

Request for Quotes
USAID CSS RfQ 2020-05

Subject: Provision of Services for the Organization of high- profile promotional Event “Prokupac Day” in Serbia

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

Location: Serbia, Belgrade

Issuance Date: July 21, 2020

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. Serbian, non-profit or for-profit companies and organizations, and non-governmental organizations (NGOs) interested in providing 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 (SoW)

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.

Serbian agricultural and food sectors are considered high performers of the Serbian economy, but they still lack the ability to maximize profit value in international markets. The Project’s strategy is to strengthen Serbia’s agriculture fruits and vegetables processing sector (F&V sector) by generating export-led growth and greater integration with European and global markets. The foundational approach in the strategy is targeted selection of key-value chains/products that have potential to compete in demanding export markets. Products such as frozen berries, fresh berries, apples, stone fruits, fresh vegetables, and specialty products have been supported by simultaneously working with industry associations, industry leaders, government, financial institutions, and other relevant market system actors.

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Similarly, Serbia is a natural and historical region for viticulture, and consequently for winemaking. Since 2006, the wine sector in Serbia has witnessed a revival with the boom of small wineries, which have successfully and deservedly brought back Serbia on world's wine map. The Government of Serbia (GoS) has supported the sector by defining the wine regions and creating the Vineyard and Winery register and viticulture zoning of the wine-growing areas (Ministry of Agriculture, Forestry and Water Management) and by creating the main wine routes (Ministry of Trade, Tourism and Telecommunications).

However, the broader visibility of Serbian winemaking industry is low. It is still unclear where Serbia belongs on the European map, as no defined characteristics are associated with Serbian products. This is usually achieved by the promotion of unique, autochthonous varieties. Most of the Serbian export growth is due to the Eurasian Economic Union market opening. Thus, wine export to high value and consuming markets such as the EU and others is slow to develop.

The Project has recently included wine sector in its activities and intends to address the sectoral problems following the market system approach that should lead to increased exports and investments in the industry. These efforts will, however, be focused on a specific region and centered around a specific autochthonous variety to achieve efficient results, as well as to effectively utilize time and resources.

As other agribusiness sectors in Serbia, wine sector needs a systemic approach in enhancing innovation potential and acquiring up-to date knowledge based on best international practices to improve their competitiveness. In order to ensure continual production of high-quality grapes and wine, introduce oenological procedures and assets that improve the quality of wine, and ensure implementation of all required standards in production of wines with geographical indications the Project intends to support these efforts through:

- educational workshops that will address new modern technological processes and marketing and promotional strategies;
- facilitate access to finance through investment in wine making production growth;
- and, contribute to further and greater affirmation of Serbia's viticulture and winemaking locally and internationally through high level promotional and media events.

Wine segment is a natural fit to Project activities under the specialty food segment. Activities under this segment need a strong branding and marketing component, where Serbia should be positioned both internationally and domestically as a country of sunny weather, pristine nature, and delicious food and wine. Thus, the focus under the wine segment should be placed on promotion of unique and autochthonous vine varieties, like Prokupac.

The Project intends to support organization of a high profile promotional event "Prokupac days" aimed at increasing visibility of Serbian wine production of autochthonous grapevine

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varieties globally and boosting international recognition of the such event, which can be replicated to other autochthonous grape varieties as well.

Prokupac wine grape variety has been identified as a leading Serbian variety in terms of export and development potential. Other autochthonous varieties have also been identified.

Objective of the Request for Quotes

The wine manifestation „Prokupac Day” (“Dan Prokupca”) that is organized every year on October 14th in Belgrade, by Vinska Kultura is dedicated to the promotion of this autochthonous grapevine variety. It is a 5-days event, consisting of five visit tour i.e. press trip, wine exhibitions, HORECA promotional activities - wine tastings and presentations in wine shops, restaurants, and wine salons in the country (in particular in Belgrade), international media promotion, and finally the conference. Prokupac Day Conference mainly include promotional/commercial panels, yet this year it will include scientific speakers and topics on Prokupac grape variety. The Prokupac Day Event will gather professional and scientific institutions and wine influencers that will each from their own perspective cover topics related to the Prokupac vine variety.

