

TERMS OF REFERENCE FOR THE RECRUITMENT OF A THIRD SECONDED EUROPEAN STANDARDIZATION EXPERT IN CHINA (SESEC III)

1. DISCLAIMER

This procedure covers the recruitment of a Secoded European Standardization Expert in China (SESEC III). A parallel request to amend the SESEC III Specific Grant Agreement with the European Commission (EC) and the EFTA Secretariat for the same project has been engaged.

In practice, the signature of the contract with the successful entity/individual is subject to the signature of the abovementioned amendment.

2. BACKGROUND INFORMATION

The standards making process in the European Standards Organizations (CEN, CENELEC and ETSI) applies the basic principles defined in the WTO Agreement on Technical Barriers to Trade, i.e.: transparency, openness, consensus building, effectiveness and balanced participation of stakeholders, including environmental and consumer interests.

In recent years major economic, political and social changes in Asia, Europe and other regions of the world, have opened new markets and have created new opportunities for trade and investment relations between these regions and Europe.

Recognizing the importance of these developments for the European economy, the European Standardization Organizations (the ESOs), CEN, CENELEC and ETSI, decided to look for opportunities to intensify their dialogue with key partners in the different regions.

This initiative is in alignment with the EU policy to promote the visibility of European Standardization in third countries and the stated desire of the EC to establish a post for a Secoded European Standardization Expert in strategically important regions/countries. Such a position was established in China (as from July 2006), with the support of EC and EFTA. After two successful phases, the Commission and the other stakeholders are committed to continuing with a third Secoded European Standardization Expert in China (SESEC III).

CEN is managing the SESEC III project with CENELEC and ETSI as partners. CEN reports to the SESEC III project Steering Committee, involving the three ESOs, as well as the European Commission and the EFTA Secretariat. This Steering Committee provides general guidance and strategic direction to the project. The contract between CEN and the other partners was signed in December 2012 and foresees the appointment of an expert who will be trained by partners for a period of 3 months (maximum), prior to operating in China for a period of 36 months.

As for the previous phases of the SESEC project, the SESEC III is co-funded by the EC, EFTA, CEN, CENELEC and ETSI.

3. OBJECTIVE AND EXPECTED RESULTS

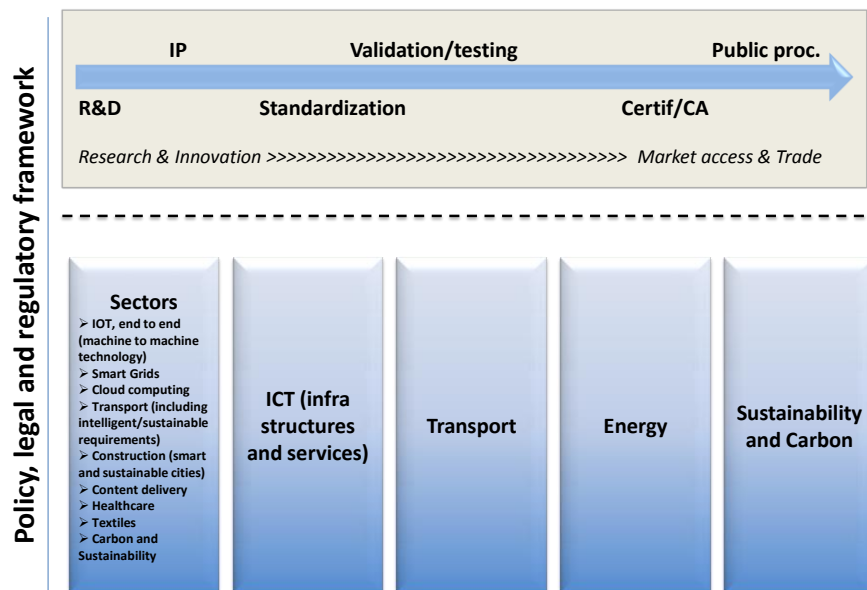
Objective

This project aims at establishing a new European standardization expert to operate in China with the task to channel the interests of the European standardization community in China as a whole.

