



EUROPEAN COMMITTEE FOR STANDARDIZATION
COMITÉ EUROPÉEN DE NORMALISATION
EUROPÄISCHES KOMITEE FÜR NORMUNG

This document contains two calls:

Call for Experts for the Position of a Seconded European Standardization Expert in China

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Call for a Beijing-based provider of furnished office renting, HR support, and other services in the framework of the Seconded European Standardization Expert in China Project

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TERMS OF REFERENCE

For the selection of a Seconded European Standardization Expert in China

I) DISCLAIMER

This procedure for the recruitment of a Seconded European Standardization Expert in China is being launched in parallel with the proposal for co-funding to the European Commission (EC) and European Free Trade Association (EFTA) for the 4th Seconded European Standardization Expert Project (SESEC IV).

This means that, in practice, the signature of the contract with the successful candidate is subject to the signature of the SESEC IV project contract between CEN and the EC/EFTA.

II) BACKGROUND INFORMATION

Since the start in 2006, the SESEC projects (I – III) have built up a considerable amount of experience and knowledge as well as extensive contacts regarding the standardization in China. The context in which the SESEC project operates is now going through significant changes with China reforming its standardization system and increasing its influence and voice in international standardization. The European Standards Organisations are proposing to further utilise the SESEC project facility to deepen the European and Chinese cooperation in standardization issues.

China's ongoing standardization reform has seen the uptake of a more market-driven model of standardization in which numerous Standards Development Organisations are market agents competing with their products, i.e. standards. To a certain extent, this modifies the picture for European players and brings new challenges for European interests to influence the development of standards in that market, potentially impacting on market access for European industries.

Other policy ambitions of China, such as Made in China 2025 for industrial development and the Belt and Road Initiative for global trade, supported by home-grown Chinese standards, bring additional challenges to the role of Europe in the global economy as well as Europe's presence on the Chinese market. Increased intelligence gathering and analysis as well as bridge building between relevant bodies thus are crucial for Europe to deal with those challenges.

The three European Standardization Organizations (CEN, CENELEC and ESTI) therefore propose to continue with a fourth Seconded European Standardization Expert in China (SESEC IV). The project SESEC IV is co-funded by the EC, EFTA, CEN, CENELEC and ETSI.

III) OBJECTIVES OF THE POSITION

Scope

As the previous SESEC projects, SESEC IV will establish 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. Yet there will be a new emphasis, evolving from the mere visibility of the European Standardization System and intelligence gathering to "bridge building" with Chinese Standards Developing Organizations. Additionally, a close monitoring of the development of Chinese market-driven standards is necessary, in parallel to a close follow-up of Chinese standardization driven by Chinese sector ministries in addition to Standard Admin. China. Support to EU standardization-related policies is also part of the project. .

Priority sectors will be established based on input from partners and stakeholders. The project will also support the areas where the European Union and EFTA countries identify trade issues. It will also address horizontal issues such as cyber security, data protection and intelligent manufacturing.

Objectives

Taking into account the work carried out by the SESEC over the past 11 years, it is our aim for SESEC IV to

- to promote the value of the European Standardisation System (ESS)
- to identify Chinese standardisation-drivers & shaping the terms of the dialogue with existing and new players in the standardization environment in China
- to promote the use of European, International and Global standards¹
- to encourage China to strengthen its involvement in international and global standardisation setting
- to support EC policy in strengthening the competitive position of European companies in the Chinese market
- to strive for reciprocity regarding access to market and standardization work in China

These aims are translated into the following specific objectives:

- to foster technical alignment between Chinese and European standards
- to reduce TBTs, by promoting specific standards through identified needs or promoting the uptake of and participation to international and global standards by China
- to gather, analyse and advise on regulatory and standardization intelligence, identify opportunities for European companies and support the planning of actions to exploit opportunities

¹ Global standards should be understood in the context of ETSI's Global Standards Collaboration process

- to strive for reciprocity in terms of access to each other's standardization work and to secure the same access rights for EU companies to Chinese standardization as granted to Chinese companies operating in Europe
- to improve contacts at different levels of the Chinese administration, industry and standardization bodies for the benefit of the project partners and European industry
- to increase the visibility and understanding of the European Standardisation System (ESS) in China and the Chinese standardization system in Europe.

