

TERMS OF REFERENCE
for
THE CREATION OF A NATIONAL SERVICES EXPORTERS REGISTRY

1. BACKGROUND INFORMATION

1.1 CONTRACTING AUTHORITY

The Trinidad and Tobago Coalition of Services Industries (TTCSI) is a business support, membership organization comprised of over fifty (50) services sector organizations and associations. TTCSI therefore, is a national umbrella body that brings together all services sector organizations and associations. It functions as a focal point to lobby, channel and address trade in services issues and services development issues, which are critical for the sector to thrive in the competitive global environment.

The TTCSI represents the local services sectors' interests towards decision makers as well as international, regional, and local stakeholders. Over the years, TTCSI was able to create its own space and be recognised by relevant stakeholders as the voice of the local services industries.

TTCSI serves to assist in trade negotiations and to strengthen the local private sector to face the challenges and opportunities arising from decisions taken at the WTO and the CSME levels as well as other trading regimes.

An elected Board of eight, private sector Directors governs the Coalition, and its work is implemented by a Secretariat of paid professionals, who work towards full time representation, advocacy, and the overall development of the trade in services sector.

To achieve our goals and mandates, our activities include:

- Conduct research and sector surveys
- Engage in direct dialogue with key decision makers
- Provide policy analysis and recommendations
- Issue position papers
- Participate in conferences
- Plan conferences/seminars/workshops
- Engage in trade promotion activities
- Facilitate trade missions (incoming & outgoing)
- Produce publications that educate on trade in services related issues

1.2 RELEVANT PROJECT BACKGROUND

Based on data from the Central Statistical Office (CSO), the energy sector is responsible for most of T&T's export earnings. In 2017, the energy sector contributed 77% of all export earnings despite only employing 2.4% of the labour force and contributing 37% to real Gross Domestic Product (GDP). This over reliance on the energy sector has resulted in boom-bust

economic cycles in T&T that are strongly associated with trends in energy prices internationally. Recent decreases in energy prices have caused major falls in real GDP of -6.9% and -1.9% in 2016 and 2017 respectively. This has also reduced import cover to its lowest level since records began (8 months in 2018) and put downward pressure on the value of the TT dollar. The need to diversify exports is perhaps more urgent than ever before.

The services sector can play a major role in diversification efforts. The sector employed over 85% of the labour force in 2017, contributed 58% to real GDP in 2018 but only accounted for a estimated 8% of export earnings in 2017. The services sector therefore has significant scope for growth in terms of export generation. Developments in Information and Communication Technology (ICT) have made it much easier to perform services for clients anywhere in the world. However, as the data shows, T&T has not been able to maximize service exports.

Some of the challenges to increasing service exports include:

1. Crafting policy to facilitate the expansion of services exports is difficult as the lack of current disaggregated data prevents a thorough analysis of the current status of services exports, therefore making it difficult to develop suitable policies.
2. Export promotion agencies do not have enough information to properly promote service providers and prepare them to exploit suitable markets.
3. Many service providers do not have a platform to showcase their work.

TTCSI proposes to address these challenges by developing a National Services Exporters Registry. The Registry will be an online platform that will provide up to date disaggregated services data and create an online space to facilitate interactions between local service providers and potential clients and partners throughout the world. The Registry will also generate critical intelligence for TTCSI to plan activities aimed at assisting service providers to expand their exports.

2. OBJECTIVES

Main Objectives

1. To provide access to disaggregated services data (Target audience: policymakers, export promotion agencies, development organizations, universities, researchers)
2. To bring together local service providers and potential local and foreign clients and/or partners (Target audience: potential clients, potential partners)
3. To provide data on local service providers which will inform TTCSI initiatives and activities (Target audience: TTCSI)

Detailed Objectives

1. Provide access to disaggregated services data
 - a. To provide formatted services data to visitors of the platform to ensure easy generation of a variety of descriptive statistics based on visitor preference. Data should be available for download in standard formats which include Excel, CSV, PDF among others. The platform should pull (and/or store if necessary) data from a database that is currently being developed. Access: any visitor to the platform)

