



## **Terms of Reference (ToR)**

### **Project Title**

Improving the Capacity of SMEs and SME Support Institutions to Use Online Business-To-Business Matchmaking Tools in OIC Member States

### **Target Countries**

Egypt, Malaysia, Morocco, Pakistan, Saudi Arabia, Senegal, Türkiye

## **1. Background**

SMEs contribute significantly to economic growth and job generation in both developing and developed countries. Moreover, scholars and development practitioners recognize that supporting SMEs is a key driver of socioeconomic progress in developing countries.

According to the World Bank, SMEs account for 90% of businesses worldwide. Despite their majority in terms of quantity, SMEs participation to international trade still remains limited. In this regard, supporting SMEs is critical not only for an inclusive socioeconomic growth, but also for enhanced competitiveness and global trade capacity.

SMEs in developing countries face various challenges including constrained access to skilled labor, markets, information and technology, as well as insufficient networks for global exposure. Although SMEs face these abovementioned challenges, they possess the agility of swiftly adapting to internationalization owing to their streamlined structures and flexibility in responding to market changes and also for their rapid adjustment to evolving customer needs and technologies.

Within this context, penetrating into international markets is crucial for SMEs in terms of growth and long-term sustainability. However, current support systems in OIC countries often fall short of equipping SMEs and their support institutions with the right tools and knowledge to effectively participate in international trade.

Online B2B matchmaking platforms offer a powerful solution to this shortage by connecting SMEs directly with potential buyers and partners worldwide. These platforms cut through geographical barriers, reduce costs associated with traditional trade methods and facilitate smoother business relationships.

Through this project, a comprehensive solution will be provided to address the challenges of SMEs in OIC countries, which consists of facilitating SME support institutions and SMEs' access to a sophisticated online B2B tool. Furthermore, this project is also expected to develop the capacity of SME support institutions and SMEs, improve their connectivity and ultimately drive economic growth across OIC countries.

## **2. Project Objectives**

The project aims to enhance the capacity and engagement of SME support institutions and SMEs in OIC countries on using advanced online B2B matchmaking and networking tools by providing them with access to a sophisticated online B2B tool. In addition, this project, through tailored training and capacity building programs, seeks to strengthen the ability of SME support institutions on assisting SMEs for their internationalization efforts.

Furthermore, it is targeted to increase intra-OIC market integration with the organization of online and onsite matchmaking events/fairs. In this respect, the overall impact of the project is expected to be the empowerment of SME support institutions and SMEs through the provision of tailored training/capacity building programs, a functional B2B platform and virtual/face-to-face matchmaking events. This project will emphasize the importance of signing business deals between SMEs, with a special priority for women and youth-owned SMEs, and encourage cross-promotion of products and services among OIC countries.

## **3. Project Location**

The target countries are Egypt, Malaysia, Morocco, Pakistan, Saudi Arabia, Senegal, and Türkiye. Although a relatively small number of OIC member countries are taking part in the project for the time being, the intended audience for the developed B2B platform will not be confined only to these countries. Accordingly, after the successful operationalization, the remaining OIC member countries will be invited to join the platform in order to disseminate this initiative at the OIC level.

The development of B2B platform, the implementation of training (orientation, user)/capacity building programs and management of online/onsite events will be undertaken by the consultancy company that meets the qualification requirements stated in this document.

B2B platform development activities will not be limited to any individual partner country through the project implementation. The consultant is expected to conduct these activities by consulting to all project partner countries in order to ensure smooth progression.

As part of the project, one onsite (physical) capacity building program will be organized in Casablanca/Morocco. Additionally, one onsite (physical) B2B matchmaking event will be organized in Istanbul/Türkiye, and another onsite (physical) B2B matchmaking event will be organized in Kuala Lumpur/Malaysia. Furthermore, the project scope will also include the organization of online (virtual) B2B matchmaking events and orientation/user training programs.

## **4. Objective of the Assignment**

Objectives of the assignment are as follows:

- Enhancing the capacity and engagement of SMEs and SME Support Institutions in OIC Member States on using advanced online B2B matchmaking and networking tools through the development of a functional and efficient online B2B Platform,
- Strengthening the competency of SME Support Institutions on SME internationalization, international trade, Islamic finance and digital engagement via tailored training and capacity building programs.
- Increasing intra-OIC market integration by means of online and onsite B2B matchmaking events.

## **5. Duration of the Assignment**

The duration of the assignment will be 24 months. The assignment is envisaged to start with the signing of the contract immediately.

## **6. Scope of Work**

### **6.1. Development and Full Operationalization of the B2B Platform**

The Islamic Centre for Development of Trade (ICDT) and the Small and Medium Enterprises Development Organization of Türkiye (KOSGEB) will play key roles in the implementation of this project.