Scope and activities

The scope of SESEC III is the EU-China dialogue, and cooperation on standards and standards related activities facilitating the trade between China and Europe.

It must be highlighted that “standards”, in this context, should not be considered in isolation, but rather as an element of a process that ranges from R&D to market access. This would include, but is not limited to, IPRs, testing, certification and type approval, and public procurement, including the policy and legal frameworks that govern the entire process.



The aim of the project is to better understand the processes in China, and in particular the processes and role of standards. The vertical boxes in the illustration show the sectors that the ESO’s members have indicated as their priorities. Work carried out at an early stage will endeavor to narrow down these broad areas to specific topics in order to reap the maximum benefit for Europe and create the right relationship with both Chinese policy makers as well with technical experts. An example would be under energy to focus on for example energy management and renewables as hot topics for Europe.

SESEC III will focus notably on the following key areas/actors. These key areas can be further fine-tuned, or modified by the Steering Committee:

- For representing the European Standardization System and the promotion of its values SESEC III has to establish/maintain good relations with
 - Chinese public authorities that are involved in standardization (ministerial, ministerial agency, provincial level and in particular cases also enterprise-standardization level),
 - the Chinese standardization organizations,
 - non-Chinese standardization organizations operating in China, and

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- other relevant standardization stakeholders (e.g. societal stakeholders).
- New dialogues should be established with:
 - Ministry of Industry and Information Technology,
 - National Development Reform Commission,
 - MOHURD, etc.
- Cooperate with EU delegation in Beijing, EU Chamber of Commerce in China (EUCCC), EU-China Trade Project (EUCTP) and other EU/EFTA projects related to standardization, such as EC policy dialogues, or the EU SME Business Centre
- Provide continued support to the China-Europe Standardisation Information Platform (CESIP) initiative
- Facilitating exchange and cooperation in all fields of standardization and consider in particular the following areas:
 - Cloud computing
 - Consumer protection issues
 - Content delivery
 - Education in standardization, standardisation and innovation
 - Electrical and electronic products
 - Energy management and the management of carbon detriment
 - Environmental protection, resources allocation, and resource saving, especially related to EPBD (Energy Performance of Building Directive), andeco-design and labelling legislation
 - ICT infrastructure activities
 - Information and communication technology
 - IOT, end to end (machine to machine technology)
 - Medical devices / healthcare equipment
 - Service industry
 - Smart grids
 - The built environment – notably smart sustainable construction
 - Transport in the context of smart transport and e-mobility

According to the identified needs of the partners and their stakeholders, these key areas of cooperation, as well as the resulting Action Plan, should be regularly adapted/modified with the Steering Committee.

4. DESCRIPTION OF THE POSITION

Job description

The SESEC III expert will be located in Beijing. In order to meet the overall objectives and scope above, he will fulfil the following functions:

Promote: undertake promotional and visibility activities that are aimed at improving the visibility of the European standardization system in China:

- To keep on promoting European and international standardization in China, and the use of European or international standards.
- To raise awareness of the standardization activities and related policies in China for European stakeholders by means of newsletter.
- To provide quarterly reporting and to prepare a newsletter every 6 months during the stay of the expert in China.
- To support and increase the visibility of EU-China dialogues and the European and Chinese alliances and partnerships.

Facilitate: support activities that are aimed at facilitating European access to China, starting from gathering the right information for requests, through having the right contacts to the right agencies, to doing technical lobbying to Chinese technical bodies (such as mirror committees), etc.

