



JAMAICA: FOUNDATIONS FOR COMPETITIVENESS AND GROWTH PROJECT
Loan No: 9203-JM - Component One

Assignment Title: Enhanced & Upgraded Jamaica Trade Information Portal Website

Reference No. (as per Procurement Plan): *FCG/AF/CON/19-0*

TERMS OF REFERENCE

1. BACKGROUND

Country Background

Jamaica's Trade Facilitation Reform Programme is (TFRP) being implemented against the background of the GOJ's Public Sector Transformation and Modernization Programme (PSTMP), which builds on previous efforts to reform the public sector. In keeping with the National Development Plan: Vision 2030, the government has established its priorities, as reflected in the Government's Strategic Priorities for the period, 2015-2018, and the 2015/2016 Growth Agenda Policy Paper. The Government of Jamaica (GoJ) is currently pursuing a program of trade facilitation reform to not only align with the World Trade Organisation (WTO) Trade Facilitation Agreement (TFA); but to also go beyond the TFA to upgrade and modernize the national trading environment.

Consequently, to facilitate the TFRP, a Trade Facilitation Roadmap and Action Plan was approved by Cabinet, setting out the overarching implementation plan and strategy for achieving these reforms, which are generally aimed at resolving procedural obstacles and impediments in Jamaica's border regulatory procedures, in order to improve the overall business and trading environment. These reforms are expected to yield greater efficiency and business competitiveness, and form part of the GoJ's overall thrust towards achieving accelerated economic growth.

The TFRP includes numerous inter-related and mutually supporting projects across six Output areas, summarized below as:

- Output 1 – Institutional and Governance Framework for International Trade
- Output 2 – Increase efficiency of Border Regulatory Agencies (BRAs)
- Output 3 – Establishment of an Electronic Single Window (ESW)
- Output 4 - Increased access, transparency and predictability of trade information
- Output 5 – Improvement in logistics services
- Output 6 – Enhanced capacity within BRAs and traders

These Outputs, which address Jamaica's trade competitiveness issues, will take into account the synergies with existing trade facilitation initiatives in the country to avoid any duplication of efforts. Among the Outputs are several activities related to the revision of Jamaica's institutional and governance framework for international trade to enhance inter-agency

coordination, streamlining of public-private dialogue, and promotion of a cost-effective trade environment.

The Trade Facilitation Reform Agenda is being executed through a coordinated framework with the Ministry of Industry, Investment, and Commerce (MIIC) serving as lead Ministry with oversight for implementation of the TFRP, with implementation led by the Trade Facilitation Task Force(TF(2)). The Secretariat for the TF(2) resides within the Trade Unit of MIIC, with implementation directly supported by the Ministry of Agriculture and Fisheries, Office of the Cabinet, the Ministry of Finance and the Public Service and the Ministry of Economic Growth and Job Creation, which are Leads for the various output areas of the Programme. The Ministry of Health and the Ministry of Foreign Affairs and Foreign Trade also serve as critical ministries which are supportive of the Trade Facilitation Reform Agenda. Coordination and implementation of activities are activated through Steering and Technical Committees comprised of representatives of the Border Regulatory Agencies (BRAs), lead implementing agencies, other government entities and the private sector.

Current situation in the sector

In May 2019, the Government of Jamaica in partnership with the World Bank launched the Jamaica Trade Information Portal (JTIP). JTIP enhances transparency and publishes Jamaica's trade information in one location. It serves as Jamaica's single electronic authoritative source for providing and accessing trade information by businesses, investors, traders, researchers, private and public sector representatives on how to import and export goods to and from Jamaica. It provides world-wide public access to Trade Agreements Jamaica is a party to, trade related laws, regulations, procedures, documents, forms, fees and charges. In addition to being a major step and success towards achieving Output 4 under the TFRP, JTIP represents Jamaica's efforts to fulfil its commitment to *Section 1 Article 1* of the WTO TFA dealing with the publication and availability of information on trade in goods. The Trade Board Limited (TBL) is the designated Government agency responsible for the hosting and day to day management of JTIP.

