



TERMS OF REFERENCE

Activity Title:	Development of a Digital Trade Training Package for Solomon Islands MSMEs and Entrepreneurs
Estimated Duration:	3 months
Estimated Budget:	40,000 AUD
Location:	Remote with travel to Solomon Islands
Estimated Start Date:	August 2026
Reporting to:	Trade in Services and Investment Adviser

I. BACKGROUND

The Pacific Agreement on Closer Economic Relations (PACER) Plus (PACER Plus) aims to support sustainable economic development across the Pacific by improving trade opportunities, strengthening productive capacity, and increasing participation of Pacific businesses in regional and international markets. Under the Trade in Services work programme, PACER Plus supports Parties to strengthen the enabling environment for digital trade and e-commerce while improving the competitiveness of micro, small and medium-sized enterprises (MSMEs).

The Solomon Islands has recognised digital trade as an important driver of private sector development and economic growth. While progress has been made in strengthening the enabling environment for e-commerce and digital trade, many MSMEs continue to face challenges in developing the practical skills required to create digital content, market products and services online, and utilise digital commerce platforms to increase sales.

To address these challenges, the PACER Plus Implementation Unit (PPIU), in partnership with the Government of Solomon Islands, will develop a practical Digital Trade Training Package that can be delivered nationally by government agencies, business support organisations and training providers.

The consultancy will develop practical, competency-based training materials that equip MSMEs and entrepreneurs with the knowledge and skills to establish an online presence, market products digitally, and sell goods online through e-commerce. The consultancy will also strengthen national capacity by delivering a Training of Trainers (ToT) programme to enable local institutions to continue delivering the training. The Solomon Islands Digital Co-Creation Hub (DCCH) will be the institutional delivery vehicle for this initiative.

The Consultant shall review and build upon existing national and regional resources, including relevant Pacific e-commerce toolkits and other digital trade resources, adapting these where appropriate to the Solomon Islands context rather than duplicating existing materials.

II. OBJECTIVE & SCOPE

The main objectives of the consultancy are to:

- Develop a practical Digital Trade Training Package for Solomon Islands MSMEs.
- Strengthen the capacity of national institutions to deliver digital trade training.
- Improve MSMEs' knowledge and practical skills to create digital content, market products and services online, and utilise e-commerce to increase online sales.

To achieve the above objectives, the Consultant/cy is required to:

- a. Review existing national policies, digital trade initiatives, and relevant materials and existing resources,



including the PIFS E-commerce Business Toolkits and other digital trade materials, and identify content suitable for adaptation to the Solomon Islands context.

- b. Consult with relevant government agencies, business support organisations, training institutions and private sector stakeholders to identify priority training needs.
- c. Develop a competency-based E-Commerce and Digital Trade course. The course is to cover the practical knowledge and skills required to establish, manage and grow an online business, including business planning, product development, branding and packaging, online stores and marketplaces, digital payments, supply chain and logistics, shipping management, cross-border e-commerce, export readiness, digital marketing, customer service, business analytics, scaling online businesses, and relevant legal and regulatory requirements.
- d. Develop supporting training resources, including:
 - i. Trainer's Guide;
 - ii. Participant Workbook;
 - iii. PowerPoint presentations;
 - iv. Practical exercises and assessment activities;
 - v. Business templates, checklists and reference materials.
- e. Deliver a Training of Trainers programme for nominated government officials and business support organisations; and
- f. Ensure that all training materials promote inclusive participation by women, youth, persons with disabilities and rural businesses.

III. DELIVERABLES

The Consultant will deliver the following outputs:

1. **Inception Report and Work Plan**, The Inception Report shall include: methodology and work plan; stakeholder consultation plan; review of existing national and regional training resources; proposed curriculum framework and learning outcomes; and detailed implementation schedule.
2. **Draft Digital Trade Training Package**: Develop a Draft Digital Trade Training Package to develop the knowledge and practical skills required to establish, manage and grow successful, export-ready online businesses. The package is to also include supporting resources as follows:
 - Trainer's Guide
 - Participant Workbook
 - PowerPoint presentations
 - Practical exercises
 - Assessment activities
 - Business Templates and Checklists
3. **Final Digital Trade Training Package and Training of Trainers**
 - Deliver a Training of Trainers programme for nominated trainers;
 - Revise the training package based on feedback received;
 - Submit the Final Digital Trade Training Package in editable Microsoft Office formats with IP clause attributing ownership to DCCH;
 - Submit a Final Consultancy Report outlining:
 - activities undertaken;
 - stakeholder feedback;
 - recommendations for institutionalising the training programme; and



- recommendations for future delivery and continuous improvement.

All outputs shall be provided in Microsoft Office formats or other formats agreed with the PPIU.

IV. TIME AND PAYMENT SCHEDULES

The Activity shall be completed within a period of no longer than four (4) months, according to the indicative timeframes below. Exact commencement and completion dates, as well as the scope of work, may be amended in consultation with the PPIU and the Solomon Islands E-Commerce Implementation Unit.

Nr.	Deliverables	Indicative Time Frame (delivered by)	Payment Schedule
1.	Inception Report	2 nd week August 2026	20%
2.	Draft Digital Trade Training Package	End of October 2026	40%
3.	Final Training Package, Training of Trainers and Final Report	End of November 2026	40%

Note: Travel expenses for the Consultant(s) are included in the Consultancy Fees. Costs for stakeholder consultations must have prior approval from the PPIU and must follow the PPIU Procurement Policy.

V. REPORTING:

- The Activity will be supervised by the Trade in Services and Investment Adviser and the Solomon Islands E-Commerce Implementation Unit and will hold responsibility for guiding progress and technical advice on delivering the activity.
- The Consultant is required to report to the Trade in Services and Investment Adviser and the Solomon Islands E-Commerce Implementation Unit, who will ensure that the deliverables are submitted according to the indicated timeframes and quality standards.
- Regular discussions with the Trade in Services and Investment Adviser and the Solomon Islands E-Commerce Implementation Unit will also be carried out during the consultancy period to monitor progress and constraints, support required and proposed solutions.

VI. QUALIFICATIONS, SKILLS AND EXPERIENCE REQUIRED OF CONSULTANT(S)

Preference will be given to Solomon Islands nationals or Solomon Islands consultancy firms. Where the required expertise is not available nationally, suitably qualified regional consultants with demonstrated experience in Solomon Islands and the Pacific Islands region may be considered.

1. Qualifications

A tertiary qualification in Business, Marketing, Digital Commerce, Information Technology, Education, Entrepreneurship, International Trade, Communications, or another relevant discipline.

2. Skills and Experience

- Demonstrated experience in digital trade, e-commerce and MSME digital transformation.
- Proven experience designing competency-based training programmes, curricula or vocational learning resources.
- Experience developing trainer guides, participant workbooks and supporting training materials.
- Strong practical knowledge of digital content creation, online marketing, social media marketing and e-commerce platforms.



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IMPLEMENTATION UNIT

- Demonstrated experience delivering Training of Trainers programmes.
- Experience working with government agencies, business support organisations and MSMEs.
- Demonstrated experience delivering similar assignments in the Pacific Islands region, preferably in Solomon Islands.
- Excellent facilitation, analytical, project management and report writing skills.
- Excellent written and spoken English.