



REQUEST FOR EXPRESSION OF INTEREST

04 June 2026

For the Provision of Partnership with the Private Sector to Improve the Food Environment through Food Fortification

EOI number: RWA26NF003

A. Background

1. The United Nations World Food Programme hereinafter referred to as the “WFP”, with its Headquarters located in Via C.G. Viola, 68/70, 00148 Rome, Italy is the leading humanitarian organization saving lives and changing lives, delivering food assistance in emergencies and working with communities to improve nutrition and build resilience by assisting almost 100 million people in around 83 countries each year.
2. WFP Rwanda through its project Nutri-Local Solution is seeking partnership with the private sector (LMSMEs) to contribute to the stunting reduction agenda and improved nutrition through cost-effective local innovative solutions – food fortification. Optimizing the food environment, ensuring access and affordability of nutrient-dense foods is essential to assuring sustainable nutritional improvement.
3. Partnerships will be based on shared vision of contributing to improved nutrition and wellbeing of the Rwandan population, particularly the high-risk and vulnerable households. WFP Nutri local solution will provide portable dosifier machines, initial premix, and technical training to support the fortification of porridge/maize flour already produced and sold in the commercial market.

B. Objective of the EOI

The objective of this EOI is to identify private ventures that WFP can partner with to contribute to the national nutrition agenda through food fortification. Prospective venture partners should already be engaged in the production and sale of maize or composite porridge flour within the Rwandan market.

1. **Improve availability and supply of affordable fortified maize flour and composite porridge flour**
 - Promote innovative concepts or business models that will increase the availability, access and consumption of affordable fortified maize flour/and porridge composite flour
 - Expand retail distribution networks for fortified maize flour/and porridge composite flour in rural areas of Rwanda.
 - Enhance the technical and operational capacity of LMSMEs to consistently produce quality fortified maize flour and porridge composite flour.
 - Improve quality standards to ensure compliance with national certifications requirements for food safety and fortification requirements.
2. **Increase Consumer Demand for and Consumption of fortified maize flour and composite porridge flour**
 - Improve promotion of fortified maize flour and composite porridge flour
 - Increase consumer demand for and consumption of fortified maize flour and composite porridge flour through social marketing and targeted Social Behaviour Change (SBC) interventions

C. Scope of the service required

WFP Rwanda is seeking partnership with private ventures/enterprises to improve the food environment through production and promotion of fortified maize and/or composite porridge flour in contribution to the national nutrition agenda.

Overall, the partnership seeks to optimize the diet quality and make it available and affordable to all including vulnerable households.

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D. Eligibility Criteria

WFP will consider all applicants; however, *priority will be given to SUN Business Network (SBN) members* with sustainable concepts and greater reach.

Applicants in response to this call must be:

- Legally registered Rwandan entity
- Small, and medium enterprises (SMEs)
- Based in any of the 30 Rwandan districts
- Have the ability to impact a significant number of consumers, leading to increased employment and incomes
- Have the ability to sustainably procure premix after the initial support provided by WFP
- Be willing to contribute cost-share
- Demonstrate ability to maintain business, financial, and technical records, either manually or electronically
- Commit to maintain product prices at a level that remains affordable for vulnerable populations.

E. Submission Requirements

- I. Application form (See Annex 1)
- II. Business plan (See Annex 2)
- III. Copy of RDB registration

1. All supporting documentation listed above shall be prepared in accordance with the instructions provided in the EOI and submitted via email to rwa.procurement@wfp.org referencing the subject '**Response to EOI ref. No RWA26NF003**'.

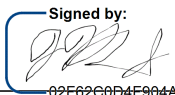
The deadline for response to this request for EOI:

(Monday, 15th June 2026, 17:00hrs, Kigali Time)

1. WFP will **not** consider incomplete or unsigned submissions. All responses and supporting documentation received will be treated as strictly confidential and will not be made available to the public.
2. This request for EOI does not constitute a solicitation.
3. WFP **reserves** the right to change or cancel this procurement process or any of its requirements at any time during the process; any such action will be communicated to all participants.
4. Should you have any questions please do not hesitate to contact us at rwa.procurement@wfp.org.

Evaluation Process: After the deadline for submission of responses has passed, WFP will evaluate responses received and will notify only eligible applicants of the outcome of the evaluation. Eligible applicants will be notified of the next steps of the pre-award assessment and informed of the dates for site visits.

Sincerely,

Signed by:

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4/6/2026

Thomas MORLEY
 Head of Supply Chain
 World Food Programme, Rwanda

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ANNEX 1: APPLICATION FORM

Part 1: General information

1. Date of Application Submission		
2. Name of Business/ Company		
3. Contact Person	Name:	
	Title:	
	Telephone:	
	E-mail:	
4. Physical Address		
5. Size of the Business or Organization	<input type="checkbox"/> Micro (1-3 employee). <input type="checkbox"/> Small (4-30 employees) <input type="checkbox"/> Medium (31-100 employees) <input type="checkbox"/> Large (101+ employees)	
6. Registration (Attach copy of registration)	Type:	
	Registration date: yy/mm/dd	
	RRA TIN Number/Registration number:	
7. Approximate cost for the partnership activity (Cash, in-kind, and third-party sources)	Partner cost-share	RWF
	WFP cost-share	RWF
	Total estimated cost	RWF
8. Target location of the activity	District:	
	Sector:	
9. References (provide the names and contact information of District officials, organizations or individuals for whom you have previously worked successfully)	1. 2. 3.	



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Annex 2: BUSINESS PLAN

Important instructions:

- a. Fill out all the necessary information carefully and neatly.
 - b. Complete the application form with accurate and verifiable information. A suggested page limit of 5 is proposed for this concept note. Try to be brief as possible and provide information that is relevant to the question.
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1. **Company Description:** Provide background information about the company, including its history, legal structure, ownership, and core values. Explain what makes the business unique.
 2. **Market Analysis:** Target market, customer segments, and competitors. Demonstrate understanding of market trends and opportunities.
 3. **Organization and Management:** Outline the company's organizational structure, leadership team, and roles.
 4. **Products or Services:** Describe what the company offers and competitive advantages.
 5. **Marketing and Sales Strategy:** Explain how the company will attract and retain customers. include pricing, promotion, and distribution channels.
 6. **Financial Plan:** Include financial projections.