

EXPRESSION OF INTEREST

CONSULTANCY FOR THE DESIGN AND
IMPLEMENTATION OF AN AI FOR SMEs PROGRAM

CONSULTANCY FIRM REQUIRED

The Private Sector and Innovation Support (PSInno) programme aims to strengthen Ghana’s private sector competitiveness and innovation capacity by supporting the development and adoption of digital and technology-driven solutions across the digital and agri-business ecosystems. The programme contributes to inclusive economic transformation by enabling startups, SMEs, public institutions, and intermediary organisations to innovate, improve productivity, and create sustainable employment opportunities, with particular attention to young people, women, and actors in northern Ghana.

The project works across three interconnected areas: strengthening innovation ecosystems and institutional capacities; supporting agric SMEs and startups to develop and test technology-based products, services, and business models; and expanding digital competencies to improve employability and economic participation. Through targeted interventions, PSInno promotes science-to-business collaboration, technology transfer, and the introduction of innovation support mechanisms that connect research institutions, industry, and markets.

This consultancy will design and implement a programme that helps Ghanaian SMEs adopt specific AI tools to improve their business operations. The focus is on practical implementation rather than training alone, with rigorous measurement of actual business improvements.

The programme will complement existing SME support initiatives by addressing the implementation gap. Where other programmes build general business capabilities, this intervention will provide hands-on coaching to help businesses adopt and use specific tools until they work properly and deliver measurable results.

The programme will:

- Help Ghanaian SMEs (including agribusinesses) adopt practical AI tools to improve business operations and competitiveness
- Achieve verified business improvements including productivity gains, cost reductions, revenue growth, and job creation across participating businesses
- Provide hands-on implementation support that bridges the gap between awareness and actual technology adoption in business contexts
- Complement existing SME support programmes by addressing the implementation and results measurement gaps in Ghana’s business support ecosystem
- Build credible evidence on which AI applications deliver measurable business impact for SMEs at different maturity levels
- Create sustainable operational improvements that continue delivering value for businesses beyond the programme period

The contractor is responsible for providing the following services:

- Conducting comprehensive ecosystem assessment and SME needs analysis, including mapping existing support programmes and developing a catalogue of 30-50 specific AI use cases for business applications
- Designing and delivering a 3-month implementation-focused programme for approximately 100 SMEs across 3-4 priority sectors (including agribusiness), with emphasis on hands-on support rather than classroom training
- Recruiting participating SMEs ensuring demographic targets (representation from women-owned, Northern Ghana, youth-owned) and providing differentiated support based on business maturity levels
- Providing sustained implementation support including weekly check-ins, troubleshooting, peer learning facilitation, and quality assurance to ensure AI tools are correctly implemented and delivering business value
- Tracking and verifying business impact over 6 months including productivity improvements, cost reductions, revenue changes, and job creation, with rigorous evidence collection
- Producing comprehensive reports including ecosystem analysis, programme design documentation, monthly progress reports, impact case studies, and final evaluation report with verified business results

Experience and Qualifications of the Consultancy firm:

- Business registration, VAT Registration, SSNIT Registration.
- Proven experience implementing business support or productivity improvement programmes for SMEs with documented evidence of achieving measurable business results
- Demonstrated track record in implementing digital tools or technology solutions in business contexts with hands-on support beyond advisory or training services
- Experience in monitoring and evaluating business outcomes with verified results including baseline-endline assessments and evidence-based impact documentation
- Substantial experience delivering programmes in Ghana or comparable West African contexts with understanding of local SME landscape and business culture

Interested consultancy firms with proven experience in this area of work are kindly requested to express their interest for the above-mentioned project.

How to apply

Please submit an expression of interest with the following 3 sets of documents

a. Official letter expressing interest, including the following.

- ❖ Company profile
- ❖ Valid Tax Clearance Certificate
- ❖ Valid SSNIT Clearance Certificate
- ❖ Business Registration Certificate
- ❖ Declaration of Business Ownership by General Manager (3) (Inclusion of Form A for Sole Proprietorship or Form 3 for Limited Liability)
- ❖ VAT Registration Certificate
- ❖ other relevant supporting documents

b. Technical Proposal & CV/portfolio of the consultants (indicating the relevant experience and qualifications) – Two (2) Copies

c. Financial Proposal – Two (2) Copies

NOTE:

ALL PROSPECTIVE BIDDERS ARE REQUIRED TO PERFORM THEIR TAX OBLIGATIONS IN GHANA.

THE CURRENCY OF YOUR OFFER SHOULD BE IN GHANA CEDIS

Kindly visit the link for Terms of Reference and other documents to be used in preparing your Technical and Financial Proposals

Link- <https://www.giz.de/en/regions/africa/ghana/tenders>

The (a. Expression of Interest including required documents), (b. technical proposals + CV) (c. Financial Proposals) mentioned above should be sealed in Three (3) Separate Envelopes and enclosed in one Bigger envelop, marked as “7000010697/ G-018082-001/ AI for SMEs Program”

Submit to the following address:

The Procurement Unit,
GIZ Ghana Country Office
No. 7 Volta Street, Airport Residential Area, Accra
P.O. Box KA 9698,
Accra

To All Bidders:

- ❖ Bids must be submitted at the GIZ Ghana Country Office Reception.
- ❖ The deadline for submission is **12th June 2026** until **11:59 PM**.
- ❖ Documents should be submitted as early as possible before the deadline.
- ❖ Should the reception be closed, documents might exceptionally be dropped off at the guard’s booth.
- ❖ The guards need to be told by the person submitting the documents that they are submitting tender documents.
- ❖ Always send a receipt with your documents stating the **Tender Number**.

This receipt will be signed by the receptionist or a guard (in case of exceptional drop-off at the guard’s booth) to provide the bidder with proof of submission.

Please note that participating in a GIZ tendering process is free of charge for bidders.

At no phase of the process is the bidder required to make any payment to GIZ or to one of its employees.

Kindly Note by sending in your offer, you are agreeing to the **GIZ General Terms** and giving us consent to process your company data.

ONLY SHORTLISTED FIRMS WILL BE CONTACTED