ONLINE PLATFORM LEBTRADE

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1. INTRODUCTION

Project description

The project in this TOR is the development of a state of the art online platform LEBTRADE. The main objective is to make it easier for exporters to export agricultural products. The online platform provides all necessary information for concerned stakeholders on one site. In a later stage it should be easy to include more sectors to the website. In the second phase it should be the focal point, a one-stop-shop for all exporters and enterprises.

A portal that will provide information about:
- The most promising countries for the exported fruits and vegetables sector from Lebanon. In the second phase more products and services will be added.
- The legal requirements & standards in these countries
- Import and export statistics
- CBI EU market information (affiliate website)
- An online directory with information about approved labs in the country and the benefits the labs provide
- Good practices on quality, standards, certification and legal requirements
- (Free) Trade Agreements: the main points and benefits of the agreement
- Import and export documents and the flow of these documents
- Support projects including the support loans (Post all supported agricultural and SMEs loans, LED-EBRD)
- Export shipping: Post different international shipping companies to compare costs and available services, expertise, present shipping documentation
- Up to date news and content pieces about latest trade news and updates.
- MOET trade support services.

Ministry of Economy and Trade (MOET)

The ministry of Economy and Trade will take the lead in the development of the LEBTRADE portal.

Rene Moawad Foundation (RMF)

RMF will support MOET in the development by funding and procurement.

Consultants

Two consultants, Onno Roukens from the company Globally Cool and Omar Meksassi from the IRIS Company will support in the development of the portal LEBTRADE including the selection process and the guidance of the web builder.

2. EXPECTED RESULTS & DELIVERABLES

Results

The main expected result is the development and handing over the state of the Art online platform. The web builder will support in publishing and optimizing the platform life on the desired webhost and domain webhost. MOET will become product owner of the involved source / files etc. The web builder will train the MOET IT staff and MOET content developers staff to effectively work with the platform and provide related how to manuals. Visual content will be developed / co-created by MOET, consultants and web builder.

Hosting:
- Providing a minimum of 3 years hosting plan, ensuring uptime, and security.
- As LebTrade Platform is an informative platform with a public audience, hence there are no restrictions in terms of physical locations, AWS locations preferred, finally a location that would require less policies and disclaimers.
- Privacy of the servers should be enabled and location should be hidden.
- SSL and HTTPS should be enforced, with daily backups.
- We do recommend a dedicated server in order to ensure security, availability, and scaling, with content delivery network enabled suitable for the technology to be used.

Maintenance:
The web builders should be providing the following extended services in term of maintenance and support:
- Bugtraking and fixing, with vulnerabilities fixing.
- Ensuring all functionalities work.
- Updates, core and plugins.
- Browser compatibility testing.
- Backups.
- Security.
- Monitoring, availability and site speed.
- Support with the requests MOET in terms of guidance, use and IT.

Deliverables
- Graphic design and branding (homepage, default page, report, news, event, statistics page, …
- User experience and user interface design for the platform
- Programming and visualization of statistic database
- Databases of reports, events, support projects, good practices, …
- CMS training IT of MOET
- CMS training content developers of MOET
- CMS coaching and support on the job
- Manual How to manage & maintain CMS
- Manual How to upload content
- Recorded zoom meetings of the trainings
- Source code and open files

Time line:
- MOET would like to launch the portal end of May 2021.

3. FUNCTIONAL DESIGN & WIREFRAMES

The functional design of the website and the wireframes are provided in separate documents. The following wireframes are developed:
- Homepage

- About us
- Report / Default page
- Promising Country (select product)
- Promising Country and product
- Requirements and Standards (select product ..)
- Support projects
- Quality Support Organizations
- News
- Events
- Statistic page
- Contact us

4. WEB BUILDER PROFILE & SELECTION

Web builder profile
RMF is looking for a web builder who is customer oriented, experienced in general and specifically in the development of comparable portals. The web builder should be able to work with databases and user friendly and visual presentation of statistics. Web design, databases, data modeling and statistics must be (one of the) core competence(s) of the company with proven quality management procedures including a support desk .

