Terms of Reference

Business Researcher & Analyst — Asia & Middle East (Job description) (Individual Consultant)

ConnInv2A, Lda. – Lisbon, Portugal
Consultant type: Part-time Individual Consultant

Consultant Location: Remote

Publication date:

Closing date: 31 December 2026

Commencement date: 01 March 2027
Reporting to: Founder & Chief Executive

Duration: The assignment will be for an initial period of six (6) months, renewable subject to satisfactory performance, budget availability and continuing operational need.

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1. About ConnInv2A

ConnInv2A is a consulting and investment advisory firm based in Lisbon, Portugal, whose mission is to connect international SMEs and investors with high-growth opportunities across **Sub-Saharan Africa's emerging markets**, while supporting African SMEs in developing strategic partnerships and expanding internationally.

The firm's activities include **business strategy, market research, financial analysis, feasibility studies, business development, investment advisory, investment facilitation, risk assessment, due diligence and strategic partnerships**.

ConnInv2A covers the four major Sub-Saharan African regions—**West, Central, East and Southern Africa**—while developing relationships with business and investment communities in **Europe, the Americas, Asia, the Middle East and Africa**.

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2. Position Overview

The **Business Researcher & Analyst — Asia & Middle East** will conduct research and analysis on companies, SMEs, investors, financial institutions, industries and markets across **Asia and**

the Middle East, with the objective of identifying business, investment and strategic partnership opportunities between these regions and Sub-Saharan Africa.

The position will support ConnInv2A's:

- Market intelligence;
- Consulting assignments;
- Investment advisory activities;
- Investor identification;
- Business development;
- Strategic partnership development;
- Cross-border investment facilitation; and
- Research and publications.

The successful candidate will help identify opportunities such as:

- Asian or Middle Eastern companies seeking to enter African markets;
- Investors seeking African investment opportunities;
- African SMEs seeking Asian or Middle Eastern partners;
- Technology and knowledge-transfer opportunities;
- Joint ventures;
- M&A opportunities;
- Export and distribution partnerships;
- Infrastructure and project-finance opportunities; and
- Strategic investment partnerships.

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3. Geographic Scope

The position will cover a broad and diverse geographic area.

Asia

Particular attention may be given to:

- China;

- Japan;
- South Korea;
- India;
- Singapore;
- Malaysia;
- Indonesia;
- Vietnam;
- Thailand;
- Hong Kong; and
- Other relevant Asian markets.

Middle East

Research may focus particularly on:

- United Arab Emirates;
- Saudi Arabia;
- Qatar;
- Kuwait;
- Bahrain;
- Oman;
- Türkiye; and
- Other relevant Middle Eastern markets.

The analyst should progressively develop expertise in identifying **which countries, companies and investors are most relevant to specific African opportunities**.

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4. Asian & Middle Eastern Market Research

Conduct research on:

- Economic developments;

- Business trends;
- Investment flows;
- Industry developments;
- Internationalization strategies;
- Corporate expansion;
- Foreign direct investment;
- Trade relations with Africa;
- Emerging technologies; and
- Major infrastructure and development projects.

The objective is to identify developments that could create opportunities for **Sub-Saharan Africa–Asia and Sub-Saharan Africa–Middle East business cooperation**.

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5. Company & SME Research

Identify and profile companies that could potentially become:

- ConnInv2A clients;
- Investors in Africa;
- Strategic partners;
- Joint-venture partners;
- Technology partners;
- Suppliers;
- Distributors;
- Potential acquirers; or
- Partners for African SMEs.

The analyst will:

- Identify potential companies;
- Prepare company profiles;

- Research ownership structures where relevant;
- Analyze business models;
- Examine international expansion strategies;
- Research existing African operations;
- Identify potential African market-entry opportunities;
- Assess preliminary strategic fit.

Particular attention should be given to **mid-market companies and SMEs with scalable technologies, products, services or business models that could be adapted to African markets**.

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6. Investor & Financial Institution Research

Map and analyze potential Asian and Middle Eastern sources of capital, including:

- Sovereign wealth funds;
- Private equity firms;
- Venture capital funds;
- Family offices;
- Asset managers;
- Commercial banks;
- Development finance institutions;
- Corporate investors;
- Corporate venture capital;
- Impact investors;
- Infrastructure funds;
- Pension funds; and
- Other institutional investors.