The B2B platform will be developed and fully operationalized by the consultant according to the tasks and requirements stated below.

Before the operationalization, the consultant should benchmark the existing similar platforms at regional and international levels in order to benefit from best practices.

The platform will consist of 8 modules detailed hereinafter. 3 type of users (Administrator – ICDT and KOSGEB, Organization – SME Institutions, Company – SMEs) are expected to be identified for ensuring multi-user access.

The consultant will authorize the secure access to below-mentioned modules and database based on user types stated above. Hosting of the developed and fully operationalized platform will be conducted by ICDT after the finalization of the project.

#### **6.1.1.Register/Sign In Module (Administrator, Organization, Company)\***

**6.1.1.1.** Over this module, users will register to the platform by filling out a form.

**6.1.1.2.** Through this form, users are expected to provide introductive information (*Name-Surname, E-Mail, Phone Number, Job Title, Password, User Type\* (Administrator, Organization, Company), Country (For Organization and Company), Organization Title (For Organization), Company Title (For Company), Tax/ID Number (For Organization and Company), Date of Establishment (For Organization and Company), Sector (For Company), Scale (For Company – Micro, Small, Medium or Large), Intention to Register (For Organization and Company), Targeted Markets/Countries (For Company), Related SME Organization (For Company)\**)

**6.1.1.3.** Users will have to declare their consent for data processing in order to complete the registration. Before this declaration, users will read and approve a clarification text on data process and confidentiality which will appear on a pop-up window. The submission of the form will be finalized following the approval.

**6.1.1.4.** After submission, a notification will be conveyed via e-mail, SMS and Chat Module to the Administrator for verification and validation (For Organization).

**6.1.1.5.** After submission, a notification will be conveyed via e-mail, SMS and Chat Module to the Administrator and the related SME Organization of the enrollee's country for verification and validation (For Company).

**6.1.1.6.** Following the verification and validation, the registration process will be finalized and a confirmation message will be conveyed to the users via e-mail and SMS.

**6.1.1.7.** The already registered users will be also able to sign into the platform through this module.

\* A more comprehensive verification and validation system for registering to the platform, including cross checking with the OIC Member States' relevant government websites, is expected to be formed after the pilot phase.

\* When the registrant selects the User Type as "Administrator", "Title", "Tax/ID number" and "Date of Establishment" information will appear automatically.

\* The name of the related SME Organization is expected to appear automatically when the enterer company selects the country.

#### **6.1.2.Event Generation Module (Administrator, Organization)**

- 6.1.2.1. With this module, users will generate a B2B event on the platform.
- 6.1.2.2. Users will provide the context (Name, Date Range, Duration (Day, Hour), Type (Online, Hybrid, Physical), Location (For Hybrid, Physical), Participant Countries, Participant Sectors) of the event through filling an information form.
- 6.1.2.3. Users will be able to prepare an announcement for the proposed event which will be posted to all registered users of the platform via e-mail, SMS and Chat Module following the generation of the event. \*
- 6.1.2.4. Administrator will also be able to prepare weekly and monthly bulletins for the already generated events and convey these bulletins to all registered users of the platform via e-mail and SMS through this module.

\* A sliding screen that provides preliminary information for the registered events is expected to be formed after the pilot phase.

#### **6.1.3.Event Registration Module (Administrator, Organization, Company)**

- 6.1.3.1. Through this module, users will register for the generated events by filling out a participation form.
- 6.1.3.2. The information submitted by users in Register/Sign In module will be automatically added to the participation form for facilitating registration. \*
- 6.1.3.3. Users will determine which generated event they intended to attend and the type of involvement (Buyer, Seller, Start-Up, Scale-Up, Investor, Exhibitor etc.) via this form.
- 6.1.3.4. After the registration confirmed by the user, a notification will be conveyed via e-mail, SMS and Chat Module to the Administrator (For Organization).
- 6.1.3.5. After the registration confirmed by the user, a notification will be conveyed via e-mail, SMS and Chat Module to the Administrator and the related SME Organization of the enrollee's country (For Company).

\*The name of the related SME Organization for the enrollee's country is expected to appear when the already submitted information in the Register/Sign In module has been automatically added to the participation form.

#### **6.1.4. Profile Module (Administrator, Organization, Company)**

- 6.1.4.1. Via this module, users will be able to create their business profile in order to showcase their intention to participate to the related event.
- 6.1.4.2. The information submitted to Register/Sign In and Event Registration modules will be automatically added to business profile in order to provide concrete information on event participants.
- 6.1.4.3. Through this profile, users are expected to present detailed information on products/services they aspire to sell (Sellers), to provide a brief description of products/services they aim to purchase (Buyers) or collaboration/partnership they intend to engage (Start-Up, Scale-Up, Investors).
- 6.1.4.4. The module will also allow users to insert complementary documents (photos, videos, certificates, patent, trademark etc.) related with products/services planned to buy or sell for effective and efficient marketing.

