

TERMS OF REFERENCE FOR CONSULTANTS

1. **Development Economist and Poverty Reduction Specialist** (national consultant as Team Leader for 6.0 person-months). The consultants will have at least 15 years of experience in development and poverty reduction in the People's Republic of China (PRC). The consultant will hold a minimum of a master's degree in economics, finance, law, social development, or a related field applicable to this position. Experience in implementing technical assistance (TA) projects funded by international and/or national development institutions will be an advantage. The Development Economist and Poverty Reduction Specialist will serve as the team leader, and under the guidance of the Asian Development Bank (ADB) project officer and with support of other international and national consultants, he/she will perform the following tasks:

- (i) review the policies, strategies and action plans of the PRC national and Chongqing municipal governments related to poverty reduction and rural development;
- (ii) review the status of poverty in the rural and mountainous areas of Chongqing, analyzing the root causes of the rural poverty, and identify areas where measures can be taken, particularly from the perspective of agricultural trade and e-commerce development;
- (iii) develop a work plan to implement the TA activities and deliver the TA outputs;
- (iv) supervise and monitor the work of other consultants, identify any gaps of performance of the consulting team, and recommend remedial actions to the ADB project officer in a timely manner;
- (v) design the overall framework and scope of the studies and surveys, consolidate inputs from other consultants, take the lead in producing and finalizing the general report and the sub-reports, and ensure the quality of these reports;
- (vi) take the lead in drafting the policy notes, with concrete and practical recommendations on promoting e-commerce for targeted poverty reduction;
- (vii) take the lead in conducting dialogues with the relevant government agencies and other stakeholders with respect to e-commerce development for poverty reduction;
- (viii) provide guidance to other consultants (especially capacity building experts and e-commerce experts) in developing a capacity building plan for e-commerce development in Chongqing's rural areas and organizing well-designed training activities; and
- (ix) perform other tasks which may be assigned by the ADB project officer.

2. **Trade and E-Commerce Specialist** (international consultant for 2.0 person-months). The expert must have at least 10 years of experience in international trade (particularly agricultural trade), logistics and e-commerce development. Experience of working in developing countries including the PRC is desirable, and knowledge about information and communication technology (ICT) will be an advantage. The candidate should have a postgraduate degree in economics, trade, finance, business management, or other relevant discipline. Specifically, the consultant will perform the following tasks:

- (i) conduct a review of the literature on international experience of applying e-commerce for poverty reduction in developing countries, and draw lessons and experience which are relevant to Chongqing;
- (ii) conduct a review of the literature on regional and international agricultural trade, identify constraints, assess the growth potential of international agricultural trade for Chongqing, and recommend policies and measures to promote Chongqing's international agricultural trade for poverty reduction;

- (iii) assist the team leader and work with other consultants to develop models of e-commerce for poverty reduction and rural development;
- (iv) prepare international cases to support the e-commerce models developed under the TA;
- (v) assist the team leader in preparing the policy notes and policy recommendations regarding e-commerce development in rural areas that will be submitted to Chongqing municipal government, and the PRC central government, especially by providing international experience and perspectives;
- (vi) assist the team leader and the capacity building specialist to prepare a capacity building plan for improving e-commerce in Chongqing's rural areas and contribute to the conduct of training programs as trainer;
- (vii) assist the team leader in conducting studies and surveys, especially by providing advice on international best practices, criteria, and methodologies;
- (viii) assist the team leader in preparing the final general report that will summarize the findings of all the study components; and
- (ix) undertake other related tasks as may be required by the ADB project officer.

3. **E-commerce and ICT Specialists** (national consultants for 14 person-months, including one Senior E-commerce and ICT Specialist as Deputy Team Leader for 6 person-months and two e-commerce and ICT specialists for 4 person-months each). The consultants should have at least 5 years (7 years for the Deputy Team Leader) of practical experience in e-commerce operations covering such areas as business models, digital marketing, payment systems, etc., and should have postgraduate degrees in business, ICT or other related disciplines. Under the guidance of the Team Leader and working with the international Trade and E-commerce Specialist, the consultants will perform the following tasks:

- (i) assess the level of ICT access and adoption of e-commerce in Chongqing's rural and mountainous areas including Wuling, Qinba, and Wumeng areas; identify bottlenecks in e-commerce in these areas regarding ICT infrastructure, policies, investments, and human capacity; and recommend measures for improvement;
- (ii) review experience of e-commerce development in other parts of the PRC (and also review the international experience with the help of the international Trade and E-commerce Specialist), and draw successful experience that can be replicated in Chongqing's rural and mountainous areas;
- (iii) develop e-commerce models that can be practically applied in Chongqing's rural areas, based on the above assessments, reviews and other necessary studies and surveys;
- (iv) prepare actual cases to support the recommended e-commerce models;
- (v) provide support to the capacity building specialist in assessing the capacity building needs in e-commerce for rural areas, prepare training manuals, and conduct training and networking activities as trainers;
- (vi) assist the Team Leader in preparing and finalizing the general report, the subreports, and the policy notes; and
- (vii) undertake other related tasks as may be required by the ADB project officer.