The TBL has reported that since the launch of JTIP in May 2019 to April 2022, it has been viewed by 34,500 users. It is intended that with the enhanced and upgraded JTIP, users of the portal will increase, thereby improving Jamaica's trade information access for both imports and exports of Trade in goods and Trade in services. 87.3% of JTIP users are registered as English speakers, while 2.2 % and 1.3% represent Spanish and French speakers respectively. It is for this reason the TBL is now seeking to have the content on JTIP translated into Spanish and French. This will allow for the trade information to become even more accessible to speakers of these languages, including such speakers in those markets located in the Caribbean, South and Central America.

Trade in services has become an essential part of trade in Jamaica for businesses and investors. Currently, Trade in services information is not easily accessible and not published in one location. While the total statistics on Trade in services is not readily available, it is believed that Trade in services contribute significantly to Jamaica's GDP. The most noted areas of Jamaica's footprint for Trade in services include tourism, professional services, cultural, entertainment and sporting services and most recently, business process outsourcing. Similarly to the information published on JTIP for Trade in goods, it is intended that this information will also be published for Trade in services. In order to facilitate and support the GoJ's thrust towards improving economic growth, the enhanced and upgraded JTIP seeks to disseminate

information in one location that is current, easily accessible and readily available in a user friendly format. This is with a targeted view to stimulate and increase the level of interest in doing business in Jamaica, to the world at large.

Project Description

The Government successfully engaged the World Bank to extend and expand its 6-year US\$50 Million loan facility called Foundation for Competitiveness and Growth Project (FCGP) to allow it to deepen the reform initiatives that had been supported under the Project. Approval was granted for the Additional Financing of US\$10 Million from the World Bank and the Government committed to provide a further US\$5 Million, thus providing a total of US\$15 Million to support the various government entities implementation of investment climate reforms.

FCGP is expected to be concluded on March 31, 2024, based on the additional financing that has been approved by the World Bank and GOJ to implement critical Investment Reforms. The initiatives under the project are expected to strengthen the enabling environment for private sector competitiveness to help Jamaica unleash its potential for productivity and growth, including improvement of the trade environment.

2. OBJECTIVE(S) OF THE ASSIGNMENT

The FCG Project Development Objective of which this contract will form a part is, “*To strengthen the business environment in Jamaica for private investment*”. The contract will contribute to Component 1’s Project Development Objective of “*Number of Recommended Business Environment and Pro-Competition Laws, Regulations, Amendments, and Codes Enacted; Policies Adopted; and Administrative Procedures Streamlined*”.

The ***purpose*** of this contract is to strengthen, improve and enhance the JTIP which will ultimately serve as Jamaica’s one stop point for the dissemination of trade information relating to imports and exports for Trade in goods and Trade in services.

Results to be achieved:

- I. An improved web-based portal that is easy to use with an appealing lay-out that integrates into the world e-commerce and e-business environments.
- II. Additional features that are aligned to or better than features found on comparable portals that are recognised internationally as examples of best practices.
- III. Language translation into Spanish and French.
- IV. Upload of trade in services data, including services classification codes, applicable laws, procedures and documents, fees and charges and available statistics.

3. SCOPE OF SERVICES, TASKS (COMPONENTS) AND EXPECTED DELIVERABLES

The specific services of the Consultant shall include the following:

3.1 Inception Phase

- i. Convene an inception meeting with:
 - a) The representatives of The Trade Board Limited to discuss and clarify the objectives and methodologies and terms of the engagement, present the project plan and methodology to achieve the Results.
 - b) The Technical Working Group (comprising of key stakeholders falling within the remit of the National Services Policy & Implementation Plan Steering Committee) to discuss and clarify the objectives and methodologies and terms of the engagement, present the project plan and methodology to achieve Result IV.
- ii. Convene any other meetings considered relevant to the preparation of the Inception Report.
- iii. Identify potential users and their data/information needs.
- iv. Collect and review all relevant material and outputs from the first Phase of JTIP.
- v. Prepare an Inception Report detailing how the project as described in this TOR will be administered, including detailed timelines and responsibilities, and any recommended amendments to the approach to be adopted to ensure that the deliverables of the project are met.