The analyst will research:

- Investment mandates;

- Geographic preferences;
- Sector preferences;
- Typical investment size;
- Investment stage;
- Previous African investments;
- Investment structures; and
- Potential relevance to ConnInv2A opportunities.

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7. Sovereign Wealth Funds & Institutional Investors

Given the importance of Gulf capital and Asian institutional investment, the analyst will develop particular expertise in researching:

- Sovereign wealth funds;
- State-owned investment companies;
- Government-linked investment institutions;
- Infrastructure investment funds;
- Strategic corporate investors; and
- Large family offices.

The analyst should identify where investment mandates overlap with sectors and projects in Sub-Saharan Africa.

This could include areas such as:

- Infrastructure;
- Energy;
- Logistics;
- Agriculture;
- Mining;
- Manufacturing;
- Real estate;

- Tourism;
- Technology;
- Healthcare; and
- Financial services.

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8. Sub-Saharan Africa–Asia & Sub-Saharan Africa–Middle East Investment Opportunities

A core responsibility will be to identify potential **cross-border investment opportunities**.

These may include:

Direct investment

- Foreign direct investment;
- Private equity;
- Venture capital;
- Impact investment;
- Infrastructure investment;
- Project finance.

Strategic partnerships

- Joint ventures;
- Strategic alliances;
- Technology partnerships;
- Licensing;
- Franchising;
- Distribution agreements;
- Supply-chain partnerships.

Corporate transactions

- M&A;
- Strategic acquisitions;

- Corporate restructuring;
- Internationalization projects.

The analyst will prepare preliminary opportunity assessments for review by senior management.

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9. Sector Research

The analyst will monitor sectors with strong potential for Asia– Sub-Saharan Africa and Middle East– Sub-Saharan Africa cooperation, including:

- Renewable energy;
- Oil and gas;
- Mining;
- Infrastructure;
- Construction;
- Agriculture and agribusiness;
- Food processing;
- Manufacturing;
- Logistics;
- Ports and transport;
- Telecommunications;
- Digital economy;
- Fintech;
- Healthcare;
- Pharmaceuticals;
- Education;
- Tourism and hospitality;
- Financial services;
- Water and sanitation; and

- Consumer goods.

Particular attention should be paid to **technology-intensive sectors and infrastructure**, where Asian and Middle Eastern companies and investors may have relevant expertise, capital or business models.

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10. Trade & Investment Intelligence

Monitor developments affecting trade and investment between Asia, the Middle East and Sub-Saharan Africa, including:

- Trade agreements;
- Investment policies;
- Tariff and customs developments;
- FDI regulations;
- Tax policies;
- Export controls;
- Sanctions and compliance;
- ESG requirements;
- Sustainability regulations;
- Bilateral investment agreements; and
- Regional economic integration initiatives.

The analyst should identify both **opportunities and potential barriers to cross-border investment**.

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11. Country & Market Risk Research

Support preliminary assessments of market and country risks, including:

- Political environment;
- Macroeconomic conditions;
- Currency risks;

- Regulatory environment;
- Foreign-exchange restrictions;
- Infrastructure;
- Market size;
- Competition;
- Business environment;
- Access to finance;
- Supply chains; and
- Geopolitical considerations.

The objective is not simply to collect information but to determine **how these factors could affect a potential investor or business entering an Sub-Saharan African market**.

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12. Business Development Support

The analyst will support ConnInv2A's business-development activities in Asia and the Middle East by:

- Identifying prospective clients;
- Identifying potential investors;
- Identifying strategic partners;
- Preparing prospect databases;
- Researching decision-makers;
- Preparing briefing notes before meetings;
- Supporting outreach campaigns;
- Identifying relevant conferences and investment forums;
- Monitoring business delegations and trade missions; and
- Supporting post-meeting follow-up.

The analyst may also identify **African SMEs looking for Asian or Middle Eastern investors, technology partners, distributors or strategic alliances**.

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13. Research Reports & Publications

The position will contribute to ConnInv2A's intellectual and research output through:

- Country profiles;
- Sector reports;
- Company profiles;
- Investor profiles;
- Investment opportunity briefs;
- Market-entry reports;
- Executive briefings;
- Research notes;
- Newsletter articles;
- Website content;
- Conference presentations; and
- Background research for consulting assignments.

