TERMS OF REFERENCE (TOR) FOR THE KNCCI 'S EXPORTERS' AI PLATFORM

Project Name: Delivering AFCFTA for the Kenyan Private Sector.

Project Partners: Trademark Africa, Kenya Association of Manufacturers.

Background

Kenya National Chamber of Commerce and Industry serves as a unified platform for exporters, supporting businesses in navigating the export process, compliance procedures and market expansion. To enhance accessibility to export information and streamline documentation, it is implementing an **AI-powered Export Support Platform**.

Objectives

The primary objective of this initiative is to develop and deploy a technology-driven solution that:

Provides seamless access to **export procedures, documentation requirements and compliance guidelines**.

Connects exporters with **global market opportunities**, including potential buyers and trade networks.

Offers **real-time regulatory updates and expert support** to ensure compliance.

Supports businesses with **trade finance options and market research insights**.

Enhances efficiency by **automating key processes** in the export journey.

Scope of Work

The service provider shall be responsible for the development, deployment and maintenance of an AI-powered export support platform with the following features:

1. Market Access & Research

Putting together different documentations from partner organizations.

Getting access to data of verified buyers, importers, and trade networks.

Getting access to data of trade shows and event notifications relevant to exporters.

2. Export Documentation & Compliance

Step-by-step guidance on **export procedures and documentation**.

Access to compliance forms, including export permits and certificates of origin.

Automated regulatory updates to ensure businesses comply with evolving standards.

3. AI-powered Assistance & Support

Web-based chatbot, WhatsApp and or App integration for 24/7 support.

Multilingual capabilities for broader accessibility.

Expert guidance and a query resolution system.

4.Technology & System Integration

Development and setup of the AI-driven platform dashboard for the admin.

Training of the Ai Model.

Fine tuning of the model to be as natural language and polished information as possible.

Integration with KNCCI's existing digital infrastructure (if applicable).

Designing the chat platform accessed on WhatsApp or web app.

Customizing of ai mini-crm to help access client sentiments and chat analysis.

Reports done graphically on the member chats.

Ability to have Ai recommendations.

Ability to do sentimental analysis of the chats from members.

Implementation of security measures, including penetration testing and server setup.

Deliverables

- ❖ **Fully operational AI-powered Export Support Platform** accessible to the members via web and WhatsApp.
- ❖ **Training sessions** for KNCCI staff on system management and customer engagement.
- ❖ **Data analytics dashboard** to track user engagement and export trends.
- ❖ **Technical support & system maintenance plan** post-deployment.

Timeline & Implementation

Phase 1: System Development & AI Training (1 month)

Phase 2: Testing & Pilot Rollout (1 month)

Phase 3: Full Deployment & User Training (14days)

Phase 4: Ongoing Maintenance & Enhancements

Budget & Payment Terms

System set-up & development, one-year management fee and one-year AI Tokens = 1500 USD

Qualifications

Proven track record in developing AI-driven platforms, preferably for trade facilitation or business intelligence.

Expertise in AI chatbot development and integration.

Deep understanding of export procedures, market dynamics, trade compliance, and regulations in Kenya and globally.

Familiarity with the unique challenges faced by SMEs and MSEs in accessing export markets.

Demonstrated ability to manage similar projects from inception to completion within specified timelines.

Strong understanding of compliance procedures and trade dynamics in Kenya.

Proven experience in delivering technical training to non-technical stakeholders.

Capacity to provide ongoing maintenance, troubleshooting, and upgrades post-deployment.

Strong communication and interpersonal skills to collaborate effectively with diverse stakeholders.

Confidentiality

The organization will ensure confidentiality regarding KNCCI's data and chatbot users. Data will only be used for the intended purposes and remain secure throughout the partnership.

Recipient

The primary recipient of this chatbot is KNCCI, with users being Kenyan entrepreneurs, exporters, and SMEs.

Reporting & Governance

The service provider shall report progress to KNCCI on a **bi-weekly basis**, ensuring alignment with project goals. A dedicated **project steering committee** will oversee implementation.

Statutory documents to be submitted
1. Company Profile/Description of the firm and the firm's qualifications.
2. Copy of Company Certificate of incorporation.
3. CR12 Certificate
4. KRA PIN
5. Tax Compliance Certificate (Valid).
6. CVs for all Consultants involved in the Consultancy)

Technical Proposal

1. Brief description of Understanding of the requirements for service, including assumptions.
2. Proposed approach and methodology.
3. Proposed team structure.
4. Proposed project team members.
5. Executive brief of relevant similar projects undertaken in the past two (2) years.
6. References for past similar projects done and recommendation letters.

Financial proposal

1. A summary of the price
2. The period of its validity

Interested consultants or entities are requested to submit technical and financial proposals to procurement@kam.co.ke or Physical address below by **Monday, 17th February 2025**, with the subject line:

"CONSULTANCY TO DEVELOP AN EXPORTERS AI PLATFORM".

KAM Physical address: KAM Procurement
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"Please note only successful candidates will be contacted"