Selection criteria
1. Customer oriented based on the project proposal and presentation / Q&A session
2. Experience (client portfolio, number of employees, number of developers)
3. Two Reference projects, describe the 2 most relevant ones including references
4. Price
5. Your first ideas on the Graphic design of the homepage based on wireframes and Functional Design

All 5 criteria will weight more or less equal in the final selection of the web builder.

5. PROJECT PROPOSAL

Your project proposal
The project proposal should at least contain the following table of contents:
1. Methodology
2. Team composition
3. Communication flow and expectation realization between stakeholders including web builder, MOET and consultants
4. Quality management, code quality, testing, and documentation management
5. Planning
6. Budget:
   - Licenses costs if required
   - Development website, price per hour / per team member, total

- Hosting costs for 3 years
- Costs support
- Costs CMS training use and development

7. First ideas graphic design based on wireframes and FD

Annex 1 Experience (client portfolio, number of employees, number of developers)

Annex 2 Reference projects (describe the 2 most relevant ones including references, contact persons)

Tender team

Send your project proposal in English before December 07. 2020 to :

Carla Hammoud : chammoud@rmf.org.lb and Hanaa El Beyrouthy : helbeyrouthy@rmf.org.lb

Refer to Annex I of this for benchmarking of (international) good practices.

Presentation / Q/A session

During the week of 23 – 27 November presentations and Q and A session will be held with the 3 - 4 most suitable web builders.

6. TIME LINE

Send Project proposal before Q and A :   before November 20. 2020

Presentation, Q/A session (online):   during the week of 23 -27   November 2020

Final project proposal: December 07. 2020

Selection partner: after 2 weeks

7. PAYMENT

RMF will take the lead in the payment and procurement and has it's own procurement policies and procedures which is aligned with donors policies and procedures. RMF will handle the RFP tendering phase, collection of bids, payment terms, contract agreement etc.. The tender team will analyze the bids received on the 5 criteria mentioned in section 4.

8. IPR

"Intellectual Property Rights" or "IPR" derived from this contract – project .. means all industrial and intellectual property rights including patents, utility models, rights in inventions, registered designs, rights in designs, trademarks, copyright and neighboring rights, database rights, moral rights, trade secrets, and rights in confidential information and know-how (all whether registered or unregistered and including any renewals and extensions thereof) derived from this project – contract and all rights or forms of protection having equivalent or similar effect to any of these which may exist anywhere in the world and applications for registrations of any of the foregoing, should be owned by the Ministry

Thus,

- The platform logo will be registered at the IPP office at the Ministry of Economy and Trade

- The platform content, software, and data will be owned by the Ministry of Economy and Trade and copyright protected
- Source codes other or any codes belong to the Ministry of Economy and Trade for future improvement and modification of the Platform.

9. CONTACT PERSONS

- Carla Hammoud : chammoud@rmf.org.lb and Hanaa El Beyrouthy : helbeyrouthy@rmf.org.lb

I. ANNEX I INTERNATIONAL GOOD PRACTICES

The website of MOET, LEBTRADE, needs to be benchmarked against international good practices. Below we present some good practices

Website	Good practice - input website
Trade-Helpdesk EU: http://trade.ec.europa.eu/tradehelp/	Promo video on the homepage
NEPC; https://nepc.gov.ng/blog/market-report/cashew-kernels-promising-countries/	Example for promising countries: One pager Video animation
CBI product requirements: https://www.cbi.eu/market-information/fresh-fruit-vegetables/buyer-requirements/	Example for requirements: Online text and PDF!! Tips
Events: https://www.bahamastradeinfo.gov.bs/events/	Nice presentation of events
Project database: https://www.cbi.eu/projects/	Working with template for the project
COMTRADE https://comtrade.un.org/	Nice presentation of statistics
THE ATLAS OF ECONOMIC COMPLEXITY atlas.cid.harvard.edu	Nice visual presentation, really a good practice
Trademap, sustainability map and export potential map	Nice visual presentation of statistics
https://ar.dnbuae.com/	Nice look and feel (Good practice in Arabic)

RMF reserves the right not to contact bidders who are not short-listed.