As an autochthonous vine variety, Prokupac is attracting a lot of attention and interest of the viticulture and wine public in the country and the region. Therefore, the conference will serve as a platform to showcase specific issues and challenges in production of grapes and wines from the Prokupac vine variety. The conference will also cover promotional aspects of Prokupac wine and will invite international renowned wine influencers to speak about Prokupac and popularize it across various media channels.

This activity is in accordance with the adopted Project Work Plan with and is contributing to Project’s sub-purposes (1) Market Access for Selected Value Chains Improved and (2) Business Support Systems Coordination Strengthened.

Intervention:

I2-2 High-profile international food event organized in Serbia

Output indicators:

T1 -3 number of firms utilizing online promotional and marketing tools

T1-4 Increased number of international markets for Serbian products and services;

T1-8 Increase in number of firms with better marketing, branding, and packaging practices;

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

T3-4 Increase in number of firms investing in modern processing technology

Outcome indicators:

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

II. SCOPE OF SERVICES

The selected Consultant shall conduct the following **TASKS**:

Task 1 Development of the work/activities plan, PR and communication plan, and agenda for the organization of the Prokupac Day Event

The Consultant will develop a detailed work/action plan which will address all necessary information conducting activities with the timeline. Work plan will contain a list of key activities specifically related to organization and logistics of pre-event period and the event itself. It will also contain description of promotional activities focused on all stakeholders and target groups (wine producers, exhibitors, sponsors, supporters, media, general public etc.). The Consultant will develop PR and communication plan for the Event and create detailed program with the Event agenda that includes a list of potential visitors (wine industry professionals, media and PR representatives), speakers at the “Prokupac Day” conference and other relevant stakeholders. Event agenda is expected to comprise the following: Conference (tentative October 13th, 2020); Prokupac Press Tour; Wine tasting event (“Salon Prokupca”, tentative October 14th); Wine exhibition - field visit outside of Belgrade (“Karavan Prokupca”). In cooperation with the Project, the Consultant will specify what the topics for and format of presentations at the Conference e.g. panel discussion with a panelist and guest speakers, one speaker presentation, etc.). Draft Event agenda will be finalized in coordination with the Project.

Task 2 - Development of promotional materials, including development of website and its timely updating of content

The Consultant will be responsible for preparation and production of all promotional and visual materials, in close communication and with the previous approval of the Project (in line with USAID branding and marking requirements). The materials will include, among others, video clip, banners, educational / info brochures, e-invitations etc. The Consultant will prepare the web site in Serbian and English version with educational content and practical information pertaining to the Event agenda, promotion, activities list, conference panels details and location. The web site needs to be approved by USAID before its launch. The consultant will finalize the list of participants and send invitations in cooperation for participation at the Event.

Task 3 Preparation and Organization of the Event

The Consultant will perform all necessary preparational, organizational and logistic activities, required for the successful organization of the Event, such as travel (international and local), accommodation and venues’ renting arrangements with equipment and refreshment.

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In cooperation with the Project, Consultant will invite all stakeholders to participate in the Event according to the agenda, and the following Event activities:

- 1) Prokupac Press Tour and Wine Exhibition - field visit organized outside of Belgrade ("Karavan Prokupca") for international news outlets/wine writers/influencers and other relevant stakeholders from Serbia to a) Kragujevac (one day trip, overnight stay – tentative October 10th) and Vrnjacka Banja (one day trip through Aleksandrovac, overnight stay, tentative October 11th) approximately 50 participants;
- 2) Conference (tentative October 13th, 2020) organized, covering the agreed topics and format of presentation(s) e.g. panel discussion with a panelist and guest speakers, one speaker presentation, etc.), ensuring one major international wine personality attending the Conference. At least one Master of Wine or world-recognized wine guest and at least 10 major and relevant Prokupac producers in Serbia. A book "Prokupac, Serbian Made" should be presented during the Conference.
- 3) Prokupac Day Saloon in Belgrade, tentative October 14, that will be organized in one of the major hotels or event venues in Belgrade, at least 60 participants.