IV) DESCRIPTION OF THE POSITION

General

The expert will have to be at ease and confident with various different types of responsibilities and roles, in particular the following ones:

1. **Promoter:** undertakes promotional and visibility activities that are aimed at improving the visibility of the European standardization system in China; 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. **Advisor:** monitor policy and strategic developments in China that may have an implication for standardization and analyse their impact on European interests; necessitates an expert equipped with deep knowledge on the Chinese legislative, regulatory and political environment, effective network to navigate and source information, strategic mind to plan project activities along different time-lines, as well as proactive initiative to approach European stakeholders to discuss and advise on the impact.
3. **Representor:** 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; 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.
4. **Networker:** ensures 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 or technical levels); 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.

Job description

The expert will fulfil the following functions:

- Identify, establish, categorize, maintain and improve contacts with Chinese government agencies, standardization organisations and relevant market players on an evolving basis to enable policy and technical influencing
 - Establish links between ESOs and relevant bodies in China and contribute to shaping the terms of the dialogue, both at institutional level as well as in specific industry sectors
 - Promote the uptake of international and global standards, identified European standards (particularly Harmonised standards), the European regulatory model supported by standardization (the New Approach and the New Legislative Framework) with above-mentioned contacts, during all types of encounters with them
 - Conduct research about policy and strategic developments in China that impact standardization priorities, identify opportunities for European businesses, provide information and strategic advice to partners and industry, and plan actions to exploit the opportunities when requested
 - Forward information about the Chinese standardization and related policy landscape to relevant stakeholders through deliverables and stakeholder events such as webinars
 - Act upon specific requests of the Steering Committee
 - Act as a focal enquiry point of the European standardization community for both Chinese and European stakeholders and represent the ESOs at events, trainings and meetings
 - Work closely with the EU Delegation to China and EC (e.g. DG GROW) and provide support to various EU-China dialogues (standardization issues) by giving strategic/technical input when requested or establishing effective people-to-people connection when necessary
 - Identify the needs of EU MSs including their NSBs which do not dispose of representation in CN in the field of standardization to ensure European cohesion and advice on - plan actions to meet the needs
 - Make use of the Beijing-based staff from the ESO members as well as staff of other EU/MS projects, chambers of commerce and European companies to form part of a European influencing community
 - Provide operational support to ESOs, EU and EFTA activities in China including CESIP
 - Manage, timely update and promote the SESEC website with the support of the Project Management partner and the Project Team
 - Organize networking events
 - Manage the Project Team
- **Specific Requirements**
 1. University degree or equivalent
 2. Fluent in English (both spoken and in writing)
 3. Substantial knowledge of the standardization system at European and International level

4. Substantial knowledge of Chinese standardization (post-reform)
5. Profound knowledge of China's industrial and trade /policies
6. Working experience with Chinese institutions and businesses
7. Substantial exposure to the Chinese culture, society, education and work life
8. Business level Chinese language proficiency
9. Experiences of working in a European and/or international environment
10. Legal setup in China with office in Beijing constitutes an advantage
11. Legal power to hire local assistants constitutes an advantage

- **Generic Requirements**

1. Strong interpersonal and diplomatic skills, ability to communicate effectively with a wide range of contacts and public speaking skills
2. Analytical skills
3. Clear to the point reporting (oral & written)
4. Management skills (time, planning, tasks, resources, people)
5. Strategic thinking
6. Good team player

Timeline

The project runs for 42 months:

- 1) month 1 - month 3 **Recruitment** phase (for 3 months)
From the publication of the call for candidates to the recruitment of the expert. The Steering Committee can decide depending on the situation if the recruitment phase could be shortened.
- 2) month 4 - month 6 **Training** phase (for 3 months)
Expert training in Brussels (with CEN, CENELEC, EC and EFTA) and Sophia Antipolis (ETSI) in standardization and regulatory matters; and establishing work methods, expectations and communication channels.

The first six months of the project will also ensure that the broad objectives are narrowed down into concrete, focused topics for the first year of the execution phase. Consequent planning for the following two years will take place during the execution phase.

