**CALL FOR EXPRESSION OF INTEREST**

**(CONSULTANT SERVICES** **– SELECTION OF FIRMS)**

**Study of the potential of international markets for aquaculture products**

**« Making Aquaculture Work for Market and Social Inclusiveness »**

**N° 01/MAR1049/ANDA/2025**

**COUNTRY:**MOROCCO

**Project:**Making Aquaculture Work for Market and Social Inclusiveness

**Project** **Sector :**Aquaculture

**Executing Agency** : National Aquaculture Development Agency

**Financing Mode** **:**Participatory financing mode – Sharia‑compliant

**Financing No. :**MAR1049

The National Aquaculture Development Agency has received a funding from the Islamic Development Bank to cover the cost of the project « Making Aquaculture Work for Market and Social Inclusiveness Project » and intends to use a part of the funds to finance consulting services for a "study of the potential of international markets for aquaculture products."

* The services consist of:

1. Analyze global trends and specific requirements of countries importing aquaculture products;
2. Identify and analyze promising markets for Moroccan aquaculture products;
3. Assess conditions for accessing target markets, including:
   * Tariff barriers (customs duties, quotas) ;
   * Non-tariff barriers (sanitary standards, certifications) ;
   * Technical and regulatory requirements.
4. Define penetration strategies tailored to the specific characteristics of each market.

The analysis will particularly focus on strategic sectors such as sea bass, sea bream, shrimp, meagre, oysters, mussels and clams, with the ultimate goal of developping an operational action plan that allow Moroccan operators to fully capitalize on the export potential of the national aquaculture sector.

The implementation period for the mission is estimated at eighteen (18) months, with an expected start date of December 2025.

The detailed Terms of Reference (ToR) for the mission are attached to this Call for Expressions of Interest.

The National Aquaculture Development Agency invites eligible consulting firms and consultants (“Consultants”) to express their interest in providing the above-mentionned services. Interested consultants must provide specific information demonstrating that they are fully qualified to perform the services (documentation, references for similar assignments, experience in comparable conditions, availability of adequate skills among their staff, etc.).

The criteria for establishing the international shortlist are :

* Conducting sectoral, economic and strategic studies in areas related to international trade, business internationalisation, international market prospecting and commercial development;
* The consultant must have proven knowledge of value chains, market dynamics, international trade, marketing of agri-food or aquaculture products, and export development strategy, and must demonstrate at least five years of professional experience in consulting assignments related to international trade, identifying export opportunities, and developing strategies for penetrating foreign markets;
* Proven experience in similar successful consulting assignments in the agri-food sector (at least two studies in the last five years).

The qualifications and experience of key personnel will not be evaluated at the international shortlisting stage.

Consultants may associate with other firms to enhance their qualifications by clearly indicating the type of association, that is to say, a group of consultants, or an intention to outsource.  in the case of consortium, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if awarded.

Interested Consultants are invited to review Clauses 1.23 and 1.24 of the Guidelines on the procurement of Consultant Services under Projects Financed by the Islamic Development Bank (the "Guidelines") defining the IDB’s rules regarding conflicts of interest.

The selection will be made in accordance with the Consultant’s Qualification Selection (CQS) method / international shortlist stipulated in the IsDB Guidelines.

Interested consultants may obtain additional information at the address mentioned below during office hours: 8:30 AM to 4:30 PM (Morocco local time) or by email at the following address : [ami.mar1049@anda.gov.ma](mailto:ami.mar1049@anda.gov.ma) .

Expressions of Interest in written form must be submitted or sent by post no later than November 17, 2025, at 4:30 PM (Morocco local time) to the attention of the Director of the National Aquaculture Development Agency at the following address: Annakhil Avenue, Patios Building, 4th Floor, Hay Riad, Rabat.