



## JOB DESCRIPTION of World Friends Korea(WFK)-Advisor

(Trade Investment - Investment Promotion)

General Information	
<b>■ Job Title</b> <i>The job title must accurately describe the job to be performed by the expert</i>	<b>BOT (concession) expert for new port building</b> ※ BOT stands for 'Build-Operate-Transfer', is a kind of project financing.
<b>■ Location, Country</b> <i>(eg :. Vientiane, Laos)</i>	<b>Bluefields, Nicaragua.</b>
<b>■ Duration</b>	<input type="checkbox"/> 6 months <input checked="" type="checkbox"/> 12 months
<b>■ Expected Starting Date</b>	<input checked="" type="checkbox"/> November 2017 ~ <input type="checkbox"/> December 2017 ~ <input type="checkbox"/> No preference
Detailed information of the requesting organization	
<b>■ Organization Name : EPN (National Port Enterprise in Nicaragua)</b> - Requesting Department : <b>Marketing Department</b> • Office Name : <b>Marketing Department</b>	
<b>■ Type of Organization</b> 1) <input checked="" type="checkbox"/> <b>Government</b> <input type="checkbox"/> Public organization <input type="checkbox"/> Public corporation <input type="checkbox"/> Others :	
<b>■ Working Day/Hours: From Monday to Friday, 08:00 a.m. – 17:00 p.m.</b>	
<b>■ Contact Person :</b> <i>(Please nominate someone from your organization who will be responsible for the work of Korean experts)</i> <b>Zayda Muñoz, Director of Marketing department</b>	
<b>■ Tel/Fax/E-mail :</b> (+505)2266-3488, zmunoz@epn.com.ni	
<b>■ Office Location:</b> <b>Residential Bolonia, Optica Nicaraguense 1cuadra abajo, Managua Nicaragua.</b>	
<b>■ Major activities of the Organization</b> <i>(Please list at least three)</i> - <b>Contribute to the economic and social development of the country, ensuring efficiency, safe and harmony with the environment port services</b> - <b>Coordinate ports under its management to the appropriate handling cargos and transferring passengers.</b> - <b>Ensure conditions and specialized tourists visiting in our ports, encouraging the development of tourism in our country.</b>	



- Major activities of the department where WFK - Advisor will be dispatched
  - Elaboration of the Strategic Marketing Action Plan in each port administration:
  - Identify business opportunities in each port managed by Nacional Port Enterprise (EPN)
  - Promotion & attraction of Investment from foreigner in ports
  - Design of Marketing Strategies for each port
  - Maritime market analysis (international & domestic)
- Experience of working with WFK - Advisor
  - Yes     No
- If yes, please describe the tasks of WFK - Advisor

### Description of Tasks \*

- The tasks to be undertaken by the WFK - Advisor will be:
  - Summary : *(Describe the overall objectives of the task, why this task is needed and what the expert will doing)*
    - Advices for implementing BOT (Build-Operate-Transfer) Concession Project
    - Feasibility study to build new port in Bluefields
    - Basic Planning for building new port, efficiently
    - Investment attraction for building new port
- Main duty of WFK - Advisor *(Please mark all that apply and type in detail)*
  - Policy making and Strategic planning
    - Marketing Strategy of attracting foreigner's investment for building new port
    - International market research for maritime cargo prediction in Centro America
    - Design new port blueprint for constructing in Bluefields
  - Technical support -
    - Feasibility Study to promote new port building project
    - Design new port according to customer needs & environments analysis
    - International maritime marketing for attracting foreigner's investment
  - Training of local staff
    - Elaboration of the Strategic Marketing Action Plan in each port administration:
    - Identify business opportunities in each port managed by EPN
    - Promotion & attraction of Investment from foreigner in ports for BOT Project
    - Design of Marketing Strategies for each port
    - Maritime market analysis (international & domestic) and port customer's needs



Other

- Good communication & reporting skill

### Expected Results/Output

■ Expected results/output of the tasks by the WFK - Advisor include:

- Attracting foreigner's investments for promoting BOT project
- Feasibility study report for new port building
- Basic planning report for new Port Building
- Maritime marketing strategy report for promoting international project

### Required(Preferred) qualifications of WFK - Advisor

*(List the minimum essential qualifications required for the experts to successfully carry out this task)*

■ Gender

- Male       Female       No preference

■ Educational Background

- *(eg. Bachelors Degree in Agricultural Economics)*
- Master's degree

\* Similar or other educational background will be fine if the selected expert has an ability to do the requested tasks

- Yes       No

■ Required Work Experience *(Specify work experience required for the experts)*

- Experiences for leading BOT Concession Project for new port building
- Feasibility Study of new port building
- Design basic plan of new port
- International maritime marketing research & strategy elaboration

\* Similar or related work experience will be fine if the selected expert has an ability to do the requested tasks

- Yes       No

■ Language : English (Preferable for Spanish speakers)

*(Official business language will be English. If your organization requires the use of other languages, please provide reasons)*

- Reasons : Spanish is official business language in dispatched organization





Vigilio Silva Manguión  
(Name of the person in charge)

Presidente Ejecutivo  
(Position of the person)

[Handwritten Signature]  
Signature with official stamp