- 6.1.4.5. Before the submission, users will read and approve a clarification text regarding the conveying of their profile to the Marketplace Module (SME Database) which will appear on a pop-up window. The submission of the profile will be finalized following the approval.
- 6.1.4.6. Notifications on profile submission by the users (Company) will be conveyed to the Administrator and the related SME Organization of the user's country via e-mail, SMS and Chat Module. The content of these profiles will be controlled by the Administrator and the related SME Organization following this notification.
- 6.1.4.7. Notifications on profile updates realized by the Administrator or the related SME Organization of the user's country will be conveyed to users (Company) via e-mail, SMS and chat module.

#### **6.1.5. Marketplace Module – SME Database (Administrator, Organization, Company)\***

- 6.1.5.1. The marketplace module will exhibit all event participants' business profiles for offering preliminary information about potential buyers, seller or inventors.
- 6.1.5.2. With this module, participants will have to opportunity to obtain comprehensive data prior to scheduling meetings with other attendees.
- 6.1.5.3. Participants will be able to categorize the profiles according to the country, the region, the city, sector, products, services, scale etc. of the attendees.
- 6.1.5.4. This module will also provide AI based categorizing for the users in order to find the optimal partner for engaging into collaboration.
- 6.1.5.5. The content of SME Database will be the same as the marketplace module. The difference of this database from the marketplace module is expected to be the continuous accessibility regardless of whether an event is taking place or not.
- 6.1.5.6. Regarding the accessibility, only the Administrator will be able to edit the information comprised in this database. Other users, except from editing, will be able to view this content through robust and AI based categorizing system by country, sector, product, service, scale etc.
- 6.1.5.7. With this database, it is targeted for the users (especially companies) to obtain comprehensive information about each other in order to encourage collaboration opportunities outside of the events.

\* SME Database is expected to be fully operational after the pilot phase.

\* After the pilot phase, through this module, the platform will also help users (company) to showcase their products during the online trade fair or exhibitions.

#### **6.1.6. Matchmaking/Meeting Module (Administrator, Organization, Company)**

- 6.1.6.1. By this module, event participants will be able to schedule and realize meetings with other attendees.
- 6.1.6.2. The module will present participants detailed timeslots and location (interview room, booth etc.) options for setting accurate and effective meetings with the other attendees.
- 6.1.6.3. When a participant demands a meeting, notification will be sent via e-mail, SMS and Chat Module to the requested side for review and approval.
- 6.1.6.4. Following the approval from the requested side, the module will set the meeting and inform both parties via e-mail, SMS and Chat Module.
- 6.1.6.5. If the event is online, the meeting will take place on this module. If the event is hybrid and the participants have demanded to realize an online meeting, then the meeting will also take place through this module.

- 6.1.6.6. If the event is hybrid and the participants demanded to realize a face to face meeting, then the details of this meeting (Date, Time and Location) will be conveyed to the participants via e-mail, SMS and Chat Module (The participants will also be able to request this information at the site of the event from the relevant staff prior to the scheduled meeting).
- 6.1.6.7. If the event is physical, the details of the meeting (Date, Time and Location) will be conveyed to participants via e-mail, SMS and Chat Module (The participants will also be able to request this information at the site of the event from the relevant staff prior to the scheduled meeting)
- 6.1.6.8. Before the scheduled online meeting, an invitation link will be delivered to both parties (demanding and requested) via e-mail, SMS and Chat Module. Through this link, the parties will connect to a pop-up screen in which the meetings will take place.
- 6.1.6.9. The meeting will be carried out via a fully integrated video conferencing tool (15-30 min) according to the schedule designated. Technical support will be provided during the meeting by the related staff of the contractor.

#### **6.1.7. Chat Module (Administrator, Organization, Company)\***

- 6.1.7.1. Via the chat module, users will be able to communicate with the other participants of the event which they registered to. This module will provide users to present preliminary information regarding their companies.
- 6.1.7.2. The communication will be ensured through text messaging on this module.
- 6.1.7.3. Aside from communicating with other participants, users will also be able to connect with the experts from SME related Organizations, ICDT and staff of the contractor through this module.
- 6.1.7.4. All the notifications on registration, event generation and announcement, event registration, profile submission and update, meeting feedback, request and confirmation etc. will be conveyed through this module.

\* After the pilot phase, this module is expected to serve for engaging collaborations between the users regardless of an event.