Deliverable: Inception Report

3.2 Development of Content & Design of the Website

- i. Upload in a simple and an easy to understand (non-technical) format the Rules of Origin and Market Access requirements (having regard to SPS and TBT) for the below Trade Agreements:
 - a. The Revised Treaty of Chaguaramas
 - b. The CARIFORUM- EU Economic Partnership Agreement
 - c. The Caribbean Canada Agreement (CARIBCAN)
 - d. General System of Preference (GSP)
 - e. The Caribbean Basin Initiative (CBI)
 - f. The CARICOM- Dominican Republic – Free Trade Agreement
 - g. The CARICOM – Costa Rica Free Trade Agreement
 - h. CARICOM – Cuba Trade and Economic Cooperation Agreement (TECA)
- ii. Trade in Services
 - a. Upload Classification codes for services
 - Allow the flexibility for the use of multiple classification codes at a time
 - Allow flexibility for the Administrator to have the ability to change service classification codes
 - b. Upload procedures, documents and forms as it relates to trade in services
 - c. Upload current fees and charges as it relates to trade in services
 - d. Upload Laws/Rules/Regulations as it relates to trade in services
 - e. Upload information in an easy to understand format of the commitments to Trade in services under the Free Trade Agreements, Jamaica is a party to

- f. Synchronise and interconnect the related links for documents, fees, laws required when seeking to research a particular service
 - g. Upload available statistics on trade in services in Jamaica
- iii. Translation of content of portal into Spanish and French (including information on Trade in Services **and** allow for seamless toggling between languages.
 - iv. Improve Appeal (look and feel) of Website
 - a. Review the interface and make proposals to enhance the interface to make it more visually appealing, user-friendly and easy to use
 - b. Introduce software to allow users to navigate easily through all the procedures that are linked to a product
 - c. Introduce software to guide users in the chronological order of the import/export requirements that applies to a particular good/service
 - d. Modernise the website's layout

Deliverable: Development of Web Content & Design on the JTIP

3.3 Upload User and Functional Requirements

- i. Upgrade of Website
 - a. Gather User and Functional Requirements for website from Stakeholders (private and public sectors)
 - b. Improve search results to allow granular sorting/filtering
 - c. Include product description codes for goods and services as part of the search result from the main search page
 - d. Improve display of measures and procedures when searching using the tariff codes section
 - e. Display the steps for acquiring a licence/permit in the chronological order of how they are to be obtained.
 - f. Insert a calculator to calculate duties, fees and charges
 - g. Insert feature (s) to allow comparison of Rules of Origin for each good under the different Free Trade Agreements for which Jamaica is party.
- ii. Improve Appeal (look and feel) of Website
 - i. Review the interface and make proposals to enhance the interface to make it more visually appealing, user-friendly and easy to use
 - ii. Introduce software to allow users to navigate easily through all the procedures that are linked to a product
 - iii. Introduce software to guide users in the chronological order of the import/export requirements that applies to a particular good/service
 - iv. Modernise the website's layout
- iii. Improve User Registration

User should be given the option to choose area(s) of interest (goods, services, export, import, etc.) to facilitate receiving customized notifications and messages to him/her
- iv. Improve functionality for Administrators
 - a. Improve the efficiency of updating/uploading of tariff codes

- b. Allow Administrators to have the option to add /update tariff codes/services codes in bulk
- c. Implement a more efficient and advanced HTML editor for the adding/updating of content on the portal

