



**CALL FOR EXPRESSION OF INTEREST:
PROJECT ON UPSCALING OF SMES MANUFACTURING NATURAL PRODUCTS IN KENYA AND
UGANDA**

DESIGN OF PARTICIPANTS' INFORMATION PACKS AND PROMOTIONAL MATERIALS

1.0 Background

Invest in Africa (IIA) is a Pan-African private sector-led initiative that empowers enterprises to create sustainable jobs by improving their access to skills, market, and finance.

The Upscaling of SMEs Manufacturing Natural Products project, in partnership with GIZ Business Scouts for Development Programme (BSfD), aims at increasing the competitiveness of SMEs in select natural clusters in Kenya and Uganda by enhancing their manufacturing practice, supporting their digitalization, linking them to markets and finance, and empowering them to develop new products to address both organizational and market gaps.

2.0 Overall Project Key Objectives and Deliverables

1. To improve the competitiveness of SMEs (natural products' processors) through a holistic scale up approach, including targeted training and coaching.
2. To create viable market and finance linkages for the SMEs with demand creators and financiers, through match-making and increased access to information.
3. To increase cluster integration of the select project clusters (Avocado and Coconut in Kenya; Moringa and Shea in Uganda).
4. To increase opportunities for contract manufacturing.

3.0 The Overall Objective of the EOI Assignment

Invest in Africa is seeking a reputable firm to develop a comprehensive information pack and promotional material for companies under the stated program.

The assignment includes:

1. The design and printing of a comprehensive workbook (information pack) of all the project materials which includes PowerPoint presentations and information videos for five (5) capacity building modules for the 18-month program.
2. The design of promotional materials for the companies/enterprises of all 40 project participants.
3. The design and printing of project certificates for 40 project beneficiaries.



Duration of Assignment: 1 month.

IIA Contact Persons:

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Application Deadline: 10th March 2023

Eligible firms should send proposals to kenya.admin@investinafrica.com. Only successful applicants will be contacted by **0795 058 590**.