- To constitute a focal point in China for actors involved in the above mentioned activities, such as EC, EFTA, the three ESOs and their members and partners.
- To establish, maintain and improve contacts with the Chinese government and its agencies, standardization organizations and more widely to all market players.
- To use standardization related co-operation in order to help promoting trade and investments with China.
- To develop and foster the cooperation between China and Europe in the field of standardization and related policies/legislation supported by standardization.
- To support the ESOs, EC and EFTA, in their activities in China.
- To help European SMEs understand and overcome market access issues in China.

Network: ensure that cooperation between European and Chinese counterparts improve, through the development, maintenance and deepening of contacts to the right layers of governance (be it on the regulatory, standardization policy or technical levels):

- To cooperate closely with the representation of the EU Delegation in China (under the coordination of relevant European Commission services in Brussels), and the NSBs of EU and EFTA Member States in the fields of standardization and conformity assessment.

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- To play a role of liaison between European experts currently seconded to China and originating from various European businesses and federations, including NSBs, ETSI members in order to create an information network to avoid duplication/overlapping of actions and streamline the activities.

Represent: act as a face, contact point and representative on all standardization and relating issues both for European stakeholders approaching China and for Chinese counterparts as a first entry point to the European system:

- To coordinate between European national initiatives in China and ensure that the interests of European NSBs that are not present in China are also represented.

Research: conduct detailed analytical and research activities that are aimed at facilitating strategic decisions and providing market intelligence, the resulting reports are focused, contain recommendations and propose follow-up activities:

- To survey the market in China in order to identify new standardization needs and to find new possible sources of interest in standardization as well as new possible partners and to foster cooperation with their European counterparts.
- To give advice on trade related issues and to facilitate market access to China (especially for European SMEs), in particular by analysing and reporting on standardization aspects and related policies/legislation of the implementation by China of its WTO obligations and to support global harmonisation through international standards.
- To provide background information to Chinese TBT notifications (in cooperation with the EU Delegation in Beijing).
- To provide on-time quarterly reports to the the Steering Committee and the EC/EFTA and to prepare dissemination material (e.g. a newsletter to be published regularly during the stay of the expert in China).

Plan: plan strategic steps and proposes directions to be taken based on the above four activities, by undertaking the necessary actions with proper time-, people- and knowledge management.

- Early in the project, identify the focus for sector and theme activities to be agreed upon by the Steering Committee. This will involve frequent reporting steps in the first 6 months of the project to ensure the clarity of the detailed scope, the deliverables and measures of success.
- To provide one inception report after the selection/training period, then two progress reports and a final report when and as requested by the CEN Project Manager .

Remark

SESEC III expert will try to avoid overlapping and endeavour to create synergies with other initiatives stemming from different European businesses and federations and focus on raising awareness on this project both in China and in the EU/EFTA.

Furthermore, the SESEC III expert will be asked to play a role of liaison and coordination between other European experts currently seconded to China, e.g. working for National Standards Bodies of EU/EFTA Member States, European businesses and federations interested in standardization.

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Monitoring will be carried out on the participation of the expert to the different events and the level of proactivity demonstrated by the expert in promoting the European Standardization System.

Milestones

The project will be divided in four steps:

1) Recruitment phase (tentatively ending in March-April 2014):

The selection process will be organized by CEN in accordance with the relevant terms of the Framework Partnership Agreement n° FPA/CEN/ENTR/2009/C(2008)8758 and of its amendments n° C(2009)5573, n° C(2009)9953/3, n° C(2011)478 and n° C(2011)9569 signed by the European Commission and CEN. The selected candidate will be proposed by the SESEC Steering Committee members after a public call for tender, published on the ESO websites, and distributed to stakeholders. The decision on the appointment will be made by the CEN-CENELEC-ETSI Joint Presidents' Group (JPG). Resulting contractual arrangements will be discussed and finalized by CEN and the successful candidate.

2) Training phase (up to 3 months, as decided by the Steering Committee):

- a. Training period: The SESEC III expert will be trained by the EC, the EFTA Secretariat and the three ESOs before the start of the execution phase. This period of maximum two months could be shortened depending on the level of expertise of the SESEC III expert.
- b. After the training period, the SESEC III expert will settle in his/her office and establish appropriate contacts with relevant Chinese counterparts. Related activities should not take more than a month.