Deliverables: User and Functional Requirements, Completed Website

3.4 Prepare Test Reports, Training Manual, and User Manual

- i. Development of Training and User Manuals
- ii. Develop maintenance and sustainability plans for the platform
- iii. Develop tools to monitor the use of the platform and for user feedback
- iv. Develop and execute Test Plan outlining test cases for User Acceptance Testing which will be used to ensure the website functions as required.
- v. Test cycles developed should also include Load Testing, Penetration Testing, Usability Testing and Security Testing

Deliverables: User Acceptance and Quality Assurance Reports, Training Manual, User Manual, Training Report, Maintenance and Sustainability Plan

3.5 Reporting

- i. Prepare and submit monthly progress reports and other updates, as is required.
- ii. Prepare Final Project Report.

Deliverables: Monthly Progress Reports, Final Report

4. TEAM COMPOSITION & QUALIFICATION REQUIREMENTS FOR THE KEY EXPERTS

Key Expert 1: Project Manager/Team Leader

The Project Lead will be responsible for coordinating all activities under this assignment. The Project Lead should satisfy the following requirements:

- Postgraduate Degree in economics, trade, law or a relevant discipline or equivalent qualifications.
- Certification in Project Management from an accredited Institution.
- At least ten (10) years' experience leading implementation teams for projects of similar size/complexity.
- At least ten (10) years' experience in implementing Enterprise Content Management Systems or similar system in medium-sized organizations.
- Strong Interpersonal skills in regard to consensus building and to be strongly result-oriented

Key Expert 2: Lead Developer

The Lead Developer should satisfy the following requirements:

- Bachelor's Degree in Computer Science, Information Technology, Computer Programming, or other related discipline.
- At least eight (8) years' experience in scripting and coding languages and standards such as PHP, AJAX, Java Script, HTML (including version 5), CSS (including version 3), Yii2 framework.
- At least eight (8) years' experience in the use and configuration of applications such as MySQL Database, Apache web server.
- At least eight (8) years' experience in the use and configuration of the below products and techniques: Search engine optimization, Google Webmaster tools, Google developer tools.
- At least three years demonstrated experience in producing technical and user training manuals and conducting training.

Key Expert 3: Business Analyst

The Business Analyst should satisfy the following requirements:

- Bachelor's Degree Computer Information Systems, Information and Communication Technology or Technical Degree (Computer Engineering etc.).
- Five years' experience in Business Analysis/ Quality Assurance in automation, implementation and testing of software-based environments.
- At least five (5) years relevant technical experience in software automation, implementation and testing, including developing test strategies, test plans and test cases and in creating and managing automated functional testing scripts.
- Three years' experience in testing multi-tier web-based applications.
- Three (3) years' experience in documenting requirements for implementation of software.
- Three (3) years' experience in Load, Performance and Stress testing.
- Three (3) years' experience in creation User and Training Manuals.

Key Expert Four: Trade in Services Specialist

The Trade in Services Specialist should satisfy the following requirements:

- Post Graduate Degree in International Trade, trade law, or its equivalent.
- A minimum of five (5) years' experience in dealing with international trade issues.
- Ability to accurately classify service classification codes.
- Knowledgeable in Central Product Classification (CPC), Extended Balance of Payments Services Classification (EBOPS) and WTO120 service classification
- Experience in working in Small Island Developing States would be an asset.

Key Expert Five: Content Management Specialist

The Content Management Specialist should satisfy the following requirements:

- An undergraduate degree in Communications, Content Development or other relevant field.
- At least 5 years' relevant experience, including at least two major projects in recent five-year portfolio.
- Relevant certifications/training in the area of content development.
- Experience in simplification and editing of highly technical content.
- Competent in the use of relevant software.
- Demonstrated experience working with stakeholders in the public and private sectors.

Non-Key Expert: Foreign Language Specialist

The Foreign Language Specialist should satisfy the following requirements:

- Master of Science in Linguistics and Foreign Language or its equivalent.
- At least 7 years relevant experience in interpreting large volumes of trade data/information from English to Spanish and French.
- Ability to interpret and translate Jamaican laws.
- Strong written and verbal communication skills in English.