The analyst should be able to transform extensive research into **clear, concise and commercially relevant intelligence**.

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14. Support to Consulting Assignments

Depending on experience, the analyst may contribute to assignments involving:

- Market-entry strategies;
- Feasibility studies;
- Internationalization strategies;
- Investment opportunity assessments;
- Partner identification;
- Competitive analysis;
- Due-diligence preparation;
- Country-risk analysis;

- Business plans; and
- Strategic partnership development.

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15. Candidate Profile

Education

Candidates should ideally have a Bachelor/Master degree or be pursuing studies in:

- Economics;
- Finance;
- Business Administration;
- Management;
- International Business;
- International Economics;
- International Relations;
- Political Economy;
- Accounting;
- Marketing; or
- another relevant discipline.

Bachelor's and Master's students and recent graduates are encouraged to apply for the internship.

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16. Professional Experience

Analyst position

Experience in one or more of the following would be desirable:

- Consulting;
- Market research;
- Investment banking;
- Corporate finance;
- Private equity;

- Venture capital;
- Business development;
- International business;
- Economic research; or
- Investment advisory.

Experience or knowledge of **Asian, Middle Eastern or African markets** would be a significant advantage.

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17. Technical Skills

The candidate should demonstrate:

- Excellent research skills;
- Strong analytical and critical-thinking abilities;
- Ability to evaluate information sources;
- Strong written communication;
- Ability to synthesize complex information;
- Good Excel skills;
- Good PowerPoint skills;
- Ability to prepare professional reports and presentations;
- Familiarity with financial and economic databases.

Knowledge of:

- Financial modelling;
- Company valuation;
- Investment analysis;
- Market sizing; or
- Financial statement analysis

would be an advantage.

18. Languages

Essential:

- Excellent English (Advanced/Proficiency level, IELTS, TOEFL, TOEIC, etc.).

Strong advantage:

- Mandarin Chinese;
- Arabic;
- French;
- Portuguese;
- Japanese;
- Korean; or
- another relevant Asian or Middle Eastern language.

For ConnInv2A, **English + Mandarin Chinese** or **English + Arabic** would be particularly valuable for this position.

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19. Personal Qualities

The ideal candidate should be:

- Analytical;
- Curious;
- Proactive;
- Rigorous;
- Entrepreneurial;
- Commercially minded;
- Organized;
- Detail-oriented;
- Independent;
- Reliable;

- Adaptable;
- Internationally oriented;
- Culturally sensitive;
- Comfortable working across different cultural and business environments.

An important quality will be the ability to **understand differences in business culture, investment practices and decision-making processes across Asia, the Middle East and Africa**.

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20. Key Performance Indicators

Performance could be assessed according to:

1. Quality and accuracy of research;
2. Reliability of sources;
3. Quality of company and investor profiles;
4. Number and quality of relevant opportunities identified;
5. Quality of market and sector analyses;
6. Timeliness of assignments;
7. Contribution to consulting projects;
8. Contribution to ConnInv2A publications;
9. Quality of business-development intelligence;
10. Ability to translate research into actionable business insights.

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21. What ConnInv2A Offers

The position provides an opportunity to:

- Work directly with the Founder & Chief Executive;
- Develop expertise in **Africa–Asia and Africa–Middle East economic relations**;
- Gain exposure to international consulting and investment advisory;
- Research companies, investors and markets across three major emerging-market regions;
- Participate in cross-border consulting assignments;

- Develop expertise in Sub-Saharan African emerging markets;
- Develop international business and analytical skills;
- Build a professional network across Sub-Saharan Africa, Asia and the Middle East;
- Contribute to the development of a growing international consulting and investment advisory firm.

22. Evaluation Criteria

Applicants will be evaluated using the following criteria:

Criterion	**Indicative Weight**
1. Education and relevant professional qualifications	20%
2. Similar experience in the area of expertise of the assignment and understanding of TOR	60%
3. Knowledge of the Asia Investment landscape	10%
4. Knowledge of the Middle East Investment landscape	10%
5. Language skills and communication capability	10%
Total	**100%**