- 3) month 7 - month 42 **Execution** phase (for 36 months)
The expert is established in Beijing, undertaking the tasks according to the objectives of the project as described before. The expert is allocated a maximum of 240 service days per operational year for each of the three operation years.

In case of budget availability at project end the project could be extended subject to the approval by EC and EFTA.



V) METHODOLOGY

The SESEC IV project will be managed by CEN and supported by a Steering Committee (SC) composed of representatives of EC, EFTA, CEN, CENELEC, and ETSI.

Project Manager CEN shares the responsibility for the implementation and correct running of the project with the other ESO partners, CENELEC and ETSI. The project manager is the main contact point for the project and will provide the secretariat of the Steering Committee, in addition to its role as a member of the Steering Committee.

The Steering Committee controls the implementation of the project. The Steering Committee provides guidance and strategic direction in order to maximize the returns of the project. It contributes to the setting of priorities and oversees the action plans.

The SESEC IV Project Team, composed of the expert and two assistants, will be located in Beijing in premises selected through a specific Call for Tender (see the second part of this document).

VI) LOGISTICS AND TIMING

Location

The European standardisation expert will be located in Beijing, in the vicinity of the EU Delegation and the EU/EFTA related European Organizations (Chaoyang District).

Commencement date & Period of execution

The contract between CEN and the successful candidate will not be signed before the main SESEC IV grant contract is signed between CEN and the EC.

The commencement date will be at the signature of the contract between CEN and SESEC IV. 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.

VII) FINANCIAL INFORMATION

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

The level of the remuneration rates and days 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.

Candidates for the SESEC IV position shortlisted and invited for an interview have the possibility to contact the Project Manager CEN in order to request the reimbursement of flight (economy class) and hotel costs incurred for the participation in the SESEC IV interview. Strict conditions apply to this reimbursement, including an ex ante approval by CEN of all planned costs. Eventually, only real costs justified by the adequate supporting documents will be reimbursed. Candidates who may not have the possibility to travel to Brussels to be interviewed in person will have the opportunity to be interviewed by videoconference. Videoconference arrangements are to be organized with an external supplier to ensure the highest possible level of quality and to avoid any distortion in the conditions offered to the different candidates.

VIII) 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 detailed budget offer including number of man-days per year and total budget
- 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 2018 to July 2021 and that, if selected, the only remunerated activity in that period will be SESEC IV. Moreover, he/she will declare that any other private or public non-remunerated activity performed will not generate conflict of interest with the SESEC IV I expert position

- copy of proof of legal setup in China and/or of legal power to hire and employ local staff.
- Annexed [Application Form](#) duly filled in

Reference letters will be taken into consideration only if relevant to the SESEC IV 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 **Monday 5 March 2018, 23h59 Brussels time (CET)**.

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 Mrs. Zhuohua CHEN
Avenue Marnix, 17
B - 1000 Brussels
Belgium

E-mail address:

zchen@cenelec.eu

Only applications that are sent before the indicated deadline and contain complete dossier required without any conflict of interest are considered valid.

IX) DURATION OF THE TENDER AND SELECTION CRITERIA

This call for tender is published on the respective websites of CEN, CENELEC and ETSI on 29 January 2018 and remains available for five calendar weeks, until 05 March 2018.

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 IV 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 Steering Committee.

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

Selection methodology

This selection will be made on the basis of the best value for money in order to respect a fair treatment between the candidates.

A point-based system will be used for short-listing candidate files. Each criterion is allocated a maximum of score points and each member of the selection panel will give a percentage showing the level of satisfaction on each criterion of each candidate. Candidates will be shortlisted through ranking of total scores.

