

**Request for Quotes
USAID CSS RfQ 2018-04**

Subject: Provision of Services for Supporting Organization and Planning of the Belgrade Food Show

Contracting Entity: Cardno Emerging Markets USA Ltd., Washington DC, Belgrade Representative Office
Location: Serbia, Belgrade
Issuance Date: May 10, 2018

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

Serbia's F&V industry is one of the leading sectors of the Serbian economy, however there is an issue of low competitiveness and integration of the Serbian food processing industry with the high-value international markets, unconsolidated specialty foods industry and lack of opportunities for international market players to gain quality insight into potentials of Serbian production, as well as lack of opportunities for Serbian producers to present themselves, achieve relevant visibility and access to foreign markets.

To improve the performance of Serbian F&V processing industry, the Project has awarded a grant in the framework of Annual Program Statement (APS-2018-01) to newly formed Association for Promotion of Serbian Food (Association) to implement "Belgrade Food Show 2018" (BFS), international specialty food fair and conference. The event is designed as an exhibition of selected Serbian and regional specialty food producers, organized for international buyers, providing business opportunities, meeting, exchange, education and experience for all guests.

It is expected that BFS gather 100 – 150 exhibitors from Serbia and region, up to 100 international buyers, be a place for number of business meetings of buyers and exhibitors, present startups from the industry, offer a number of relevant lectures and presentations, high media presence, positive media attention and reporting encouraging consumption and industry development.

One of the crucial steps in successful set up and positioning of BFS as the leading specialty food event in South East Europe is directly connected to successful organization of first show, 2018, which needs to be done in extremely short time frame. Although the Association for Promotion of Serbian food have strong capacities in food event management, this type of event needs additional expertise. It includes pre-event sales activities in attracting international buyers and setting up the international trade show standards.

Objective

The objective of this Request for Quotes is to select a Consultant, with significant background and practical experience in setting up high profile business events and organizing international specialty food shows to actively work with Association and to help in setting up BFS 2018 according to the international highest standards.

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

Cardno Emerging Markets USA Ltd.
USAID Competitive Economy Project

Intervention:

- I2-2 High-profile international food event organized in Serbia
- I2-3 Key industry associations capacitated to improve member services

Output indicators:

- 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:

This sub-activity will support Project's Activity Sub-Purpose 1: Market Access for Selected Value Chains Improved and Sub-Purpose 2: Business Support Systems Coordination Strengthened (Sub IR 2.2.2: Economic and Business Development Services Enhanced)

O1-3. Number of business linkages between Serbian food processors and local, regional and international buyers established

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

The Consultant will actively work with Project Communications and Association teams, integrating several initiatives critical to the Project into this process. The Consultant will also closely cooperate and implement all interventions in direct communication with USAID Competitive Economy Project.

II. Tasks

The Consultants will conduct following tasks:

1. Mapp Serbian market in relation to the international demands and help in Event profiling;
2. Review and improve mechanism for Exhibitors promotion;
3. Develop strategy, tactics and recommendation for buyers attraction (including communication channels for international buyers' attraction);
4. Site visit to the venue;
5. Conduct workshops with team of the Association;
6. Improve process of General Planning, Commercial Planning, Operations, Systems (review of existing documents and plans, recommendations for improvements, planning and controlling documents creation).

III. Period of Performance

Period of performance of the contracted services is May 22 until June 15, 2018 (with estimated number of nine days of engagement (both off-site and field work)).

IV. Deliverables

1. Status report on current situations and recommendations for interventions and improvements.
2. Checking list of needed tasks and planning documents.
3. Curriculum for 4-day workshop with the members of the Project and the Association.
4. Final technical report with recommendations for next steps and Association's capacity building.
5. Plan for exhibitors' and buyers' attraction.

All documents will be prepared in English.

V. Requirements for eligible bidders

Legally registered U.S., EU or Serbian, non-profit or for-profit companies and organizations, and non-governmental organizations (NGOs) with the relevant experience and the following Consultant (s) requirements:

- At least 7 years of professional experience in Marketing and Events in the food & drink business
- Relevant experience in launching international specialty food events
- Advanced market intelligence and research skills.
- Analytical, processing and reporting skills and knowledge.
- Strong networking, communication and facilitation experience.
- Fluent written and oral knowledge English language.

VI. Award

Cardno/the Project anticipates awarding one subcontract under this Request for Quotes up to 17,000 in USD (US Dollars) in funding to be allocated over 2-month period. The price of the subcontract to be awarded will be an all-inclusive fixed price. No profit, fees, taxes, or additional costs can be added after award. Under a subcontract all payments will be a fixed-

Cardno Emerging Markets USA Ltd.
USAID Competitive Economy Project

sum, payable upon completion of deliverables. Deliverables and payment amounts, and dates will be defined in detail during negotiations.

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 16, 2018, 4 p.m. CET. Bidders can submit any questions concerning this RfQ in writing via email to konkursi@konkurentno.rs.