

Request for Quotes
USAID CSS RfQ 2018-02

Subject: Provision of technical assistance in facilitating USAID Competitive Economy Project key initiatives with Industry Associations

Contracting Entity: Cardno Emerging Markets USA Ltd., Washington DC, Belgrade

Representative Office

Location: Serbia, Belgrade

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Cardno Emerging Markets USA, Ltd. (Cardno), the Contractor, acting on behalf of the U.S. Agency for International Development (USAID) as implementer of the Competitive Economy Project, is soliciting bids from qualified, legally registered U.S. or Serbian, non-profit or for-profit companies and organizations, and non-governmental organizations (NGOs) interested in providing the consultancy services as described in Section I. Background and Scope of Work. The successful bidder will be responsible for ensuring achievement of specified tasks/deliverables.

I. BACKGROUND AND SCOPE OF WORK

About the Project

USAID Competitive Economy Project (Project) is the four-year activity with overall goal to establish systemic approaches to strengthening Serbia's food-processing sector in order to generate export-led growth, and greater integration with European and global markets. This will be achieved by systemically strengthening selected value chains (VC) with a focus on aggregate sales, exports and jobs. The Project will identify gaps in the current competitiveness system and strengthen these systems through capacity development and the facilitation of partnerships among system actors.

In order for this to be achieved, the Project will actively seek partnerships with key industry stakeholders to create platforms for exchange and knowledge sharing based on clear, market driven principles, making capacity building an integrated process. While initially focusing on the fruits and vegetables sector, the Project is expected to result in a model that can eventually be applied more broadly across the industry.

Background to SOW

The Project designed a comprehensive strategy that will produce systemic improvements in services delivered to small and medium-sized enterprises (SMEs) working in food processing sector in Serbia. Industry associations play a key role in European and other markets in this segment, as well as in marketing and promotion. The Project envisions these associations as the key system player with capacity to assist SMEs improve their performance, and to this end, the Project has already developed an association management and marketing strategy document (Strategy).

Objective

The objective of this Request for Quotes is to select a Consultant, with significant background and practical experience in working with industry associations, marketing, promotion, MOA, and relevant global institutions to assist with implementing the above-mentioned strategy with five industry associations. These include: Dry Plums, Cold Storage, Apple, Organic and Blueberry association (any of the associations could be replaced with a different association if market dictates the need for this change).

This activity is in accordance with the adopted Project Work Plan with the designated Outcomes.

Intervention:

I2-3 Key industry associations capacitated to improve member services

Output indicators:

T2-1 Increase in improved/new services offered to Serbian firms.

T2-2 Increase in number of associations with improved business practices.

T2-5 Visibility of Serbian products in domestic and international markets increased.

Outcome indicator:

On the output level it is expected that this activity will improve networking index indicator which falls under Projects' Sub-Purpose 2: Business Support Systems Coordination Strengthened.

O2-1. Services offer, and utilization increased (networking index).

The Consultant will actively work with all Project units, integrating several initiatives critical to the project into this process. The Consultant will however closely cooperate and implement all

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interventions in direct communication with USAID Competitive Economy Project Operations Specialist.

II. Tasks

Consultant will conduct following tasks:

- Support recruiting of professional staff for associations or developing a strategic entity that could be used by all associations for implementing the Strategy.
- Facilitation of associations' Market/Export Strategy development.
- Building capacity of associations through: developing curriculum for market assessment; association members training, and facilitation of B2B for professional staff managing the associations.
- Supervise and participate in the training by the professional staff for the members in:
 - Market research and industry trends
 - Selection of the target market for B2Bs
 - Organizing B2Bs
- Supervise and participate in organization of B2Bs in targeted markets.
- Ensure membership for associations in key global industry bodies and at least one global publication on the industry per association a year.
- Ensure each association has a functional and modern website used for promotion of the industry, firms and products.
- Coordinate with the Project on A2F trainings
- Training association's professional staff on developing proposals for accessing grants/finance for associations.

III. Period of Performance

Period of performance of the contracted services is May 10, 2018, until April 30, 2019.

IV. Deliverables

1. Technical monthly progress report on the status of above listed tasks.
2. Final technical report with recommendations for next steps.
3. At least 3 SOW developed for Associations employees (e.g. managers and associates).
4. Developed curriculum for association's capacity building in managing professional staff and organization of B2B events.
5. Deliver training on project applications.

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6. At least 3 country market reports (e.g. countries from Project's Marketing strategy recognized as the most attractive for Serbian exporters); the reports to be developed in collaboration with Associations' staff.
7. At least 2 B2B events organized in coordination with associations; Training and guidance for association/s staff in organizing such events.
8. Assure that by the end of the contract each association has fully functional, bilingual, and maintained website.
9. Initiate at least 3 membership enrolment in relevant key global industry bodies (1 per each association).

All documents will be prepared in English.

V. Requirements for eligible bidders

Legally registered U.S. or Serbian, non-profit or for-profit companies and organizations, and non-governmental organizations (NGOs) engaged in monitoring and evaluation, with the following Consultant (s) requirements:

- At least 15 years of professional experience in delivering consultancy and training services in areas such as, international trade promotion, market intelligence, export marketing & management and online marketing.
- Demonstrated knowledge and at least 8 (eight) years' experience in working with Serbian fruit production, processing and marketing sector.
- Experience in training staff of SMEs and business support organisations in emerging markets.
- Advanced market intelligence and research skills.
- Analytical, processing and reporting skills and knowledge.
- Relevant experience working with donors/U.S. Government agencies programs.
- Strong networking, communication and facilitation experience.
- Fluent written and oral knowledge English language.

VI. Award

Cardno/the Project anticipates awarding one Service Agreement under this Request for Quotes up to 36,000 in USD (US Dollars), payable in RSD (Serbian dinars), in funding to be allocated over 12-month period. The price of the Service Agreement to be awarded will be an all-inclusive fixed price. No profit, fees, taxes, or additional costs can be added after award. Under a Service Agreement all payments will be a fixed-sum, payable upon completion of deliverables. Deliverables and payment amounts, and dates will be defined in detail during negotiations.

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Cardno/the Project will select the bid that offers the best value based upon the following evaluation criteria:

1. Management, Professional Qualifications (30)

The bidder should describe their overall capability to undertake work in this area. A description of proposed Consultancy qualifications and relevant experience to carry out the Scope of Work should be included.

2. Past Performance and Experience (50)

Bidder's experience and capabilities in undertaking similar activities should be detailed here, including references and certifications (if relevant). If desired, bidders may share website links to relevant examples for consideration.

3. Cost proposal (20 points)

Ensure consistency of the costs with the proposed effort for implementing specified tasks in line with technical approach.

The selection of the Offeror for award will be made by the Cardno/the Project Evaluation Committee based on the evaluation criteria above. The award is to be made based on the best overall (i.e., best value) proposal that is determined to be the most beneficial to USAID's Competitive Economy Project with appropriate consideration given to the three evaluation factors: Qualifications, Experience and Price. The non-price factors, when combined, are significantly more important than the Price factor.

Submission and deadline of bids

The bidders should submit firm fixed price cost proposal broken down per tasks. All cost information must be expressed in US Dollars. Bids including CV and references of proposed staff clearly showing adequate technical background and relevant work experience should be sent by e-mail to: konkursi@konkurentno.rs, by May 3, 2018, 4 p.m. CET. Bidders can submit any questions concerning this RfQ in writing via email to konkursi@konkurentno.rs.