



**INTERNATIONAL  
COFFEE  
ORGANIZATION**

**ED** 2386/21

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English only

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**Tender for the preparation of a Coffee Market  
Development Toolkit**

The Executive Director presents his compliments and wishes to inform Members, observers and members of the Private Sector Consultative Board that the Organization is currently seeking the services of an individual or team of consultants to prepare a Coffee Market Development Toolkit. The Coffee Market Development Toolkit will subsequently be converted into a fully functioning resource that is hosted online and that can be acquired and customized by coffee stakeholders, especially in coffee-producing countries that often lack know-how and resources to increase local demand and access to local markets. The Toolkit will build on the existing [ICO Step-by-Step Guide to Promote Coffee Consumption in Producing Countries](#) that provides actionable information on the tasks to be undertaken to increase domestic demand for coffee. This assignment is supported by the German Government - BMZ/GIZ and the submission deadline is on 30 September 2021. Further information can be found [here](#) and full tender documents are available on the GIZ website [here](#).