\* An automated translation service between the official languages of OIC (English-French, English-Arabic, Arabic-French) will be integrated to this module following the above-stated phase.

\* An AI-based IT help desk support is also expected to be formed after the pilot phase.

#### **6.1.8. Feedback Module (Optional) (Administrator, Organization)**

- 6.1.8.1. Following the meeting, a link will be sent to both parties to fill out the questionnaire in order to receive their feedback.
- 6.1.8.2. In this questionnaire, parties will issue their opinions on the efficiency, effectiveness and quality of the meetings realized.
- 6.1.8.3. Aside from the questionnaire, reminders will also periodically be conveyed to both parties (through e-mail, SMS and Chat Module) of the conducted meetings for finding out if any collaboration had been actualized.
- 6.1.8.4. Issued opinions on questionnaires and updates on the outcomes of the meetings will be automatically uploaded to the module for monitoring and evaluation by the administrator and related SME institution.

### **6.1.9. Other Features**

The B2B platform will be developed with a feasible and sustainable programming/designing tool. The consultant has to implement the programming and designing of the proposed platform with the tool that fulfils the afore-mentioned specifications.

The B2B platform will have standard security features to ensure integrity of data and to avert any flaws or bugs that permit the users to tamper, alter or modify any data without the appropriate permissions. Furthermore, the proposed platform will also provide highest degree of security in its architecture. In this regard, the consultant has to suggest a suitable security component in platform's software and in case of any failure shall be liable for penalty (Details of the penalty are explained in Section 9 below).

The following are some of the security issues, but not limited to, which must be addressed in this platform.

- The platform should ensure that the users follow login procedures.
- The access to the modules and SME database should be based on the user types.
- A proper audit trail must be built within the platform.
- SSL Certificate should be installed.
- Data encryption and sensitivity should be prioritized.

Apart from these features, the platform is expected to be compatible with all mobile and web browsers (Google Chrome, Internet Explorer, Microsoft Edge, Mozilla Firefox, Opera, Safari).

### **6.1.10. Development Components and Implementation Framework**

#### **6.1.10.1. User Experience (UX) & User Interface (UI) Design**

- Conduct a user-centered design process aligned with client workflows and expectations.
- Develop interactive prototypes and design mockups for user validation.
- Ensure compliance with accessibility, usability, and responsive design standards.
- Execute iterative design improvements based on stakeholder reviews and usability testing.
- Deliver finalized design assets including screen layouts, navigation flows, UI component libraries, and brand-aligned visual elements.

#### **6.1.10.2. Security Architecture & Validation**

- Enforce secure coding practices and internal check-in policies.
- Conduct both automated and manual code reviews to eliminate vulnerabilities.
- Perform penetration testing and black-box testing to validate application-layer defences.
- Apply OS and application-level server hardening.
- Ensure compliance with international security standards (e.g., OWASP).

#### **6.1.10.3. Scalability & Performance**

- Architect solution to support horizontal scaling (multi-node deployment across regions).
- Design for vertical scaling using resource-efficient SQL-based architecture.

- Ensure no-code-change scalability and reduced administrative overhead.

#### **6.1.10.4. Usability Engineering**

- Run scenario-based usability testing with targeted user groups.
- Use feedback from testing sessions to inform iterative product improvements.
- Optimize workflows and interface elements for clarity and user efficiency.

#### **6.1.10.5. Interoperability**

- Design and implement APIs using secure and standardized protocols (e.g., REST, XML/JSON).
- Support data exchange with external systems and third-party platforms.
- Plan for future integration through loosely coupled architecture.

#### **6.1.10.6. Flexibility & Configurability**

- Support customizable workflows, validation rules, and UI configurations.
- Use 'Valid From – Valid To' logic for time-sensitive data operations.
- Parameterize business logic for administrative control.

#### **6.1.10.7. Training & Knowledge Transfer**

- Deliver structured, role-based training to system users (up to 20 participants).
- Provide comprehensive guides and admin manuals.
- Emphasize operational independence and maintainability.

#### **6.1.10.8. Infrastructure & Hosting**

- Deploy on secure cloud environments (e.g., Microsoft Azure).
- Provide documentation on hosting configuration, roles, and security layers.
- Clearly define out-of-scope items (e.g., firewall setup, on-prem integration, antivirus).

#### **6.1.10.9. Team Composition & Delivery Model**

- Assign a multidisciplinary delivery team (PM, UX/UI Designer, Developers, QA Engineers, Support).
- Adopt a hybrid or offshore development model with full transparency.
- Provide reporting structure including: Weekly updates, Monthly progress and consumption reports, Escalation procedures.