Non-Key Expert: Graphic Designer

The Graphic Designer should satisfy the following requirements:

- A relevant diploma in a related field.
- Proficiency in graphic design software including Adobe Photoshop, Adobe Illustrator, and other visual design tools with excellent visual design skills.
- Proficiency in front-end development web programming languages such as HTML and CSS, JQuery, and JavaScript.
- Good understanding of content management systems.
- Good understanding of search engine optimization principles.
- Proficient understanding of cross-browser compatibility issues.
- Up-to-date experience with international web protocols, standards, and technologies.

The Consultant must select and hire other experts as required according to the profiles identified in the Organization & Methodology and/or these Terms of Reference. All experts must be independent and free from conflicts of interest in the responsibilities.

The Consultant will provide support facilities to their team of experts (back-stopping) during the implementation of the contract. The Consultant must ensure that experts are adequately supported and equipped. In particular, the Consultant must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities.

5. REPORTING REQUIREMENTS

The Planning Institute of Jamaica is the Contracting Authority and is responsible for final approval of any contractual amendments and payments.

The Consultant will report to the Trade Board Limited (TBL), the Supervising Entity. The Supervising Entity shall be responsible for general oversight of the project, the approval of contractual reports and payment requests. The designated representative of the Supervising Entity is the Trade Administrator.

The intended start date is April 2023 and the period of implementation of the contract will be 11 months.

The consultant will be required to provide the following Deliverables:

Deliverables	Minimum Content	Time of Submission	Review Period	Payment %
Inception Report	A report on initial assessment and meetings with stakeholders; reconfirming, or proposing adjustments to agreed approach, identifying key issues to be addressed within the scope of the assignment, and any issues related to the availability of information, and required resources. Present the findings from the review and existing requirements documents and implications for upgrade of the website. The Report should be no longer than 30 pages.	Three (3) weeks after contract inception	One (1) week	10%
User and Functional Requirements	Report outlining requirements gathered during consultation sessions and validated functional and technical preliminary requirements provided	Six (6) weeks after approval of Inception Report	Two (2) weeks	10%
Development of Web Content & Design on the website	Report outlining the status of all content provided and uploaded to the website, which should incorporate the improved design	Four (4) months after approval of Inception Report	Four (4) weeks (review should be ongoing. This represents the final review period)	30%

Deliverables	Minimum Content	Time of Submission	Review Period	Payment %
Completed Website	Website developed based on the functional and technical requirements, and deployed to production environment.	Five (5) months after the approval of Inception Report	Five (5) weeks (review should be ongoing)	20%
User Acceptance and Quality Assurance Reports	The report must include approach and methodology used for testing, issues log outlining the results of the UAT, and results of Load, Penetration, Usability, and Security Testing	Two (2) weeks after completion of the website.	Two (2) weeks	10%
Training Manual, User Manual, Training Report	Technical Manual should provide a full documentation of the final system. User manuals should document detailed pictorial and written texts for each level of user, executives, general users and IT staff. User training videos on how to navigate each major element of the website should be prepared for executive and general users. Training reports including register of participants, issues raised and recommendations.	Three (3) weeks after completion of the User Acceptance and Quality Assurance Reports	Two (2) weeks	10%
Final Report and Maintenance and Sustainability Plan Document	Final overview of activities, review of website use, user perspectives, issues and challenges and how they were addressed. Source Codes must be Appended to the Final Report Procedures for the sustenance and maintenance of Upgraded JTIP.	Four (4) weeks after completion of the User Acceptance and Quality Assurance Reports	Two (2) weeks	10%
Monthly Progress Reports	Progress Report should provide the following: Accomplishments from the prior period; Planned	Within five (5) days after the end of the month	One (1) week	n/a

Deliverables	Minimum Content	Time of Submission	Review Period	Payment %
	actions for the next period; Updates on the status of any issues affecting assignments; Issues requiring action or escalation; Risks to project and actions taken/proposed to manage those risks.			

