



TERMS OF REFERENCE – DESIGNING AND PRINTING OF AFRICAN SEED MAGAZINE PUBLICATION

Date of issue: December 13, 2024

1. Summary of the assignment

The African Seed Trade Association Office in Nairobi is looking for an experienced and talented printer and designer company to design and print a high quality 80-page (estimated) document called the African Seed Magazine which has two versions in English and in French.. The designing and printing of the magazine is expected to be carried out from January 10, 2025 to February 15, 2025. The engagement period is expected to start from January 10, 2025 to February 15, 2025.

2. About African Seed Trade Association (AFSTA)

The African Seed Trade Association (AFSTA) is a not-for-profit membership association formed in 2000 to champion interests of private seed companies in Africa. It is registered in Kenya as an International Organization. Currently, the Association has about 100 members comprising of seed companies and National Seed Trade Associations, among others.

AFSTA's mission is to create the best environment for trade & innovation in quality seed for the benefit of members & farmers in Africa

Our vision is "All African farmers have access to quality seed for food security"

AFSTA's activities include (i) promoting quality seed trade, (ii) establishing national associations, (iii) advocating for regulatory harmonization, (iv) sharing data and information, (v) facilitating networking, (vi) representing the interests of private seed companies, and (vii) ensuring that farmers have access to high-quality seeds. In addition, AFSTA addresses key seed-related priority topics, including biotechnology and gene editing, Plant variety protection, phytosanitary issues, seed data collection and sharing, and working with special interest groups for field crops and non-field crops, etc.

3. Organizational Context

AFSTA intends to hire an experienced and talented printer and designer company to design and print a high quality 80-page (estimated) document called the African Seed Magazine which has two versions in English and in French.. The designing and printing of the magazine is expected to be carried out from 10th January 2025 to February 15, 2025. The engagement period is expected to start from January 10 to February 15, 2025.

4. Overall purpose of the assignment

The printing company will provide high-quality designed and printing services to AFSTA. In particular, the printer will perform the following tasks;

Designing and Printing of The Special edition of the African Seed Magazine 2025 in two languages - English and French.

Specific tasks for English and French editions

- i. Design and print the African Seed Magazine using the material and artwork provided by AFSTA
- ii. Provide pre-press proofs for approval by the editor before off-set printing
- iii. Deliver the printed materials within seven days after final approval of pre-press proofs.
- iv. Print and web versions of The African Seed Magazine in PDF and In Design versions sent o AFSTA as a link.
- v. Finished Size: A4 portrait
- vi. Extent: Cover: 4 pages
- vii. Text: 80 Pages (Estimated)**
- viii. Proofs: Supplied for client approval
- ix. Materials: Cover: Matt 300 gsm
- x. Text: Matt 135 gsm
- xi. Finishing: Cover: Matt Laminated (Single Sided) and Creased
- xii. Text: Folded; Collated, Stitched, and Trimmed and Sorted.
- xiii. Packing: Wrapped in Brown Paper.
- xiv. No of copies: 300 fully colour job for English and 100 for French**
- xv. Contract period: January 10, 2025, to February 15, 2025.
- xvi. **Supervisory personnel:** AFSTA Communication Officer or the association's designee.

5. Deliverables and reporting

The printer will work on this specific assignment with the Communication Officer as directed by the Secretary General, AFSTA.

The printer will provide two professionally designed and printed magazines within the timelines agreed jointly with the AFSTA team but not later than February 15, 2025.

6. Qualifications

- i. Legally registered printing firm with updated KRA tax returns certificate.
- ii. VAT compliant
- iii. Having done similar work in large volumes for at least 5 years

7. Cost of the design and printing

The printer is expected to send to AFSTA a quote specifying clearly charges on design and on printing of each of the magazines.

The printer should submit two magazines (hard and soft copy) for its previous accomplishments

8. How to Apply:

If you meet the criteria above and are interested in this opportunity, please email afsta@afsta.org and copy daghan@afsta.org with **the subject: Designing and Printing of the 11th African Seed Magazine 2025 edition**. Attach a cover letter, portfolio and an indicative quote. Please note that AFSTA will hold full copyrights of all designed documents; any use shall require permission from AFSTA.

Deadline for submission: **December 30, 2024.**