

## Call for proposals:

# External Market Expert of the United Arab Emirates and the Kingdom of Saudi Arabia

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## 1. Introduction

Two project partners, the Estonian Association of Information Technology and Telecommunications (ITL, lead partner) and ITS Finland together form the project consortium for the Interreg Central Baltic funded project [ISMEF](#). The project ISMEF is an EU co-funded project running from March 2023 up to February 2026 to increase exports of Finnish and Estonian SMEs in the field of smart mobility (ITS) and supporting ICT service providers to markets in North America, the UK and the Gulf region.

ITL is a non-governmental and non-profit organization acting as a collaboration platform for more than 130 Estonian ICT companies, hosting also the ITS Estonia network.

## 2. Goals of the call for proposals

ITL is opening a call for an external market expert for the United Arab Emirates (UAE) and the Kingdom of Saudi Arabia (KSA) markets. The call for proposals and the activity of the External Market Expert is supported as part of ISMEF, an Interreg Central Baltic Programme 2021-2027 project co-funded by the European Union.

The purpose of the External Market Expert is to support Estonian and Finnish SMEs in the field of smart mobility and logistics and supporting ICT sectors in entering and achieving sales in the UAE and KSA markets.

## 3. Description of the tasks

### 3.1 List of tasks

The External Market Expert should fulfil the following tasks:

- evaluate Estonian and Finnish SMEs' target market readiness and recognize their key contacts in target markets;
- support ITL and ITS Finland in raising awareness on market specifics for Estonian and Finnish companies through at least one market webinar in August 2024 and other activities;
- support ITL and ITS Finland in preparation of target market visits – during [ITS World Congress](#) in Dubai in 2024 and any other relevant follow-up visits;
- organize matchmaking with clients/cooperation partners/investors by providing at least 3 (if applicable) relevant leads based on the specified needs for each company; each lead should result in at least 1 B2B or B2G meeting for each supported company; expert should be present during such meetings; the meetings can be held online or physically either during the ITS World Congress in Dubai on September 15-21 or prior/after that;
- advise Estonian and Finnish companies on putting together joint offers for the target markets;
- any other relevant supporting activity to reach the mentioned goals suggested by market expert.

### 3.2 Duration and timing of the tasks

The selected market expert will be engaged until December 2025. The period can be extended if necessary.

### 3.3 Estimated number of companies requiring support

The estimated number of companies requiring support is 20 – the number is based on the companies registered for the ITS World Congress in Dubai by the time of announcing the call for proposals and is subject to change based on the companies' interest. Main counterparts are export and sales managers or leaders of Estonian and Finnish SMEs in the field of ITS and supporting ICT service providers.

### 3.4 Location of the support provided

The market expert should mostly hold their meetings with companies online, except during the target market visits when the expert should, if possible, meet the companies physically and be present at least during their first meetings with potential buyers or other important partners.

### 3.5 Language of the support provided

Communication with and support provided to the companies should be in English. Expert's knowledge of Arabic is beneficial.

## 4. Requirements to the proposal

In order to participate in the call for proposals, please send the proposal to [elena.kirt@itl.ee](mailto:elena.kirt@itl.ee) by **11.03.2024 at 23.59 (Estonian time)** the latest. The proposal should include:

- CV (or alternatively LinkedIn profile) and short biography;
- Previous experience of similar work including references of companies the market expert has worked with before;
- Short overview of the existing business network of the market expert candidate in the UAE and/or the KSA;
- Short overview of the references in the field of smart and sustainable Transportation and logistics;
- Price in EUR per company and for additional services per day;
- The candidate should preferably be resident in either the UAE or the KSA.
- Draft concept of the activity plan with a timeframe to carry out the tasks listed in 3.1.

All proposals that have been sent by due date and contain all the necessary details will be compared by ITL and ITS Finland representatives on the basis of the following evaluation criteria and their relative weighting points:

No	Evaluation criteria	Maximum points
1.	Price (EUR)	50
2.	References of the market expert, which include previous experience in offering similar support on international level to ITS companies; references to previous experience with Estonian or Finnish ITS companies will give extra credit.	25
3	Draft concept of the activity plan	25
<b>TOTAL</b>		<b>100</b>

The proposal that receives the maximum number of points will win the call for proposals. In case two or more proposals receive the same number of points, then ITL and ITS Estonia representatives will contact the experts and give an additional task to the experts, based on which the final decision will be made.

## 5. Contact info

In case of any questions please send them in written form to [elena.kirt@itl.ee](mailto:elena.kirt@itl.ee). If necessary, a short virtual meeting may be held to clarify the expectations.

For more background about ITL and ITS Finland, please visit:

[www.itl.ee/en](http://www.itl.ee/en)

[www.e-estoni.ax.com](http://www.e-estoni.ax.com)

<https://its-estonia.com/>

<https://its-finland.fi/en/>