Satisfaction percentages are given according to the following categories:

Unacceptable	The Candidate fails to demonstrate an adequate level of qualification and fails to provide evidence of capability and experience relevant to the criterion	0 - 19%
Weak	The Candidate only demonstrates a weak qualification and provides weak evidence of capability and experience relevant to the criterion	20 - 39%
Moderate	The Candidate demonstrates a moderate qualification and provides moderate evidence of capability and experience relevant to the criterion	40 - 59%
Good	The Candidate demonstrates a good qualification and provides good evidence of capability and experience relevant to the criterion	60 - 79%
Excellent	The Candidate demonstrates an excellent qualification and provides excellent evidence of capability and experience relevant to the criterion	80 - 100%

The candidate evaluation matrix will look as follows:

Panel Member	Scoring points											
	1. English	2. EU&Intl Stdn	3. CN Stdn	4. CN trade/ind pol	5. CN inst. & bus env	6. Generic Reqmt	7. CN culture, edu, work	8. Chinese	9. exp. EU/intl env.	10. legal setup & power to hire	11. financial proposal	Total
	15	15	15	5	5	10	5	10	5	5	10	100
Candidate 1												
A	a1%											
B	b1%											
C	c1%											
D	d1%											
E	e1%											
average	average%*15											SUM
Candidate 2												
A	a2%											
B	b2%											
C	c2%											
D	d2%											
E	e2%											
average	average%*15											SUM

	Criterion	Max. Score
1	English language	15
2	Knowledge of the standardization system at European and International level	15
3	Experience and knowledge of Chinese standardization	15
4	Knowledge of China's industrial and trade /policies	5
5	Experience with Chinese institutions and business environment	5
6	Generic Requirements	10
7	Exposure to the Chinese culture, society, education and work life	5
8	Chinese language	10
9	Experiences of working in a European and/or international environment	5
10	Legal setup in China with office in Beijing and legal power to hire local assistants	5
11	Financial proposal	10
	Total	100

Generic Requirements will be evaluated only as a block during short-listing stage and then they will be evaluated by each criterion following the same principle during the interviews of short-listed candidates. The rationale is that the relevant qualities would be more revealing in interactive contexts.

TERMS OF REFERENCE

For a local provider proposing furnished office renting, HR structure and support, and other services in the framework of the Seconded European Standardization Expert in China Project (SESEC IV)

I. General description of the project and rationale for the present call for proposals

SESEC IV project structure:

SESEC IV is co-funded by the European Commission, the European Free Trade Association (EFTA), the European Committee for Standardization (CEN), the European Committee for Electrotechnical Standardization (CENELEC), and the European Telecommunications Standards Institute (ETSI).

As SESEC IV Project Manager, CEN is responsible for the implementation and the correct running of the project.

Scope and objectives:

Since the start in 2006, the SESEC projects have built up a considerable amount of experience and knowledge about the standardization landscape in China. The context in which the SESEC project operates is now going through significant changes. China is reforming its standardisation system, augmenting substantially its standards-making capacity as well as increasing its influence and voice in international standardization. The European Standards Organisations are proposing to further utilise the SESEC project facility to deepen the European and Chinese cooperation in standardization issues.

The continuation of SESEC project will have a new emphasis on evolving from the visibility of the European Standardization System and intelligence gathering to "bridge building" with Chinese Standards Developing Organizations. Additionally, a close monitoring of the development of Chinese market-driven standards is necessary, in parallel to a close follow-up of Chinese standardization driven by Chinese sector ministries (in addition to SAC activities). Support to EU standardization-related policies is also foreseen.

The SESEC IV Project Team on the ground, composed of the SESEC IV expert and two assistants, will be located in Beijing in premises selected through Calls for Tender.

II. Description of the services requested in order to facilitate the implementation of the project

Note: In case of budget availability at project end the project could be extended subject to the approval by EC and EFTA.

1. Provision of furnished office space for three people with associated services:

- Location: Beijing, Chaoyang District (close to the European projects and the EU Delegation to China)
- Size: at least 30 square meters, with one separate office for the SESEC expert
- Office/pantry supplies and resources (external IT support, postage, maintenance, receptionist sharing, incidentals, etc)
- Standard office materials including desks, PCs and telephones for three persons
- Access and use of a photocopy machine(s), printer(s) and other office equipment as available
- Dedicated telephone number or extension line(s)
- Unlimited national telephone/fax
- Unrestricted access to Internet
- All common utilities/charges (cleaning, electricity, heating/aircon, etc.)
- Access and use of meeting room facilities
- Secretarial answering service

