

## Terms of Reference for Recruiting Short-Term Expert:

### Olive Oil Sector Expert

#### About PFI :

PFI & Company is a consultancy firm dedicated to delivering innovative solutions and expert guidance across various sectors, including agriculture, industrial, finance, and sustainability. With a team of experienced professionals, PFI specializes in providing strategic insights, project and program management, and technical assistance to enhance productivity and drive growth. Our commitment to excellence and deep understanding of local and international markets enables us to support our clients in achieving their objectives while promoting sustainable development and economic resilience.

Location: Fès-Meknès- Morocco

#### Job Summary:

PFI seeking a highly motivated and well-connected individual with demonstrated experience working on export promotion of olive oil, to provide technical assistance to SMEs in the Fez and Meknes regions of Morocco. The primary goal of the assignment is to offer specialized technical assistance to SMEs within the olive oil sector. The focus is on facilitating market access to the EU and other global markets. The sector expert will assist project participants in comprehending market demands, formulating export strategies, and discovering opportunities for expanding their market presence.

#### Key Responsibilities:

- Conducting a detailed analysis of EU and global market requirements for olive oil products.
- Developing market access strategies for SMEs.
- Providing guidance on product adaptation and quality standards compliance for international markets.
- Facilitating workshops or training sessions on export procedures, pricing strategies, and e-commerce for olive oil products.
- Supporting the development of export marketing plans and promotional strategies.
- Advising on networking opportunities and establishing partnerships with international distributors or buyers.
- Monitoring and evaluating the implementation of market access strategies and providing ongoing support and adjustments, as necessary.

#### Qualifications:

- Proven track record in conducting market assessments and developing export market entry strategies.
- Knowledgeable about EU and international market standards and regulations for agricultural products.
- Capable of providing technical advice on product quality, packaging, and compliance with market requirements.
- Experienced in facilitating workshops, training sessions, or capacity-building activities focused on export readiness and market access.
- Familiarity with the olive oil sector or related agricultural industries.
- Willing and able to commit sufficient time and effort to the assignment.
- Demonstrated ability to work independently, meet deadlines, and deliver high-quality results.

- Skilled in building and maintaining relationships with diverse stakeholders, including young entrepreneurs, local youth networks, and industry professionals.
- Ideally the expert is based in Fez or Meknes with established connections to local youth networks.
- Proficient in Arabic and French; proficiency in English is preferred.

#### **Application Process:**

Interested candidates should send their resume and cover letter to [hire@pficompany.com](mailto:hire@pficompany.com), outlining their qualifications and previous experience. Additionally, please include a list of any similar projects you have worked on, along with references from relevant individuals.

Please ensure to include “Olive Oil Sector Expert- Morocco/ CANDIDATE NAME” in the subject line of the email. Document names must be formatted as follows:

- The CV should be named: **CV-FirstName-LASTNAME**
- The cover letter should be named: **CL-FirstName-LASTNAME**
- The references document should be named: **Reference-Check**

Thank you for adhering to these formats to facilitate the processing of your application. Failure to comply with these formatting requirements may result in elimination from the scoring process.