

**Request for Quotes  
USAID CSS RfQ 2018-11**

**Subject: Provision of Services of market research and analysis for the high profile public event**

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

**Location:** Serbia, Belgrade

**Issuance Date:** September 28, 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 a 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 strengthening selected value chains (VC) with a focus on aggregate sales, particularly exports. The Project will identify gaps in the current competitiveness system and address them by creating platforms for exchange and knowledge sharing between system actors 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 value of output and integration of food processing industry with the high-value

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international markets, and consequently low visibility in these markets and limited knowledge transfer.

A major conference in food processing industry is being organized in November in Belgrade as a part of the two-day food trade exhibition to address these issues. The Project will provide an opening overview of the industry that will set the tone for the entire event, to be followed by insights in global market trends, the prospects for growth of Serbian specialty food, routes to 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;
- Has completed research/studies regarding Serbian food processing sector.

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

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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. The Consultant will actively work with Project Communications and Association teams, in creating high impact content for the BFS purposes.

## **II. Tasks**

The Consultants will conduct following tasks:

- Review of existing studies on food processing industry in Serbia - strengths, weaknesses, current export and domestic market performance. How it builds on and impacts our agricultural economy at the moment?
- How we got here – brief analysis of market failures in the 90s and 2000s?
- Where are we going: EU integration and opportunities/dangers from the process. Are we ready for it?
- Compare the current value of subsectors of the industry i.e. frozen, warm, fresh, niche/retail/specialty, and analyze contributors (micro, small, medium, large companies etc.) and compare it to similar economies and to EU 15 performance. Put the analysis into a time perspective, e.g. last 3-5 years. Provide brief conclusion for subsectors with biggest potential for growth – focus on markets access, finance, labor force, capacity to attract youth etc.
- Discuss briefly structure of the specialty/niche/retail products (focus of the conference): current structure, how it compares to trends in other countries (healthy, local, raw etc.) support system for it in Serbia etc. Good examples with opportunities for Serbian premium/specialty food sector. One very brief (half a page) case study of a country that developed that sector well. How Provide recommendations on how to stimulate investments and innovations and include more young people into this industry.
- Provide very general good practice suggestions and guidelines to future development of the food processing industry in Serbia – what do we focus on?

## **III. Period of Performance**

Period of performance of the contracted services is October 15 until November 6, 2018.

## **IV. Deliverables**

1. Draft overview/analyses and power point presentation (no longer than 20 pages)
2. Final report (no longer than 20 pages); Final Power-Point presentation accompanying the overview/analyses

All documents will be prepared in English and Serbian

## **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
- Advanced market intelligence and research skills
- Analytical, processing and reporting skills and knowledge
- Strong networking, communication and facilitation experience
- Previous studies on Serbia's food processing sector completed
- Fluent written and oral knowledge English language

## **VI. Award**

Cardno/the Project anticipates awarding a contract (Purchase order) under this Request for Quotes. The price of the Purchase order to be awarded will be an all-inclusive fixed price with the amount not exceeding 10 000\$. 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](mailto:konkursi@konkurentno.rs), by October 11, 2018, 5 p.m. CET. Bidders can submit any questions concerning this RfQ in writing via email to [konkursi@konkurentno.rs](mailto:konkursi@konkurentno.rs).