During this period the SESEC III expert will start gathering all the information related to different actions and projects related to standardization and conformity assessment and related policies ongoing in China and future actions already designed and committed, by the EC, EU/EFTA Members States and NSBs and European industry.

The SESEC III expert will develop a draft Action Plan for the first year of the execution phase, building on the work completed under previous phases of the SESEC project in order to increase the presence of the European standardization community in China. This action plan will include the proposals for actions, the involvement of the European Standardization community in ongoing of future designed actions and the coordination amongst the existing actions.

After consultation with EC/EFTA the Action Plan will be agreed by the Steering Committee, including any adjustments and up-dates.

He/she, with the assistance of the ESOs and EC/EFTA, should also define the main interest areas of his/her assignments, in order to efficiently focus the efforts and not disperse it. These areas should be reviewed once a year.

3) Execution Phase (36 months): The first Action Plan is implemented during the first year of the project execution. The following Action Plans are decided annually 6 months in advance of the start of the next year of the project execution and implemented accordingly.

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- 4) Evaluation Phase (2 months): The project will be evaluated for 2 months after the end of the execution phase.

Expert's Profile

- **Specific Requirements**
 1. Profound knowledge of China's trade and economic environment
 2. Extensive experience with working in a Chinese environment
 3. Industrial working experience
 4. Understanding of the European and International standardization systems, in particular with regards to the links between standards and legislation
 5. Verbal and written fluency in English
 6. Higher academic education or equivalent work experience

- **Generic requirements**
 1. Capability to absorb, analyse and report clearly on complex issues
 2. Strong interpersonal and diplomatic skills, ability to communicate effectively with a wide range of contacts and public speaking skills
 3. Strategic & analytical skills
 4. Management skills (tasks, resources, people, timely deliverables)
 5. Ability to draw up and execute plans according to agreed milestones
 6. Ability to satisfy several stakeholders with a balanced and objective view of the partners' needs and objectives
 7. Adaptability to different viewpoints, stakeholders and situations
 8. Good team player

- **Additional assets**
 1. Industrial working experience with/in China constitutes an advantage, in particular if standards related
 2. Existing legal setup in China (with office in Beijing) compliant to support the SESEC III project execution
 3. Legal power for the SESEC III expert or his/her existing setup to hire and employ Chinese assistant(s)
 4. Working proficiency in Chinese language

All activities of the SESEC III expert need to be undertaken with an international view, keeping in mind the expectations of a European audience. Therefore, the SESEC III expert will have to be at ease and confident with various different types of activities, responsibilities and roles, in particular those listed in the job description:

1. **Promoter**: necessitates a confident and charismatic expert, who can convey complicated messages to any audiences, plan and execute the publication of promotional material, keep the SESEC website updated and deliver the right message at the right time to the right people.
2. **Facilitator**: necessitates an open expert who is a natural problem-solver, who can understand the needs coming from the EU, EFTA and ESOs and ensure that these are thoroughly addressed.

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3. **Networker:** necessitates a captivating character, who can approach people of all levels, gender and background with the view of expanding the contact-base of the European parties for possible future cooperation.
4. **Representer:** necessitates an expert with an overarching, yet detailed understanding of the interests of the parties he/she represents and the willingness to continuously learn and stay up-to-date with the changing issues, rules, and interests of the partners.
5. **Researcher:** necessitates strong analytical and deductive skills, together with the ability to focus and to distil complex information to its basic building blocks and therefore understand the consequences of the different courses of actions.
6. **Planner:** necessitates the ability to see the “whole picture” in the short-, medium- and long-run, to correctly estimate the resources that are needed for each action and to obtain them and execute the action.