4. **Rural Development Specialist** (national consultant for 3 person-months). The consultant will have at least 10 years of experience in rural development and poverty reduction in the PRC. The consultant will hold a minimum of a master's degree in economics, finance, law, social development, or a related field applicable to this position. The consultant will undertake following tasks:

- (i) assist the Team Leader in reviewing the policies, strategies and action plans of the PRC national and Chongqing municipal governments related to poverty reduction and rural development;
- (ii) assist the Team Leader in reviewing the status of poverty in the rural and mountainous areas of Chongqing, analyzing the root causes of the rural poverty, and identifying areas where measures can be taken, particularly from the perspective of agricultural trade and e-commerce development;
- (iii) assist the Team Leader in organizing the studies and surveys, with necessary poverty and gender analysis;
- (iv) provide support to other consultants in preparing general report, sub-reports, e-commerce models and cases, and policy notes; and ensure the poverty and gender dimensions of the studies are enhanced;
- (v) work with capacity building specialist and other consultants in organizing training and networking events; and
- (vi) undertake other related tasks as may be required by the ADB project officer.

5. **Trade and Logistics Specialist** (national consultants for 3 person-months). The consultant will have at least 10 years of experience in logistics industry in the PRC. The consultant will hold a minimum of a master's degree in business, logistics, economics, finance, or a related field applicable to this position. The consultant will undertake following tasks:

- (i) review the policies and strategies related to logistics development, especially those applicable for the poor and rural areas, and identify gaps;
- (ii) review the status of logistics development in Chongqing related to e-commerce, with special attention to the "first-mile" and the "last-mile" logistics facilities and services for collection, storage, distribution and delivery of agricultural and other products in the rural and mountainous areas; identify constraints and bottlenecks; and recommend measures for improvement;
- (vii) assist the Team Leader in organizing the studies and surveys, and provide inputs related to logistics for e-commerce;
- (viii) assist the Team Leader and other consultants in preparing general report, sub-reports, e-commerce models and cases, and policy notes; and provide inputs related to logistics for e-commerce;
- (ix) work with capacity building specialist and other consultants in organizing training and networking events, and provide inputs related to logistics for e-commerce; and
- (iii) undertake other related tasks as may be required by the ADB project officer.

6. **Small and Medium-sized Enterprise Specialist** (national consultant for 4.0 person-months). The consultant should have a minimum of 7 years of relevant experience in small and medium-sized enterprise (SME) development, and have post-graduate degrees in economics, finance, business management or other related fields. The consultant provide support to the Team Leader and other consultants in conducting studies and surveys to ensure that the needs of local SMEs will be addressed. Specific tasks will include:

- (i) review the relevant policies and regulatory measures regarding development of SMEs and e-commerce; establish links and identify the gaps; and recommend measures for improvement;
- (ii) conduct assessment of current challenges facing SMEs in application of e-commerce in Chongqing's rural and mountainous areas;

- (iii) conduct assessment of existing SME service centers in Chongqing's rural and mountainous on their capacity to deliver services to SMEs related to application of e-commerce; identify constraints; and recommend measures for improvement;
- (iv) support the Team Leader and other consultants in conducting the studies and surveys; and ensure the needs of SMEs in developing e-commerce will be addressed;
- (v) support the Team Leader and other consultants in preparing the reports and policy notes, and take responsibility for providing inputs related to SME development;
- (vi) work with the capacity building specialist in preparing the capacity building plan and organizing training and networking activities, ensuring that the SMEs in the rural and mountainous areas are properly covered; and
- (vii) undertake other related tasks as may be required by the ADB project officer.

7. **Institutional Development and Capacity Building Specialist** (national consultant for 4.5 person-months). The consultant will have at least 10 years of experience in institutional development and capacity building. The consultant will hold a minimum of a master's degree in economics, finance, law, social development, or a related field applicable to this position. The consultant will undertake following tasks:

- (i) review the institutional arrangements for promoting e-commerce development in rural areas of Chongqing, identify redundancy and capacity gaps, and recommend measures for improvement;
- (ii) identify the capacity building needs of the poor and rural areas for e-commerce development;
- (iii) prepare a comprehensive institutional and capacity development plan to support e-commerce in rural areas;
- (iv) work with other consultants to prepare a set of training manuals and case studies for promoting e-commerce in rural areas, ensuring that the manuals will be easy to understand and use;
- (v) organize training and networking activities to promote application of e-commerce for targeted poverty reduction in rural and mountainous areas; and
- (vi) undertake other related tasks as may be required by the ADB project officer.

8. **Resource persons.** (about 5-8 resource persons, 1 person-month total, intermittent). ADB will engage resource persons who are experts in e-commerce for short periods to review studies and participate as presenters, facilitators and/or discussants in training, meetings, workshops, publication launches, and other events.