Deliverables should be submitted to the Supervising Entity in soft/electronic copy using both Microsoft Word and Adobe PDF. The Final Report shall be delivered by electronic copy as above, via email.

Where deliverables are subject to revision following review, the Consultant shall provide the updated version in tracked change and clean formats, along with a comments review matrix as may be appropriate.

The Consultant will be required to participate in monthly contract execution update meetings to facilitate proactive monitoring and mitigation of risks. These should be included in the work plan, which is a part of the Inception Report. The Consultant shall maintain a rolling list of Action Items resulting from these meetings and provide updates at each subsequent meeting.

All deliverables and source codes produced under this assignment are the property of the GoJ and cannot be reproduced, shared, or distributed without prior consent of the Contracting Authority and Supervising Entity.

6. CLIENT’S INPUT AND COUNTERPART PERSONNEL

All day to day operations and communication regarding the implementation of activities under the contract will be handled by the Supervising Entity – TBL.

The Consultant Team will work remotely and only be accommodated at the TBL as needed.

(a) Services, facilities, reports and property to be made available to the Consultant team by the TBL: office space, internet and server when doing onsite testing and configuration.

(b) Professional and support counterpart liaison personnel to be assigned by the TBL to the Consultant’s team: local administrative support to assist with scheduling meetings and other logistics locally.

Appendix I

Preliminary requirements for web site structure and user-friendly interface:

1. Evaluate the existing JTIP with purpose to assess its compliance to all legal agenda in place and needs of the beneficiaries, including paying special attention to Trade Agreement (i.e. referencing to maps, proper procedures and process flows, regulations and contracting, etc.) and Rules of Origin, the requirements laid out by the latter are missing from the web-portal as of now
2. Compare and contrast the JTIP web-portal with other leading economies' ones to identify areas where the former needs simplification in terms of layout and making it as user-friendly as possible (use <https://www.gtai.de/gtai-en> or <https://www.canada.ca/en/services/business/trade.html> as benchmark)
3. Restructure the JTIP to bring out the most relevant and needed information up-front, reorganize the whole site architecture accordingly creating cross-referencing and where necessary, including some of the following major separate categories:
 - a. Importing opportunities and procedures
 - b. Exporting opportunities and procedures
 - c. Products that may benefit from the Trade Agreement
 - i. Criteria
 - ii. Ways of trading
 - iii. Back-up documentation
4. Enhance the layout, marketability and user-friendliness of the existing connection to the ITC Portal on the existing portal for Jamaicans who wish to trade with other countries (outside of those that Jamaica already has a Trade Agreement with)
5. Tuning up search engines to generate relatable and accurate results
6. Additional information on safeguards in easy-to-understand format and wording
7. Coordinate the architecture with current Border Regulatory Agency (BRA) reform agenda to either incorporate existing changes or provide for future opportunity to do so without any extra scrutiny
8. Design a user-friendly interface
9. Rework wording used on the portal to make it understandable and appealing to general unseasoned public and non-technical/non-legal persons interested in exporting from and importing to Jamaica
10. Provide for the physical capacity to host the site in several languages and easy switching between at least 3 languages (English, Spanish, Chinese), no translation required under this consultancy
11. Incorporate a Duty Calculator facilitating estimation of the duties payable for import and export based on whether the import/export is to be carried out following applicable Trade Agreements or protocols applying to export/import from other countries.
12. Submit for approval, a User Acceptance Testing Plan with test cases to ensure that the assessment can be done to assure users that the system functions as required in the production environment.
13. Upload of content to relevant sections in website
14. Develop testing plan and obtain feedback.
15. Conduct quality assurance and user acceptance testing in accordance with the testing plan.
16. Update website based on feedback from User Acceptance Testing.