2. Provision of a local employment structure for the two SESEC IV assistants (to be recruited):

- Detailed simulation of all costs linked to the employment of two assistants and insurance for interims working as volunteers in the SESEC team.
- Establishment of a local employment contract sample to be signed between the recruited SESEC IV assistants and the local provider (free of charge)
 - The SESEC IV assistants' remuneration will be transferred by CEN to the local service provider in accordance with the available financial budget for the SESEC IV Project;
 - Duration of the contract: maximum 36 months (240 days worked per year);
 - Full neutrality of the local service provider concerning the tasks and activities of the assistants (tasks are defined in specific SESEC IV terms of reference, instructions on the allocation of working time to be received by the assistants from the SESEC IV expert from CEN directly).

- Handling any administrative work in relation to the employment contract (payroll management, payment of all applicable social contributions and taxes, communication with administration and authorities)
- Invoicing CEN on a monthly basis for the days worked by the SESEC IV assistants

3. Other services:

- If needed, providing administrative and linguistic support to the SESEC IV expert on site for getting any necessary permit or visa compulsory for him/her to settle in Beijing and start working in full respect with applicable Chinese legislation
- Managing and releasing a budget of incidental expenditures (as defined by CEN), upon request from the SESEC IV expert and approval by CEN
- Invoicing CEN on a monthly basis the incidental expenditures incurred locally by the SESEC IV expert (under CEN supervision and approval process)

III. Criteria used in order to assess proposals received and award the services:

-
- Adequacy of the location
 - Quality of the office environment (space, furniture, IT equipment, meeting room services, etc.)
 - Experience of working with European partners
 - Legal framework to hire assistants
 - Neutrality of the provider, with no conflicting interests with the activities of the SESEC IV project
 - Detailed financial proposal

Selection methodology

This selection will be made on the basis of the best value for money in order to respect a fair treatment between the tenderers.

A point-based system will be used for short-listing tender application files. Each criterion is allocated a maximum of score points and each member of the selection panel will give a percentage showing the level of satisfaction on each criterion of each tendering application. Tenderers will be shortlisted through ranking of total scores. Satisfaction percentages are given according to the following categories:

	The Tenderer fails to demonstrate an adequate understanding of the requirements and fails to provide evidence of capability relevant to the criterion	
	The Tenderer only demonstrates a weak understanding of the requirements and provides weak evidence of capability relevant to the criterion	
	The Tenderer demonstrates a moderate understanding of the requirements and provides moderate evidence of capability relevant to the criterion	
	The Tenderer demonstrates a good qualification and provides good evidence of capability and experience relevant to the criterion	
	The Tenderer demonstrates an excellent understanding of the requirements and provides excellent evidence of capability relevant to the criterion	

The tenderer evaluation matrix will look as follows:

Panel Member	Scoring points						
	1. Location	2. Office envt.	3. Exp. wth EU partners	4. legal frwk assists	5. neutrality	6. Financial Proposal	Total
	15	30	5	15	5	30	100
Tenderer 1							
A	a1%						
B	b1%						
C	c1%						
D	d1%						
E	e1%						
average	average%*15						SUM
Tenderer 2							
A	a2%						
B	b2%						
C	c2%						
D	d2%						
E	e2%						
average	average%*15						SUM

	Criterion	Max Score/ Weighting
1	Adequacy of the location	15
2	Quality of the office environment (space, furniture, meeting room services, etc.)	30
3	Experience of working with European partners	5
4	Legal framework to hire assistants	15

5	Neutrality of the provider, with no conflicting interests with the activities of the SESEC IV project	5
6	Detailed financial proposal	30
	Total	100

IV. Instructions for tenderers:

Your detailed offer in line with abovementioned description and criteria, including the filled Application Form and the listing of all services provided for the office and the rates for all relevant costs linked to the employment of the assistants (local) should be sent by registered mail to:

CEN-CENELEC Management Centre
to the attention of Ms Zhuohua Chen
Rue de la Science, 23
B - 1040 Brussels
Belgium

And also to: ZChen@cencenelec.eu

by **2018-03-05 (Monday) 23:59 CET**. Only shortlisted providers will be contacted.

IMPORTANT:

The tenderer can provide his/her application to either or both calls.
Applications for both calls will have an advantage