

## **CALL FOR EXPRESSION OF INTEREST**

### **Technical Assistance to T.C. Ziraat Bankası A.S. for implementing a program for Internal Capacity Building and Assistance to SMEs in order to Support Food Safety and Quality (FSQ)**

Reference n°: CTR 1035 01 F/2

Date: 24/08/2015

#### **Contracting authority (organism performing the purchase)**

T.C. Ziraat Bankası A.S. (“Ziraat Bankası”), established in 1863, is Turkey’s oldest and largest bank. Its network (some 1.800 branches) is the largest in the country and its franchise is deep – it is the only bank present in 400 sub-provinces of the country. Ziraat Bankası has also the widest international network among Turkish banks through foreign branches and subsidiaries serving at 87 points in 18 countries.

#### **Preamble**

Ziraat Bankası has received a financing from the French Development Agency (AFD) to make loans available to finance agro-processing SMEs (linked to animal production only) that want to reach the sanitary, phytosanitary and environmental European Standards and to be compliant with Turkish law No. 5996. Ziraat Bankası intends to procure Consulting Services for “**Implementing a Program for Internal Capacity Building and Assistance to SMEs in order to Support Food Safety and Quality (FSQ)**” in line with the requirements set forth in the Credit Facility Agreement dated 02 December 2014 signed between Ziraat Bankası and AFD.

#### **Scope of the consultation**

### **CONTEXT JUSTIFYING THE IMPLEMENTATION OF THE TECHNICAL ASSISTANCE PROGRAM**

The purpose of this technical assistance (TA) program is to support Ziraat Bankası (i) to strengthen its internal capacity and (ii) to provide assistance to SMEs in terms of FSQ. Once this TA program has been achieved, Ziraat Bankası should be in a position to manage its lending procedures in line with the good practices of FSQ and to create awareness and capacity building at its SME customers’ level.

### **PROJECT OBJECTIVE**

The objective of the call for Expression of Interest is to provide Ziraat Bankası with Technical Assistance for building internal capacity and provide assistance to its SMEs customers in terms of FSQ and in accordance with the requirements set forth in the Credit Facility Agreement dated 02 December 2014 signed between Ziraat Bankası and AFD. The Consultant shall in particular develop management capacities of Ziraat Bankası on FSQ issues; make FSQ issues an integral part of its loan assessment process for the AFD sourced loans after hiring the consultant; promote good agricultural practices in customer/stakeholder relationship management ; create awareness and provide capacity-building for its SME customers.

The services cover a Technical Assistance Program (TAP) including the following:

#### **1. Component 1 – Internal capacity-building of Ziraat Bankası on FSQ**

- a. Objective 1.1: Develop management capacities on FSQ issues

A Project Implementation Unit (PIU) has been set up by Ziraat Bankası for this project. Specific technical assistance is expected to be brought by the consultant to this PIU, in order to define strategy and monitoring guidelines for the project.

B. Objective 1.2: Make FSQ issues an integral part of the loan assessment process for the AFD sourced loans after hiring the consultant,

The TAP will support the integration of FSQ issues to the loan process through:

i) a diagnosis review,

of Ziraat Bankası, highlighting mainly the following points:

- Current Turkish regulations with regards to FSQ (particularly based on Turkish Law No: 5996)
- The practices in food sector.
- Analysis of the FSQ related risks of Ziraat's portfolio (SME, corporate,...) by defining a sample together with the related departments of Ziraat Bankası.
- Reviewing and analysing together with the related departments of Ziraat Bankası as how Ziraat Bankası is dealing with such risks and how the Banks is already integrating FSQ issues in its credit procedures.
- Awareness and capacities of Ziraat Bankası about FSQ aspects by assessment of FSQ risks for the related segment of its portfolio (SME, corporate,...) by taking into account the related portfolio of the related sectors.

ii) to implement the FSQ program for the AFD sourced loans: The consultant will have to sustain Ziraat Bankası to integrate FSQ procedures into its decision making processes for the AFD sourced loans after hiring the consultant; and

- Raise the bank management awareness of this process.
- Define tools to manage the implementation of the process and to monitor and control its implementation for the AFD sourced loans.
- Assist to update/integrate operational procedures related to FSQ issues in project appraisal/loan assessment for the AFD sourced loans (through creating toolkits/integration of FSQ criteria).
- Train the credit officers/trainers via seminars or training modules for that procedure (awareness-raising and appropriation): definition and implementation of a consistent training program.
- Prepare and manage training conferences for awareness raising and capacity building at SMEs level by promoting good agricultural practices.
- Support the FSQ implementation for the AFD sourced loans.

iii) [Verify the compliance of the loans financed under AFD project with the Law 5996](#)

Objective 1.3: Promote good agricultural practices in customer / stakeholder relationship management (CRM)

Customer Relationship Managers will receive specific training (seminars or on-line training) and tools in line with their activities. In parallel, a communications campaign will be launched within the bank and for customers to promote good practices.

Objective 1.4: To define and accompany Ziraat Bankası monitoring and reporting (provide feedbacks for the consolidation of training programs, monitoring the implementation within Ziraat Bankası through indicators, etc.)

## **2. Component 2 – Assistance to small and medium enterprises (SMEs) in FSQ**

### **a. Objective 2.1: Create awareness-raising for SMEs**

A communication strategy will be developed with the support of the TAP to communicate about FSQ issues and related investment needs.