5. PROJECT MANAGEMENT

The project will be under the authority and guidance of the Steering Committee, responsible for providing guidance and strategic direction with political, regulatory, industrial and technical insight, in order to maximize the returns for the stakeholders of the project. The Steering Committee will contribute to the setting of priorities, the establishment of quarterly plans, investigation of technical details when required and timely input when requested. It will be composed of one representative from CEN, CENELEC, ETSI, EC and EFTA.

The daily management of SESEC III activities will be ensured by CEN. CEN reports to the Steering Committee.

6. LOGISTICS AND TIMING

Location

The SESEC III expert's office will be located in Beijing, in the vicinity of the EU Delegation and the EU/EFTA related European Organizations.

Commencement date & Period of execution

The contract between CEN and the selected candidate (expert him(her)self or any relevant legal entity) will not be signed before the planned amendment to the main SESEC III Specific Grant agreement is signed between CEN and the EC.

The commencement date will tentatively be in April or May 2014. After the training period with project partners, the SESEC III expert will operate from Beijing for a period of 36 months.

The training period and content may be shortened or skipped upon decision by the Steering Committee.

7. FINANCIAL INFORMATION

A competitive financial budget has been dedicated to the SESEC III project, in order to cover the expert work, the support from a local assistant, the office costs and other project related expenses.

The level of the remuneration package will be discussed with the successful candidate and be commensurate with his/her level of expertise, without exceeding the available budget as foreseen by the project.

8. TENDER DOSSIER

Interested candidates, be they individuals or legal entities, should provide:

- A detailed expert CV, highlighting experience corresponding to the requirements of this call
- A motivation letter, explaining how the candidate intends to meet the objectives, and showing that the candidate understands the overall aim of the project,
- A declaration of availability and exclusivity: the proposed expert must declare his/her full time availability for the planned period of the assignment, i.e. from April 2014 to July 2017 and that, if selected, the only remunerated activity in that period will be SESEC III. Moreover, he/she will declare that any other private or public non-remunerated activity performed will not generate conflict of interest with the SESEC III expert position.
- If already existing, copy of proof of legal setup in China and/or of legal power to hire and employ local staff.

Additional relevant information (e.g. about an available office to support project activities) may also be provided by candidates.

Reference letters will be taken into consideration only if relevant to the SESEC III activities.

Candidatures shall be sent both in electronic format and hard copy (via registered mail or any traceable courier service).

The deadline for the submission of the candidatures is **Thursday 13 February 2014, 23h59 Brussels time (CET)**.

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This deadline applies to the date/time indicated in the e-mail containing the electronic candidature and to the postage stamp for the registered mail (or relevant tracking information as provided by the courier service).

Addresses to be used by candidates:

Postal address:

CEN-CENELEC Management Centre
to the attention of Mr Hervé Gauthier
Avenue Marnix, 17
B - 1000 Brussels
Belgium

E-mail address:

hgauthier@cencenelec.eu

9. DURATION OF THE TENDER AND SELECTION CRITERIA

This call for tender is published on the respective websites of CEN, CENELEC and ETSI on 19 December 2013 and remains available for eight calendar weeks, until 13 February 2014.

This call for tender is also distributed within the CEN, CENELEC and ETSI networks in order to ensure maximal transparency and exposure. Other dissemination channels may be used by project partners, as deemed appropriate.

The candidatures for SESEC III will be examined by a selection panel composed of representatives from CEN, CENELEC, ETSI, the EC and EFTA. The appointment of the candidate selected by the selection panel will require an endorsement by the CEN-CENELEC-ETSI Joint Presidents' Group.

Only short-listed candidates will be contacted, and if interviews are deemed necessary, they will be held in Brussels. Related travel costs will be reimbursed by CEN to the candidates concerned. Please note that reimbursement will be based on real costs and subject to an ex-ante approval of flight (economy class) and hotel costs.

A selection report will be drafted and made available upon request.