#### **6.1.10.10. Project Governance & Escalation**

- Govern delivery through regular planning, review, and retrospective cycles.
- Maintain documentation for: Change requests, Issue tracking and RCA (Root Cause Analysis), User acceptance criteria.
- Escalation flow: Project Manager → Engagement Manager → Delivery Manager.



#### **6.1.10.11. Milestone-Based Payment Terms**

- Define milestone stages such as: Kick-off, Requirements Sign-off, UX/UI Sign-off, Development Completion, UAT Completion, Production Deployment.
- Link each milestone to a percentage of payment value.

### **6.2. Online Orientation Training for SME Support Institutions on Platform Usage and SME Identification (Virtual)**

#### **6.2.1.Target Audience:**

Focal points of the target countries' participating SME Support Institutions

#### **6.2.2.Target Attendance:**

**25**

(21 focal points (3 from each target country) and 4 representatives (2 IsDB, 2 ICDT))

#### **6.2.3.Duration:**

The consultant will organize a specific training program for the target countries. This program is expected to realized online and last a minimum of **3** hours.

#### **6.2.4.Content:**

A comprehensive training will be provided to the participants on the contents of the developed platform. Moreover, a hands on training will also be provided to participants on how to identify SMEs that could benefit the most from the features of this platform.

The language for the training will be in English in order to ensure effective communication among the participants.

#### **6.2.5.Expected Outcome:**

- Accelerated adaptation of each target countries' SME support institution to the features of the platform.
- Improved level of awareness on the benefits of B2B Platforms for developing the international trade capacity of SMEs.
- Enhanced level of understanding on the impacts of B2B Platforms on SME Internationalization.

#### **6.2.6 Cost Items:**

Hosting and Technical Support (Audio-Video)

#### **6.2.7 KPIs:**

- Percentage of trained support institutions actively using platforms.
- Percentage of trained personnel actively using platforms.

### **6.3. Onsite Capacity-Building Program for SME Support Institutions (Physical)**

#### **6.3.1.Target Audience:**

Focal points of the target countries' participating SME Support Institutions

#### **6.3.2.Target Attendance:**

**23**

(21 focal points (3 from each target country) and 2 trainers)

### **6.3.3.Duration:**

3 Days

### **6.3.4.Content:**

This program will be realized for 3 days in Casablanca/Morocco. The sessions in this program will be delivered in English. The content of the program will be composed of topics on SME internationalization, SME finance, international trade, Islamic finance and digital engagement which are provided below. The accommodation, travel and transfer (airport-hotel-event venue) expenses of all participants as well as other costs related to the organizational aspects of the program will be covered by the consultant.

#### **SME Internationalization**

- What is an SME?
  - SME Definition
  - The Role of SMEs in Development and Internationalization
  - Policies and Programs on SME Development and Internationalization
- SME Internationalization
  - What is SME Internationalization?
  - Means of SME Internationalization
  - Importance of SME Internationalization
  - Benefits of SME Internationalization  
(*Firm level benefits, economy level benefits*)
  - Key Partners and Initiatives of SME Internationalization
  - Country Experiences of SME Internationalization
  - Focusing on a Survey on Internationalization of SMEs
- Roles of SME Support Institutions in SME Internationalization
  - Determination of Potential SMEs for Internationalization
  - Guidance of SMEs for Internationalization
  - Consultancy and Mentoring
  - Capacity Building

#### **SME Financing**

- Types of SME Financing
- Aspects for SME Financing
- Challenges and Opportunities in SME Financing

#### **International Trade**

- What is International Trade?
- Types of International Trade
- Organizations Related with International Trade
- Concept of Strategy in International Trade and Strategy of Designing an International Trade Road Map
  - The Concept of Strategy in International Trade
  - Strategy for Designing an International Trade Roadmap
  - Correct Market Selection and Market Research
  - Customer Intelligence in International Market Entry
  - Workshop on Target Market Selection
- Risk Elements and Methods of International Trade
  - Risk Elements and Methods
  - International Trade Systems

### **Islamic Finance**

- An Introduction to Islamic Banking and Finance
- Islamic Contract and Law
- Financial Instruments of Islamic Banking and Finance
- Islamic Asset and Fund Management
- Islamic Bonds
- Islamic Insurance
- Islamic Microfinance
- Risk Management in Islamic Finance

### **Digital Engagement**

- What is Digital Engagement?
- Why is Digital Customer Engagement Important?
- Important Factors of Digital Engagement Strategy

#### **6.3.5.Expected Outcome:**

- Improved capacity of each target countries' SME support institution on SME internationalization, entrepreneurship, Islamic finance and digital engagement.
- Strengthened ability of each target countries' SME support institution on assisting SMEs in their efforts for internationalization.

