Specification requirements for the ECIBON website

Requirements for the supplier of the website

- Experienced in development of professional websites, and can send at least three presentable websites + list of references
- Preferably experience in working with international customers (without automatically assuming that the budget has "international levels")
- Staff/project manager fluent in (understandable) English
- Can integrate user-friendly CMS system
- Has experience with implementation of internal search engines and debate forums
- Can train two EEC Nepal staff in use of CMS, upload of material and maintenance of site and can provide an easy-to-understand manual for the same

Objective of site

The objective of the website is to provide Nepalese intermediary business organisations (IBO's) and Nepalese companies with access to relevant information about and tools for exporting to EU markets, and secondarily to provide European companies and IBO's with information about the possibilities of importing from Nepal.

The web address shall be www.eec-nepal.org.np and shall replace the existing website of same name.

Target group

The primary target group of visitors/users of the site is Nepalese IBO's and the companies that they represent.

The Nepalese IBO's will be informed directly of the existence of the website once it has been developed, but it should of course also be possible to find the website via general internet search/googling.

It is expected that many visitors in the target group are potentially affected by one or more of the following conditions: They are not experienced web/IT users; they do not necessarily read English; available browsers and other software is not necessarily the newest generation; and available internet connections are of limited size, speed and stability.

It is thus imperative to achieving the objectives of the site that the website has:

- An intuitive and user friendly navigation system that will allow visitors to easily navigate the site starting from any page

- A good internal search engine that will allow visitors to find information that is not necessarily apparent from (page) headlines

- A layout and programming use that does not necessitate large/high speed internet connections (e.g. no flash, no use of large size pictures that must be downloaded etc.). Meanwhile, the site should also appeal to European users, so the objective is to go for a simple layout that does not seem backward or old fashioned.

- Cross browser functionality must be ensured so that the site is accessible not only with IE but also for users of Netscape, Firefox, Mac and perhaps other browsers used frequently in Nepal.

- English/Nepali can be toggled to the greatest possible extent on the main pages.

LIST OF PAGES (further detailing of contents will be developed)

0. **Main Page**

1. **EEC Nepal**

   - What is EEC Nepal
   - Activities and services
   - Members
   - Events
   - Contact

2. **Export to EU markets**
   - About the EU

   - Geographical EU markets
     - EU in general
     - Denmark
     - United Kingdom
     - (etc)…

   - Product market information
     - Agro-produce
       - Coffee
       - Cut flowers
       - Ginger
       - Honey
     - Crafts
       - Bamboo crafts
       - Paper products
       - Jewellery
       - Wood carving
     - Textiles
       - Carpets
       - Pashmina products

     - …
   - Tools and further assistance
     - Tools and links for exporters
       - *EU Export help desk link*
       -
     - Tools and links for Intermediary Business Organisations
       - *WB manual for IBO's*
       - *Training material from the ECIBON project*

3. **Import from Nepal**
   - Importing from Nepal
     - Brief intro to Nepal
     - *Text + links to official sources related to trade with Nepal*

   - Exportable Nepal products
     - Crafts
     - Textiles
     - Agro-produce
     - Etc.

- ▪ Intermediary Business Organisations
- ▪ Links
- ▪

    4. Forum
- ▪ A forum for users to discus various topics
- ▪ FAQ

STYLE AND LAYOUT

A common navigation bar should be included on all pages with links to the head pages and to the site map.

The site style shall be simple without any use of flashing/moving/changing objects.

A font type that is recognized as being especially suitable for use on-screen (rather than for printing) shall be used. The same font type shall be used all over. (Different font size, and use bold and italics is acceptable).

The contrast between background and text shall be high to allow for easy readability.

MAINTENANCE AND OWNERSHIP
The website shall be owned and maintained by EEC Nepal.

The website must include an easy to use CMS system that the owner can use for upload and maintenance of the site. A user manual as well as a personal introductory "course" for maintenance of the site must be provided to staff of EEC Nepal.

Tine Bork, DFSME, will be responsible for specifying the initial development of the site. The development of the website will be paid by the ECIBON project via EEC Nepal.

DFSME will coordinate delivery of initial textual inputs for the page from DFSME, EEC NEPAL and LCCI.

ADDITIONAL REQUIREMENTS

The website should be accessible to search engine spiders and be coded with good on-page search engine optimisation.

Code must be used and/or developed in a manner whereby further development of the page can easily be taken over by a new programmer. If code is developed, documentation should be supplied.

Individual web-pages must have titles that describe topic or purpose.

All external links should open in new windows.

Assignment to be completed by March 2009

Activity	Whom	TB
Preparation and research visit to Nepal to determine needs for information system	TB	9
Write up notes from Seminar	EEC	
Select which information and tools that should be provided / developed	TB&EEC	1
Make overall outline and specifications for the layout and functions of the webpage	TB	3
Prepare format for IBOs submittal of profile / presentation on the web	TB	1
Translate profile format and send to participants	EEC	
Receive profiles, translate to English	EEC	
Proof-reading of profiles	EEC&TB	1
Identify at least 3 Nepali IT companies (according to TB specifications)	EEC	
Send links and reference sites from IT companies to Tine for evaluation	EEC	
Selection and dialogue with IT company	TB	2
Assembling training material from previous sessions	EEC	
Translating training material from previous sessions	EEC	
Converting from Power Point to PDF and /or Word format	EEC	
Translating, making Nepali summary	EEC	
Preparing general texts and descriptions for the webpage	TB&EEC	2
Collecting CBI and other market reports for the selected sectors / ITC/EU/WB	EEC	
Research for existing Nepalese tools and sites of relevance	EEC	
Research on Nepalese trade procedures and links/ info on agencies, forms	EEC	
Collecting information and links to various EU- based associations, fairs etc	TB + EEC	5
Developing tools	TB	3
Translation of additional material and tools	EEC	
Visit to Nepal, or further collection of data and development of tools	TB	6
Uploading of material to website	EEC	
Prepare CD-rom with all materials for IBOs	EEC	

Tine working days   **33**

TB (TINE BORK)
EEC (European Economic Chamber)