### **b. Objective 2.2: Provide capacity-building at SMEs level**

Assistance and advice will be provided to concerned SMEs in order to support the integration of FSQ standards and environmental issues to their activities in line with good practices . This capacity building will also include support to make projects bankable.

2)

### **EXPECTED PROFILES**

The TAP is expected to be conducted by a team, comprised at least of:

- A Technical Assistance Coordinator, who will be in charge of managing the Technical Assistance Program all along its implementation. He/she will have demonstrated experience in the sectors of intervention of the project, and, as well, in team management and capacity-building;
- A pool of permanent and short-term experts with specific expertise in the sectors related to the project (finance, banking, agriculture, FSQ standards, etc.)

### **ORGANISATIONAL SET-UP**

The total duration of the program is scheduled for 24 months. The team will be operational in the 4th quarter of 2015.

NB: This information does not replace the terms of reference that will be sent to selected applicants.

<b>Eligibility criteria</b>
-----------------------------

Eligibility criteria for financing are specified in sub-clause 1.3 of the AFD’s “Guidelines for the Procurement of the Financed Contracts in Foreign Countries”, available online on AFD’s website [www.afd.fr](http://www.afd.fr).

Interested consultants must provide information evidencing that they are qualified and experienced to perform those services. For that purpose, documented evidence of recent and similar services shall be submitted.

The following criterion will apply to select applicants:

1. Short presentation of the consultant;
2. The size of the consultant company (annual turnover, total asset size and number of employees);
3. Technical expertise in banking, finance, and agriculture (specifically on FSQ issues);
4. Size, geographical location (Turkey, EU region, etc.), and business description of similar contracts undertaken;
5. Experience in providing capacity building, training and advisory services;
6. Experience in conducting diagnostic reviews of FSQ issues in Turkey or in the European Union: analysis of current laws & regulations applicable in Turkey and of the current practices in financial institutions in order to provide recommendations to ensure their compliance with Turkish laws & regulations;
7. Technical expertise in conducting gap analysis and adaptation of SMEs to FSQ rules and standards;
8. Brief information about key experts (position in the company, university of graduation, years of experience, tasks undertaken);
9. Experience in working with financial institutions operating in Turkey and the EU Countries;

10. Ability to conduct communication in both Turkish and English.

Ziraat Bankası will also take into account for the evaluation of the applications the following items:

- ability to conduct on site visits within Turkey if necessary,
- existence of a local office, representatives and/or partners in Turkey

Ziraat Bankası reserves the right to shortlist only 5 applicants. The 5 selected applicants will be the ones who have the better results after rating and application of the criterion here above.

#### Required documentation to assess eligibility and relevance of the offer

Ziraat Bankası now invites consultants to express their interest in providing the services described above. Interested consultants must provide all information that they estimate useful to demonstrate their capacity to undertake the services and their compliance with the criterion described above.

Ziraat Bankası will use this documentation to establish the eligibility and the ranking of the applications, according to the criterion here above.

Consultants may associate to enhance their qualifications (yet associations will remain allowed after the stage of the Expression of Interest, once shortlisted Consultants are asked to submit full proposal).

Your Expression of Interest should not exceed 25 pages (including the annex documents) and shall clearly indicate name and position of contact person, as well as contact details for further follow-up.

#### Confidentiality

Any information included in this document or provided separately must be kept confidential by the service provider. He accepts not to divulge or publish any information regarding this call for interest. In the same way, any document provided by the service provider to the Client will be considered as confidential.

#### Contacts

Offers, and related documentation, shall be sent by mail, in Turkish and in English, putting under « Object »: **“EXPRESSION OF INTEREST / Reference no: CTR 1035 01 F/2/ Technical Assistance to Ziraat Bankası” and “İLGİ BEYANI / Referans No CTR 1035 01 F/2 / Ziraat Bankası’na Teknik Yardım”** at the following address:

T.C. ZIRAAT BANKASI A.S. GENEL MUDURLUGU

KAYNAK YONETIMI BOLUM BASKANLIGI

Eski Buyukdere Cad. No: 39 B Blok Kat:6

34398 Maslak , ISTANBUL / TURKEY

Tel: +90 212 304 30 83

Fax: +90 212 276 94 45

E-mail: [ealtikulac@ziraatbank.com.tr](mailto:ealtikulac@ziraatbank.com.tr); [aksari@ziraatbank.com.tr](mailto:aksari@ziraatbank.com.tr); [oufuk@ziraatbank.com.tr](mailto:oufuk@ziraatbank.com.tr) ;  
[retan@ziraatbank.com.tr](mailto:retan@ziraatbank.com.tr); [kkoknar@ziraatbank.com.tr](mailto:kkoknar@ziraatbank.com.tr); [oelcin@ziraatbank.com.tr](mailto:oelcin@ziraatbank.com.tr)

Only one mail is sufficient.

**If the Expression Of Interest is preferred to be sent by electronic form, your electronic application must not exceed the size of 7 Mb. Otherwise your application shall be fragmented and sent via several mails with making reference to each other.**

Ziraat Bankası reserves the right not to send any Request for Proposal after this Call for Interest.

Deadline to send the applications

Monday, 28 September, 2015, 06:00PM (Istanbul, UTC + 2:00)