#### **6.3.6 Cost Items:**

**Accommodation:** Minimum 4 Star Rated Hotel (Including Breakfast)

**Travel:** Economy Class Flights (Round Trip)

**Transfer:** Airport-Hotel-Airport; Hotel-Event Venue

**Training Costs:** Trainer Fee

**Organization Costs:** Audio-Video Systems Installation, Coffee Break, Meal (Lunch, Dinner), Social Program, Stationery, Venue Rent, Visa Fees

#### **6.3.7. KPIs:**

- Percentage of identified SME support institutions trained
- Number of training sessions completed

### **6.4. User Training for SMEs on Platform Usage (Online)**

#### **6.4.1.Target Audience:**

Focal points of the target countries' participating SME Support Institutions, Identified SMEs from Target Countries

#### **6.4.2.Target Attendance:**

**60**

(35 SMEs (5 from each target country, operating in international trade oriented sectors), 21 focal points (3 from each target country) and 4 representatives (2 IsDB and 2 ICDT))

#### **6.4.3.Duration:**

**3 Hours**

#### **6.4.4.Content:**

With this program, the identified SMEs will be briefed about the structure and functioning of the developed platform. Besides this briefing, detailed information on the content of

online and on-site matchmaking events will also be provided to the participants. The training will be in English with simultaneous translation in Arabic and French.

**6.4.5.Expected Outcome:**

- Accelerated adaptation of SMEs to the features of the platform
- Raised level of awareness on the benefits of B2B Platforms for developing the international trade capacity of SMEs
- Enhanced level of understanding on the impacts of B2B Platforms on SME Internationalization

**6.4.6.Cost Items:**

Hosting and Technical Support (Audio-Video)

**6.4.7.KPI:**

- Number of trained SMEs regarding the structure and functions of the platform

**6.5. Online B2B Matchmaking Events**

**6.5.1.Estimated Audience:**

Focal points of the target countries' participating SME Support Institutions, Identified SMEs from Target Countries

**6.5.2.Estimated Attendance:**

Estimated number of participants and identified SMEs from target countries will be finalized according to the event-specific and target SME group-based needs.

**6.5.3.Content:**

Minimum **10** pilot online B2B matchmaking events will be organized to introduce the features of the platform to SMEs of target countries and to facilitate initial business connections. These events are expected to provide a hands-on opportunity for these SMEs to engage with the platform and test its matchmaking capabilities. The consultant is expected to encourage maximum attendance from target countries and also determine the suitable sectors for each event.

**6.5.4.Duration:**

2 Days for each event, total **20** Days

**6.5.5.Expected Outcome:**

- Established business deals between SMEs of target countries
- Increased intra-OIC market integration
- Usage of feedback received in the pilot events for enhancements in the platform

**6.5.6 Cost Items:**

Hosting and Technical Support (Audio-Video)

**6.5.7. KPIs:**

- Number of SMEs registered on the platform.
- Percentage of registered SMEs attended to online B2B matchmaking events.
- Number of booked meetings on the platform.
- Percentage of booked meetings that have been realized.

## **6.6. Onsite B2B Matchmaking Events (2 Physical Events)**

### **6.6.1.Estimated Audience:**

Focal points of the target countries' participating SME Support Institutions, Identified SMEs from Target Countries

### **6.6.2.Estimated Attendance:**

#### **1<sup>st</sup> Event (Kuala Lumpur, Malaysia - 2026 Q3)**

**28**

(21 SMEs (3 from each target country, operating in international trade-oriented sectors) and 7 focal points (1 from each target country's participating SME Support Institutions)

#### **2<sup>nd</sup> Event (Istanbul, Türkiye - 2026 Q4)**

**35**

(28 SMEs (4 from each target country, operating in international trade-oriented sectors) and 7 focal points (1 from each target country's participating SME Support Institutions)

### **6.6.3.Duration:**

2 Days for Each Event

### **6.6.4.Content:**

Onsite B2B matchmaking events will be organized to connect SMEs from different OIC Member States for networking, forming partnerships and exploring opportunities in order to realize cross-border exchanges through in-person engagement. The consulting company is expected to encourage maximum attendance from target countries and also determine suitable sectors for each event. The accommodation, travel and transfer expenses for the participant focal points of target countries' SME support institutions as well as other necessary costs regarding the organization will be covered by the consultant. The consultant will not cover the expenses of SMEs attending these events.

