**Terms of Reference to become part of a Business Register at Uruguay XXI – Business Developer abroad.**

1. **Background**

**1.1**. URUGUAY XXI is a non-state Public Law person, created by Law Nº 16,736 of 5 January 1996, article 204 of which attributes to it, inter alia, the following (a) to carry out promotional activities aimed at achieving growth, employment and social cohesion. (b) To promote and assist the development of a more diversified and higher value diffusion of the country's image abroad in terms of investment and investment. (c) To develop and provide information and support services to developing countries and countries in transition. (d) Prepare and implement plans, promotional programs and actions, both internally and externally, through permanent, itinerant or other representations.

**1.2**. Within this framework, **URUGUAY XXI**, together with the Ministry of Foreign Affairs, developed the Commercial Antenna Program. As a complement to this plan, URUGUAY XXI understands it pertinent to explore the strategy of having Business Developers of promotion with a clear commercial profile and the ability to convey confidence in the product "product Uruguay", insofar as they are visualized by the prospectuses of the investment.

**1.3**. Among the sectors prioritized by Uruguay XXI is Agribusiness, Pharmaceuticals and Life Sciences, Corporate Services, ICT, Infrastructure and Energy. Therefore, priority will be given to Business Developer profiles that In order to promote investment opportunities in Uruguay in general, it is important to count on experience and links with these sectors

**2. Reach of services contracted.**

**2.1.** The Business Developer is obliged to collaborate in the international promotion of Uruguay, by carrying out activities in one of the following markets: Europe (except Germany and United Kingdom), Asia (except China), Brazil and North America; with the aim of to position Uruguay as an investment destination, identifying business contacts interested in investing in Uruguay and advising them on how to achieve their goals in a prospecting trip to Uruguay.

**2.2**. In order to comply with the provisions of the foregoing clause, the Business Developer shall develop the following activities:

**Indirect prospecting**: To build and maintain an active network of several entities in the destination country, generally contacted by companies wishing to invest in the destination country. (E.g. chambers of commerce, media, consulting firms, legal firms, clusters, among others).

**Direct Prospecting**: Identify and prospect companies, business groups, companies and investment funds that want or can invest in South America.

**Face-to-face meeting**: Hold meetings with prospective companies to encourage them to invest in South America, and convince their decision-makers (1) to travel to Montevideo to meet Uruguay XXI. Before each meeting, the Business Developer will provide a detail of the

opportunity of meeting with information of the company to visit which will require prior approval of Uruguay XXI. After each meeting, a Minute will be prepared.

**Follow-up:** Make follow-up calls or emails to meetings during the meeting within the contract period.

**Representation of Uruguay XXI in events**: Participate in identified events approved by Uruguay XXI on behalf of the institution to support in the commercial work of promotion and direct prospecting.

**Half-yearly report:** To carry out together with the referent a review of the activities carried out in the period, achievements and recommendations.

(1) Decision maker are considered when it comes to the CEO, CFO, CTO, President, VP, and Manager of the area of R&D, or International Expansion/Business and/or Expansion in Latin America, the Americas or Markets Emerging. Naturally depends on the investment opportunity in question and the Business Developer will validate the meeting with each businessperson according to his profile before the meeting.

**2.3**. The control and follow-up of the activities will be in charge of a referent of the team of URUGUAY XXI in coordination with the Investment Manager, with whom we have maintain regular contacts for the best performance of its activities.

1. **Profile and Qualifications**

Requirements:

Residing in one of the markets defined in Scope (2.1).

Fluency in English.

Commercial profile and knowledge of the business environment in your market.

Have work experience related to business, preferably related to the business environment.

Life Sciences, Technological Companies, Multinational Companies, Startups.

Knowledge and some kind of link with Uruguay.

It will be valued: postgraduate and masters studies, as well as knowledge of the Spanish language.

1. **Contract, price and method of payment**

**4.1**. A personal service contract shall be concluded in a period of one year, it may be extended by express written agreement between the parties.

**4.2**. In return for the Services contracted, URUGUAY XXI will pay to the Business Developer a variable price, which is composed as follows:

- USD 100 (one hundred American dollars) for each face-to-face meeting attended by the Business Developer, up to a maximum of 120 meetings. The plan of meetings must be previously agreed with the referent.

- USD 500 (five hundred American dollars) per prospective company visiting Uruguay, up to a maximum of 100 companies. If it is a company, with which there has already been a meeting by generating the payment of USD 100, USD 400 will be paid instead of USD 500.

- In the event that meetings require special travel expenses outside of the place of meeting, we will pay USD 400 instead of USD 500. Residence of the Business Developer, this will be covered by UXXI, you must apply for and to receive prior authorization.

URUGUAY XXI will cover the costs of the institutional mailbox and the cards of the Consultant. It will also cover the costs of transfers and tickets for participation in events/conferences, subject to effective accreditation of such costs, and up to a maximum of USD 10,000 (ten thousand US dollars).

**4.4**. The total amount of the Contract price may not exceed USD 20,000 (US dollars twenty thousand).

**4.5**. The Business Developer will make a monthly invoice for the meetings held and visits and will present the list of expenses of transfers with the respective vouchers for previously authorized mobility. The payment will be made within 10 working days after the approval of the corresponding invoice.

**5. Application**

Those interested should send their application to rrhh@uruguayxxi.gub.uy referring in the subject of the mail to the position in question.