- b. Compute and present (graphically and numerically) simple analytics on services data including but not necessarily limited to averages, trends, growth rates, percentage contribution to GDP and exports by ISIC rev 4 categories.
 - c. House service sector reports prepared by the TTCSI research team
 - d. Configure the TTCSI's website to ensure that the platform can be hosted on the existing website
- 2. Bring together local service providers and potential local and foreign clients and/or partners
 - a. Allow service providers to register/signup on the platform by ISIC rev 4 categories inputting information such as contact details, social media handles, the services offered, videos/pictures of work, certification, qualifications
 - b. Send automatic periodic verification requests to registrants to ensure that the registry only has active service providers
 - c. Allow customers/partners to post testimonials
 - d. Allow visitors to the platform to search by category/services offered
 - e. Allow visitors to the platform to send messages to service providers who should be notified via email
- 3. Provide data on local service providers which will inform TTCSI initiatives and activities
 - a. Allow TTCSI to generate reports based on the registered service providers e.g.:
 - i. Listing of service providers by category
 - ii. Services offered
 - iii. Active service providers
 - iv. Most searched category
 - b. Allow TTCSI to communicate directly with registered service providers in a selected category via emails from the platform
 - c. Facilitate registration and participation in TTCSI training sessions, trade missions and other events

Examples of Platforms:

Data Presentation

- a. <https://databank.worldbank.org/data/source/world-development-indicators>
- b. [https://www.gapminder.org/tools/#\\$chart-type=bubbles](https://www.gapminder.org/tools/#$chart-type=bubbles)

Locate Service Providers

- a. <https://studio.envato.com/>

3. SCOPE OF THE WORK

The consultant is expected to complete the following activities:

- a) Develop an online platform to meet the objectives detailed above
- b) Configure TTCSI's website to host the platform
- c) Test the platform to ensure functionality

- d) Train TTCSI staff to manage the platform
- e) Provide platform support to TTCSI staff for a period of six months

4. PROJECT MANAGEMENT

TTCSI has already established a Steering Committee to oversee previous phases of the project. The Steering Committee will also oversee this phase of the project. The Steering Committee comprises of representatives from TTCSI, the Ministry of Trade and Industry and the Central Statistical Office.

5. LOGISTICS AND TIMING

5.1. Location

Trinidad and Tobago

5.2. Commencement Date and Period of implementation of tasks

The estimated duration for this consultancy is 3.5 months and it is expected to commence in January 2021. Travel costs are not covered in the budget.

6. DELIVERABLES

The deliverables must be submitted to the Chief Executive Officer, TTCSI. All reports must be submitted in English. The CEO, TTCSI on behalf of the Steering Committee is responsible for approving all deliverables. The Consultant will submit the following deliverables:

Key / Activities Deliverables	Content of Deliverables	Timeline
Inception Report	This report will describe and illustrate the interpretation of the TOR by the consultant and include the planned approach towards the project	Due 2 weeks after signing of contract
Beta version of Platform with accompanying user manual	This platform should be a test version of the National Services Exporters Registry. The manual should describe in detail how the platform works and give troubleshooting guidelines for potential problems.	Due 2 months after submission of the Inception Report
Final version of Platform with accompanying user manual	This platform should represent the final version of the Registry amended for comments by the Steering Committee. The platform should also be hosted on the TTCSI website. The Manual should also represent the final version adjusted for comments.	Due 1 month after submission of the draft/beta user manual

7. PAYMENTS

All payments will be made upon review and acceptance of deliverables by the Consultant.

8. EVALUATION CRITERIA

All proposals will be evaluated based on the criteria below.

Categories	Weight	Details
Proposed Design	45%	<ul style="list-style-type: none"> • Design fulfils requirements • Innovativeness • User friendliness • Troubleshooting • Concept for B2B facilitation
Qualifications of team members	10%	<ul style="list-style-type: none"> • Qualifications in relevant specialized areas
Work experience of team members	20%	<ul style="list-style-type: none"> • Quality of similar platforms developed by team members
Timelines	10%	<ul style="list-style-type: none"> • Ability to finish within timeframe
Cost	15%	<ul style="list-style-type: none"> • Cost effectiveness