### **6.6.5.Expected Outcome:**

- Established business deals between SMEs of target countries
- Increased intra-OIC market integration

### **6.6.6.Cost Items:**

**Accommodation:** Minimum 4 Star Rated Hotels (Including Breakfast)

**Travel:** Economy Class Flights (Round Trip)

**Transfer:** Airport-Hotel-Airport; Hotel-Event Venue-Hotel

**Organization Costs:** Audio-Video Systems Installation, Coffee Break, Concierge, Meal (Lunch, Dinner), Social Program, Stationery, Translation, Venue Rent, Visa Fees

### **6.6.7.KPIs:**

- Number of SMEs registered on the platform.
- Percentage of registered SMEs attended to physical B2B matchmaking events.
- Number of booked meetings on the platform.
- Percentage of booked meetings that have been realized during the physical event.

## **7. Minimum Requirements**

The consultant desirous of quoting for the work should satisfy the following minimum requirements:

- 7.1. The consultant should have valid license for performing the service in the software development work in one of the OIC countries.
- 7.2. The consultant should have adequate technical manpower to carry out the project and complete it on time. All the personnel working in the project are expected to be employed on full time basis and their responsibilities to be distributed according to the tasks described below.
- 7.3. The consultant can collaborate/partner with sub consultants to provide maintenance support to the B2B platform as and when required.
- 7.4. The consultant can collaborate/partner with sub consultants, academicians or experts to realize the capacity-building programs for ensuring effective and efficient implementation.
- 7.5. The consultant can collaborate/partner with sub consultants or experts to organize the onsite events for ensuring smooth implementation.
- 7.6. There must be at least one Team Leader with sound technical knowledge of IT Project Management, one B2B Software Expert with sound knowledge of System and Database Architecture and IT technologies in B2B platforms.
- 7.7. There must be at least one Trainer specialized in the subjects pointed out in “6.3 - Capacity-Building Program for SME Support Institutions”.
- 7.8. The Team Leader, B2B Software Expert, Trainer or any other technical member of the team must be involved in the project full time and shouldn't leave until the final product is accepted by the client. However, in exigent circumstances, written authorization may be obtained from the client for the replacement of a specific personnel, provided that it does not have a major impact on the project implementation. It is therefore advisable for the contractor to sign a contract with the personnel at least for the duration of the project.
- 7.9. The proposals which do not meet above conditions will not be evaluated. The tasks and qualifications of the personnel are mentioned below:

### **Personnel 1: Team Leader**

A Curriculum Vitae (CV) for Team Leader must be attached to the tender as an annex.

#### **➤ Tasks of the Team Leader**

- Serving as a focal point for the attainment of the project's objectives.
- Developing and documenting an agreed project vision.
- Developing a roadmap, strategy and resource requirements for closing identified gaps between the situation at the outset of the project compared to the conclusion of the project.
- Managing agreed project controls.
- Managing communications, risks, configuration, quality and change.
- Managing project financials in consultation with ICDDT and KOSGEB.
- Managing staff including B2B software expert for short-term assignments.
- Developing and implementing the business plan that will be delivered after the signature of the contract.
- Managing output delivery on time, within budget and to stated functionality and quality.
- Supervising the design, implementation and evaluation of B2B platform.
- Conducting the orientation and user training programs on B2B platform.

#### **➤ Qualifications of the Team Leader**

- **Education/Training:** University Degree (B.Sc./M.Sc.), including other related degrees if complemented by relevant professional experience.

- **Languages:** Proficiency of English.
- **General professional experience:** Minimum 10 years of professional experience in Computer Engineering, Information Technologies/Management, Data Sciences.
- **Specific professional experience:** Minimum 5 years of professional experience in designing, developing and implementing B2B platforms.
- **Leadership/management experience:** Minimum 5 years of management/leadership experience as project team leader or manager in an organization.
- **Regional experience:** Minimum 5 years of work experience in OIC countries

### **Personnel 2: B2B Software Expert**

A Curriculum Vitae (CV) for this expert must be attached to the tender as an annex.

#### ➤ **Tasks of the B2B Software Expert**

- Assessing the B2B software's digital infrastructure in terms of computer technologies.
- Assessing the usefulness and usability of the software (e.g. the UI design).
- Based on the digital components of the business plan, planning the upgrade of the digital infrastructure.
- Customizing and updating the support and learning resources (curricula materials) for integration into a web and mobile-based digital support and learning platform.
- Managing the upgrading and testing of the software/digital infrastructure.
- Installing IT service management operations.
- Monitoring digitalized B2B operations jointly with all users and initiating remedial and/or improvement measures.
- Maintaining contact with ICDT, KOSGEB, focal points of partner countries and B2B event companies.
- Preparing the content of the orientation/user training programs.  
Generating the user manual of the developed B2B platform for supporting the engagement of SME support institutions and SMEs to this initiative.

