISSION OF PROPOSALS

Interested agencies are invited to submit their technical and financial proposals no later than midnight on 22nd January 2026 to JMasanche@comesa.int

Proposals should include details of the agency's and team experiences, proposed strategies and a budget breakdown. Interested agencies must submit at least 3 equivalent references

Evaluation criteria: Proposals will be evaluated on the basis of the agency's experience, creativity, ability to manage logistics and previous success in organising similar events.

Selection process: Shortlisted agencies may be invited to an interview or presentation to discuss their proposals in more detail. Interested agencies should send their administrative documents