
TERMS OF REFERENCE

DEVELOPMENT OF A FRAMEWORK TO PROMOTE THE MICE NICHE MARKET IN THE GAMBIA (Activity 2.2.2)

1.0 Project Background

The International Trade Centre (ITC), a joint agency of the United Nations (UN) and the World Trade Organization (WTO), supports the internationalization of small and medium-sized enterprises (SMEs). Based in Geneva, Switzerland, ITC is implementing the EU Youth Empowerment Project (YEP) focused on the Tourism and Creative Industries in The Gambia. This project aims to enhance the competitiveness, inclusiveness, and sustainability of these sectors through three specific objectives: improving the business environment, enhancing investment and market access, and boosting MSMEs' competitiveness.

Key actions include streamlining creative industry regulations, strengthening business support institutions, enhancing branding and marketing, creating market linkages, building MSME capacities for sustainable tourism, and improving skills for youth and women. The project addresses challenges such as weak coordination, skill gaps, climate vulnerability, and limited market diversification. Funded by the EU for 56 months, the project empowers youth and women, promotes job creation, and fosters skills development, targeting MSMEs and various public and private sector institutions.

The Gambia, known for its hospitality and rich cultural heritage, is seeking to diversify and expand its tourism offerings. The Meetings, Incentives, Conferences, and Exhibitions (MICE) sector presents a high-value niche market with significant potential to contribute to sustainable tourism development, increase off-peak season visitation, and enhance economic growth.

Despite The Gambia's strategic location, stable political climate, and growing infrastructure, the MICE segment remains underdeveloped. A well-researched, strategic framework is essential to position the country as a competitive MICE destination within the West African sub-region.

This initiative is in line with The Gambia's National Tourism Policy and Strategy of the Gambia (2022-2031), which recommends that GTBOARD works with Sub Regional and international Event Agencies for the promotion of the MICE market.

2.0 Objectives of the Assignment

- Assessing the current MICE environment and potential in The Gambia.
- Identifying key strengths, gaps, opportunities, and challenges.
- Outlining strategic goals, actions, and policy recommendations.
- Providing implementation roadmap for public and private sector stakeholders

3.0 Scope of Work

In close collaboration with the GTBOARD **Marketing Department** and the **Package Development Unit** under the Department of Product Development Investment and Culture, the selected consultant will be responsible for the following:

3.1 Situational Analysis

- Review existing tourism policies, strategies, and institutional frameworks.
- Assess current MICE infrastructure (venues, accommodation, transport, technology).
- Analyse international and regional benchmarks and best practices.

3.2 Market Analysis

- Identify potential source markets (local, regional, international).
- Evaluate demand trends and competitor destinations.
- Conduct stakeholder consultations (government, private sector, associations).

3.3 Gap and Needs Assessment

- Evaluate existing gaps in policy, infrastructure, marketing, and capacity.
- Assess the capacity of local operators and event service providers.

3.4 Strategic Framework Development

- Define vision, mission, and objectives for MICE development.
- Propose strategic pillars (e.g., marketing, infrastructure, training, partnerships).
- Recommend policy, institutional, and investment frameworks.

3.5 Implementation Plan

- Provide a detailed action plan with short, medium, and long-term measures.
- Propose a monitoring and evaluation (M&E) framework.
- Identify potential funding and partnership opportunities.

4.0 Duration

The assessment will be conducted over a period of **twelve weeks**.

5.0 Deliverables and Timeframe

The consultant/team will deliver the following:

- Inception Report including work plan and methodology.
within 2 weeks of contract signing.
- Situational and Market Analysis Report.
within 6 weeks.
- Draft Strategic Framework and Implementation Plan.
within 10 weeks.
- Final Framework Document with stakeholder validation inputs.
- PowerPoint Presentation for stakeholders and policymakers.
within 12 weeks.

6.0 Submission of Bid/Tender

The service provider's quote for all the required scope of work, and the submission must include:

- Technical proposal outlining the objectives and expected deliverables
- Financial proposal covering all cost items, including overhead costs (logistics, travel, administrative costs, etc.).
- Work plan for the assignment.
- Provide a reference letter or a contract of similar work undertaken recently.

7.0 Required Qualifications and Experience

The consultant should possess the following:

- Proven expertise in tourism development, MICE market research, and strategic planning.
- At least 5 years of experience in destination marketing and tourism strategy.
- Strong understanding of the West African tourism markets is highly desirable.
- Demonstrated experience in stakeholder facilitation and regional collaboration.
- Excellent analytical, communication, and report writing skills.
- Proficiency in English is required; knowledge of French or Portuguese languages is an added advantage.

8.0 Payment schedule:

- First payment of 40% upon signing the contract and submission of the work plan.
- Second payment 40% upon submission of Draft report.
- Final payment of 20% upon successful completion of all deliverables and submission of final reports.

9.0 Submission and Deadline

To apply, please submit all quotes (technical and financial) **by 1:00pm 15th July 2025** to Daouda Niang dniang@intracen.org and copy yusupha.keita@intracen.org