#### ➤ **Qualifications of the B2B Software Expert**

- **Education/Training:** University Degree (B.Sc./M.Sc.), in Computer Engineering, Information Technologies, Data Sciences, or related degrees.
- **Languages:** Proficiency of English.
- **General professional experience:** Minimum 5 years of professional experience in Computer Engineering, Information Technologies/Management, Data Sciences.
- **Specific professional experience:** Minimum 3 years of professional experience in B2B platforms.
- **Regional experience:** Minimum 3 years of work experience in OIC countries.
- **Technical experience:** Knowledge of digital B2B platforms and IT service management concepts in organizations using cloud services.

### **Personnel 3: Trainer**

The contractor will provide candidates to ICDT for approval. During this process, the trainer is expected to present a Curriculum Vitae (CV) and content of the capacity building program.

#### ➤ **Tasks of the Trainer**

- Preparing the content of the capacity building program in line with the topics stated in Section 6.3.
- Conducting the capacity building program according to the schedule designated by the project partners.
- Managing an interactive learning environment through encouraging the active participation of trainees.

- Measuring the participants' level of understanding by implementing exams or questionnaires at the end of the program.
- Submitting an assessment report to ICDT and KOSGEB on the outcomes of the capacity building program.

➤ **Qualifications of the Trainer**

- **Education/Training:** University Degree (B.Sc./M.Sc./Ph.D.), including other related degrees if complemented by relevant professional experience.
- **Languages:** Proficiency of English.
- **General professional experience:** Minimum 10 years of professional experience in delivering training programs.
- **Specific professional experience:** Minimum 5 years of professional experience in delivering training programs on SME Internationalization, Entrepreneurship, Islamic Finance, Digitalization.
- **Regional experience:** Minimum 2 years of work experience in OIC countries.
- **Technical experience:** Publication in SME Internationalization, Entrepreneurship, International Trade, Islamic Finance, Digitalization.

## **8. Project Deliverables**

- 8.1. Business Plan:** Business Plan including periodic implementations of activities will be delivered after the signature of the contract.
- 8.2. Monthly Reports:** Monthly Progress Reports will be prepared/presented.
- 8.3. Digital Infrastructure of the Software:** Software Requirement Specification Document (High level SRS and Low level SRS), Software Design Document (SDD), Non-functional HTML Prototype, Working and Tested Software with Source Code, Setup and Release notes for each new release, Software User Documentation/User Manual, Test Cases and Reports, All Database Scripts, Any Other Relevant Document.
- 8.4. User and Administrator Manuals for the Platform**
- 8.5. Training/Capacity Building Program Reports:** These reports will include digital records like videos, photographs etc.
- 8.6. Event Reports:** Reports of online and physical B2B matchmaking events including digital records like videos, photographs etc.

## **9. Terms of Payment**

The payments will be made according to the following table:

Activities	Percentage of Payment
Kick-off Advance Payment	10%
Development and Full Operationalization of the New B2B Platform	30%
Organizing Onsite (Physical) Capacity Building Program	30%
Organizing Online Trainings and Online B2B Matchmaking Events	10%
Organizing Onsite (Physical) B2B Matchmaking Events	10%
Final Acceptance	10%

Payments will be made within 30 days upon successful completion of the above-mentioned activities and the submission of a specific request for payment.



If a security failure on the platform arises due to the mistake of the consultant, a 10% deduction will be applied for the payment of “Development and Full Operationalization of the New B2B Platform”.

In the event of delays related to other activities, a penalty up to 1% of the payment determined to that activity may be imposed for each delayed day.

In case a deficiency or error occurs during the implementation of any other activity, a penalty up to %50 of the payment stated for that activity may be imposed, taking into account the extent to which the occurred deficiency or error affects the successful realization of the entire project or the relevant specific activity.

The tentative project implementation schedule is presented as an annex.

### Annex - Tentative Implementation Schedule

Activities	Time Frame (24 Months)							
	2025 Q3	2025 Q4	2026 Q1	2026 Q2	2026 Q3	2026 Q4	2027 Q1	2027 Q2
<b><u>Component 1: Needs Assessment, Training Design, and Capacity Development for SME Support Institutions</u></b>								
Conduct Desk Research and Consult with OIC Member States	X							
Design Training Programs Based on Needs Assessment		X						
<b><u>Component 2: Development, Implementation, and Institutional Capacity-Development for B2B Platform Utilization</u></b>								
Development and Full Operationalization of the New B2B Platform	X	X	X					
Capacity-Building Program for SME Support Institutions (Physical)			X					
Orientation Training for SME Support Institutions on Platform Usage and SME Identification (Online)				X				
User Training for SMEs on Platform Usage (Online)				X				
Pilot Online B2B Matchmaking Events					X			
<b><u>Component 3: Promoting SME Internationalization</u></b>								
Organizing Physical B2B Matchmaking Events (2 Events)					X	X		
Development of an SME Database							X	X