

**Request for Quotes
USAID CSS RfQ 2018-09**

Subject: Provision of Services of presenting key trends in food industry for European market and advising services on market opportunities at the high profile public event

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

Location: Serbia, Belgrade

Issuance Date: September 13, 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., EU 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. In addition, Serbia produces lack opportunities to learn about global market trends, achieve international visibility and access foreign markets.

A major conference in food processing industry is being organized in November in Belgrade as a part of the two-day food trade exhibition. The Project would like to provide an opening overview of the industry that will set the tone for the whole event, as well as insight in global market trends, the prospects of Serbian specialty food, routes to the market and export opportunities, and buyers' perspectives and attitudes.

Objective

The objective of this Request for Quotes is to select a Consultant, with significant knowledge and practical experience in global and regional market research and analysis, have knowledge on selected relevant global and regional (European) food and drink trends impacting global, European and Eastern European food and drink manufacturers, distributors and retailers, have international food marketing experience and ability of defining new market opportunities and growing businesses, to provide insights of how to approach the European market.

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

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 closely cooperate and implement all interventions in direct communication with USAID Competitive Economy Project.

II. Tasks

The Consultants will conduct following tasks:

1. Identify key trends in the industry – what are retailers looking for, what are distributors looking for in surrounding markets
2. Identify key sources of information on market opportunities – retailers, distributors, other buyers, with special focus on the regional and EU markets (including UK)
3. Present a successful go-to-market strategy: what does the company need in order to become an exporter? Quantity, quality, branding, marketing/promotions, financing, logistics etc
4. Type of contracts that companies should expect in the market and preparing a response for them
5. Participation in Q&A session / panel discussion
6. Pre-arranged individual advice sessions with companies

III. Period of Performance

Period of performance of the contracted services is September 19 until November 6, 2018.

IV. Deliverables

1. Market research and data analysis report, and recommendations
2. Power point presentation (maximum duration 45 minutes)
3. Delivery of on-site presentation
4. Participation in Q&A sessions
5. Pre-arranged advice sessions with companies (optional)
6. Participation in promotional activities like testimonials, reviews and media statements pre and following the event (in coordination with the Project).

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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 10 years of professional experience in Market Research and Analysis and Marketing Consultancy in the food & drink business
- 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 a Purchase order under this Request for Quotes. The price of the Purchase order to be awarded will be an all-inclusive fixed price. No profit, fees, taxes, or additional costs can be added after award. Under a Purchase order 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.

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.

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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 September 17, 2018, 4 p.m. CET. Bidders can submit any questions concerning this RfQ in writing via email to konkursi@konkurentno.rs.