
Programme: Private Sector Development and TVET in South Caucasus (PSD TVET SC)
PN: 16.2179.6-002.00

AV: Hans-Juergen Cassens
DV: Aram Babayan

Activity: Support to Vine and Wine Foundation for implementation of marketing strategy and wine tourism promotion campaign

Period: April 2021 – December 2021

1. Brief information about the programme

The Private Sector Development and Technical Vocational Education and Training programme developed jointly with the public partners and private sector in the South Caucasus Countries, aims at promoting the private sector development with high attention to employment impacts and close integration of vocational education and training.

Due to the small domestic markets with limited purchasing power, the South Caucasus Countries have focused so far on expanding foreign trade to promote economic development. The export-dedicated strategy achieved only limited success in improving the employment situation and living conditions. Employment growth in sectors that afford the greatest potential for *pro-poor growth* and employment promotion in comparable economies and also in South Caucasus, such as tourism and agricultural, cannot be sustained, because businesses lack well-trained skilled labour.

The core challenge consists thus in the difficult framework conditions for sustainable economic development in the sectors relevant for employment. The capacities available are not yet enough to generate the envisaged employment and growth momentum.

Therefore, the programme **module objective** is: The conditions for sustainable economic development have improved in selected sectors relevant for employment.

The programme adopts the integrated approach of German development cooperation in employment promotion. It addresses both the supply and demand side of the labour market to lay a better foundation for employment.

The programme operates in three intervention fields:

Intervention field 1 aims to strengthen capacities for improving competitiveness in the sectors relevant for employment.

In **intervention field 2**, it supports the cooperation of the private and public actors to improve the labour-market relevance of selected training courses.

Intervention field 3 seeks to strengthen the regional and international exchange of experience in sustainable private sector development and dual-oriented vocational training.

The programme is scheduled for a term of 6 years (from April 2017 to April 2023).

2. Context and current situation in the field of assignment

Driven by the imperative to increase economic competitiveness and ensure sustainable economic growth, the RA Government has identified priority sectors for development. Tourism, wine and IT sectors have been considered by the Government of Armenia as priority areas. In order to increase competitiveness of these sectors the Government is implementing different programmes.

Over the past 7 years, the wine industry in Armenia has seen impressive growth. Since 2007 large investments have been made in the winemaking sector, especially for purchasing progressive technologies and modernisation of production processes.

An important framework condition to improve the situation in the wine sector is the already established Vine and Wine Foundation of Armenia (VWFA). VWFA is a governmental institution responsible for development of the sector.

The Foundation together with GIZ are taking measures to promote consumption of Armenian wines internally through in-depth research and marketing campaign.

On the other hand, it is imperative to enhance quality Armenian wines' visibility and recognition outside of the country's borders. To do it in a unified and consistent manner, VWFA in cooperation with GIZ are willing to introduce and strengthen *Wines of Armenia* umbrella brand which will position the quality-assured Armenian wines in international markets. The quality control of wines and compliance with recognised standards will be carried out by VWFA.

Besides, the foundation is actively promoting wine tourism in the country through events, expos, and festivals, to position Armenia as an emerging wine tourism destination.

3. Conditions of the assignment

3.1. Objective of the assignment

The goal of the assignment is to provide ongoing support to GIZ's partner VWFA in implementation of the marketing strategy for promotion of wine culture in the country, as well as to enhance Armenian wines' image externally and position the country as a wine tourism destination through effectively designed and implemented promotional activities.

The consultant shall be present at key meetings at the partner institution VWFA as well as certain days when a need arises.

3.2. Tasks and deliverables

Tasks	Deliverables	Expert Days	Timeline
1. Development of the marketing strategy for	Strategy developed and submitted to GIZ and VWFA	20	April - June 2021

promotion of e-commerce platform for selling of Armenian wines in EU	for approval		
1.1. Development of the concept of the marketing promotion through possible online and offline channels and tools	Concept developed and approved by GIZ and VWFA	14	May 2021
1.2. Discussion of the concept with wine producers, revision upon their comments	Concept discussed and revised after comments	6	June 2021
2. Revision and implementation of the marketing strategy for promotion of wine culture internally	Final revision of the marketing strategy submitted by the hired company	22	May-June 2021
2.1. Training of relevant VWFA staff to implement the marketing strategy and action plan based on the needs	Relevant VWFA staff trained	3	June 2021
2.2. Ongoing coordination and control over the deliverables of the marketing campaign based on the activities of the marketing strategy; monitoring and evaluation of the results	Monthly reports on implementation submitted to GIZ and VWFA	19	June-December 2021
3. Development of the marketing and promotion concept for positioning Armenia as a wine tourism destination through festivals	Concept developed and approved by GIZ and VWFA	30	2021
3.1. Develop a draft concept for positioning Armenia as a wine tourism destination, particularly through organisation of a major wine festival series in Yerevan and marzes,	Concept draft developed and submitted to GIZ and VWFA for comments	15	April-May 2021

based on discussions with VWFA, GIZ and other stakeholders			
3.2. Finalise the concept and the action plan based on the GIZ and VWFA comments	Concept finalised and action plan approved by GIZ and VWFA	3	April-May 2021
3.3. Support and coordination of the marketing and promotion concept in cooperation with GIZ, VWFA, wine companies and other stakeholders	Concept implemented together with partners and stakeholders	12	May-October 2021
4. Support to other promotional activities of VWFA and GIZ joint projects	Ongoing support to GIZ and VWFA marketing activities within joint projects	15	October-December 2021
5. Final report to GIZ and VWFA	Final report submitted and approved	3	By December 7
Total Expert Days		90	

The consultant shall submit monthly reports to GIZ and VWFA.

3.3. Coordination and communication

- The consultant shall report to PSD TVET Programme Team Leader Armenia Aram Babayan (aram.babayan@giz.de) and PR and DeveloPPP Projects Coordinator Sirvard Amatuni (sirvard.amatuni@giz.de), closely cooperating with VWFA.
- All the tasks shall be approved by Vine and Wine Foundation of Armenia.
- The consultant shall comply with GIZ regulations for procurement and/or service provision.

3.4. Submission Requirements

The consultant should meet the following requirements:

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- Over 5 years of experience in marketing strategy development and implementation, including brand storytelling, design and promotion;
 - Strong international background will be viewed as an asset (preferably MBA overseas)
 - At least 7 years of working with international organisations is a must; experience working with state agencies will be considered a strong asset;
 - Experience in implementation of marketing strategies for the wine sector will be regarded as an asset;
 - Experience in processing and analysis of primary and secondary data;
 - Experience in developing research reports with practical recommendations;
 - Fluency in English and Armenian;
 - Flexibility and ability to meet tight deadlines.

The consultant should submit the following documentation

- CV;
- A motivation letter;
- At least 2 recommendations from international or/and state organisations
- Other documents (articles, publications, etc.) that might be relevant to the assignment.

3.5. Other provisions

- All the personal data (names, surnames, contact details, emails, phone numbers etc.) processed before, during and after the assignment and related to it should be treated as confidential, transferred to GIZ and by no means disclosed to other parties.