



## TERMS OF REFERENCE

**Title: Service provider to support the implementation of Brokerage Events by Living Labs.**

<b>Project Title</b>	<b>B_A.2.1_0179_TRANSDAIRY</b>
<b>Programme</b>	ENI CBC Mediterranean Sea Basin
<b>Financing</b>	European Union
<b>Budget line code</b>	WP4.SS.PP3.728007 WP4- SS.PP3. 728021
<b>Contracting authority</b>	Industrial Research Institute
<b>Job description</b>	Organization, implementation and securing participation to brokerage events by Living Labs
<b>Location of the contract</b>	Lebanon

### **Background:**

The TRANSDAIRY project intends to enhance technology transfer among research, industry and SMEs in the fields of Key Enabling Technologies (KET) applied to the Dairy Value Chain. To do so, it will establish Living Labs, increase institutional capacity through formative sessions, focus groups; brokerage events (at both national and international levels) and specialized trainings targeting 35% women, 35% younger than 35 years, to learn about entrepreneurship, KETs and SMEs, the changing regulatory and socioeconomic landscape, risks/potential occasions of DC, how to create a company, a business plan, management, administrative tasks, etc.

As the world becomes more interconnected, cross-border partnerships and collaborations have become essential for businesses to thrive in today's global economy. Therefore, ELCIM at the Industrial Research Institute (IRI), Lebanese partner of the TRANSDAIRY project, is setting the present terms of reference for the TRANSDAIRY Cross-Border Brokerage Event organization aiming to facilitate meaningful connections between businesses, investors, and entrepreneurs from different countries, providing a unique opportunity to explore potential collaborations and expand business horizons under the Participation to brokerage events by Living Labs, WP4.SS.PP3.728007, activity as part of the ENI CBC MED program's TRANSDAIRY project.



### **Company profile:**

Experience in event management and implementation and /or organisation of similar activities

### **Scope of work:**

This Terms of Reference is for the organization, implementation and securing participation to the TRANSDAIRY Cross border brokerage events by Living Labs in Lebanon during the HORECA Show from 25 to 28 of April 2023.

### **Detailed description of Services:**

- The management of the brokerage beneficiaries including gathering participants, follow up and securing attendance
- Booking space area at the event for four days between the 25 and the 28 of April 2023 inclusive.
- Space area at HORECA set-up and customized stands creation for 13 exhibitors
- Implementation and securing participation of 60 people per day during the 4 days of the event from 25-28 of April from 3:00 till 9:00 PM
- Follow-up with the participants and updating them on the agenda
- Social media posts design and pre and post announcement of the Cross Border brokerage event
- Booking private space area at HORECA for the B2B meetings with the potential off-takers
- Booking private space area at HORECA for the demonstration session and voucher winners' distribution
- Video and Static Design Promotion, Marketing & Advertising including 60 promotional materials execution and distribution
- Beneficiaries feedback and evaluation form
- Catering for 60 people per day

### **Payment Modalities**

Upon approval of invoice by Project Manager, the cost of the TRANSDAIRY Cross Border brokerage event will be covered totally by the Industrial Research Institute payable in cash.

### **Currency**

Euros or the countervalue at the time of payment in US dollars | payable in cash

*The TRANSDAIRY project is co-financed by the European Union under the European Neighbourhood Instrument cross-border cooperation program "Mediterranean Sea Basin" 2014-2020 (ENI CBC MED). It started on 1<sup>st</sup> September 2019 and will last for 36 months (until 31<sup>st</sup> August 2022). Its total budget amounts to 3.8Million EUR, which is co-financed at a 90% rate by the ENI CBC Med program.*