

**KINGDOM OF CAMBODIA**

**MINISTRY OF COMMERCE  
GENERAL DEPARTMENT OF INTERNATIONAL TRADE  
DEPARTMENT OF INTERNATIONAL COOPERATION**

**Trade Development Support Program (TDSP)**  
(Grant No.: TF093573, Program ID No: P109648)

**REQUEST FOR EXPRESSIONS OF INTEREST  
NATIONAL CONSULTANT FOR DEVELOPING INFORMATION BOOKLETS AND LEAFLETS  
(REF.: TDSP/2011/068/10/1)**

1. The Kingdom of Cambodia has received financing in the amount of US\$ 12.60 million, from the Multi Donor Trust Fund (MDTF) for the Trade Development Support Program (TDSP) administered by the World Bank, and contributed to by the European Commission, DANIDA and UNIDO. The Ministry of Commerce (MOC), through the Department of International Cooperation (DICO), is the implementing agency responsible for managing the overall implementation of the TDSP and coordination with other line ministries and stakeholders. The MOC will apply part of the proceeds of the Trust Fund to payments for goods, works, and consulting services to be procured under the program.
2. DICO, serving as the Project Coordination Unit, on behalf of the ISC, is recruiting an **National Consultant for Developing Information Booklets and Leaflets**. The objective of the assignment is to develop information booklets regarding the activities of implementation of the management system standards, guidelines and code of good practices, rice production process, product quality, hygiene and food safety concept for local producers, users and stakeholders (rice farmers, rice producers, rice association, traders and others) for their understanding on the concept of standardization and conformity assessment, markets requirements and social needs.

The Consultant will perform following activities under direction of the ISC President:

- Drafting text design, format, drawing pictures and figure the information booklets and leaflets ( in English and Khmer languages);
  - Research, study and compile all information;
  - Advice on methodology and processes for collecting information, pictures and figures with regard to standardization, guidelines and code of good practices, food safety issues, conformity assessment, other related information and field study on customer perception ;
  - Review and formulate in cooperation with ISC working group;
  - Prepare reports of the activities, and
  - Assist in developing action plan for further improvement and development.
3. The services will be contracted for a total period of 4 months.
  4. DICO invites expressions of interest from qualified and experienced individual consultants to undertake the above mentioned services which are further detailed in the Terms of Reference for this assignment. The successful consultant will be selected in accordance with the World Bank's Guidelines: Selection and Employment of Consultants by World Bank Borrowers, January 2011.

5. In submitting their expressions of interest, consultants are kindly requested to indicate the following reference (Ref: TDSP/2011/068/10/1). Interested consultants must provide their updated curriculum vitae, indicating personal and technical skills, academic qualifications, experience in similar assignments, and experience in Cambodia and/or other developing countries along with the names of at least three (3) referees with contact information (e-mail address, telephone or fax numbers). Expressions of Interest may be submitted electronically followed by the submission of a hard copy as well. If it is submitted in hard copy, consultants must also provide an electronic copy.
6. Consultants may obtain copies of the detailed Terms of Reference (in English) for the assignment from the address below during office hours from 8:30 to 12:00 and from 14:00 to 17:00 hours, Monday through Friday.
7. Expressions of interest must be submitted to the address below on or before **December 28, 2012 (before 17:00 hours)**.

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