The Consultant will: 1) Work with local and international media to publish at least one (international) and five (domestic) articles covering Prokupac Day (at least 10 major international news outlets/wine writers/influencers brought to Serbia); 2) Actively coordinate with the Project to organize and execute Conference on Prokupac – one day before Saloon; and 3) Work with Hotel, Restaurant and Cafe Association (HORES) and the Project to ensure Prokupac is paired with particular food and consumed on that day throughout the entire country.

Important Notice: All international travels must be approved in advance by USAID and the Project.

Task 4 Report/ Follow up and evaluation of the Event with recommendations

The Consultant will report to the Project on the realization of the Event in the format of the Final technical report, with follow up, media coverage, conclusions, and recommendations for changes/upgrades for next year's Event/Conference.

Deliverables

All deliverables documents are to be prepared in English and Serbian where appropriate and required, while the Final technical report shall be submitted in English.

No.	Deliverable	Tentative Due date
1.	Technical Progress Report #1 on required format in English, with the following mandatory supporting documents (in English/Serbian) :	Aug 30, 2020

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	<ul style="list-style-type: none"> ✓ Detailed work/action plan which will address all necessary information conducting activities with the timeline. Work plan will contain a list of key activities specifically related to organization and logistics of pre-event period and the event itself. It will also contain description of promotional activities focused on all stakeholders and target groups (wine producers, exhibitors, sponsors, supporters, media, general public etc.). ✓ Developed PR and communication plan for the Event ✓ Detailed program with the Event agenda that includes a preliminary list of potential visitors (wine industry professionals, media, and PR representatives), speakers at the “Prokupac Days” conference and other relevant stakeholders. ✓ Details on created website to cover the Prokupac Day events (tentative October 10-14), and to serve as a ground zero information point for all things Prokupac related. 	
2.	<p>Technical Progress Report # 2 on required format in English, with the following mandatory supporting documents (in English/Serbian):</p> <ul style="list-style-type: none"> ✓ Developed promotional and visual materials, in close communication and with the previous approval of the Project (in line with USAID branding and marking requirements). The materials will include, among others, video clip, banners, educational / info brochures, e-invitations etc. ✓ List of Interviews agreed for the media; contacted and visited companies, data collected, as well as photos. ✓ Final Agenda for the Prokupac Day Event and a final list of participants submitted. 	Sep 30, 2020
3.	<p>Final/Completion Report on required format in English, with the following mandatory supporting documents (in English/Serbian):</p> <p><u>Report on activities conducted within the Prokupac Day Event</u></p> <ol style="list-style-type: none"> 1) Report on Prokupac Press Tour and Wine Exhibition (“Karavan Prokupca”) - field visit organized outside of Belgrade for international news outlets/wine writers/influencers and other relevant stakeholders from Serbia in designated locations/cities list of participants; photos; 	Nov 30, 2020

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	<p>2) Report on Conference organized: final agenda; sample PPTs; list of participants; media coverage; photos;</p> <p>3) Report on Prokupac Day Saloon in Belgrade; photos, media coverage.</p> <p>4) Number of published articles: at least one (international) and five (domestic) articles covering Prokupac Day.</p> <p>5) Snap shots – number of visits on website</p> <p>The Final/Completion Report: should also contain evaluation of the Event (all activities) , with follow up, overall media coverage, conclusions, and recommendations for changes/upgrades for next year’s Event/Conference.</p>	
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Specific Qualification Requirements for eligible bidders

Legally registered U.S. or Serbian, non-profit or for-profit companies and organizations, and non-governmental organizations (NGOs).

The Consultant should possess the following expertise and qualifications:

- ✓ Significant knowledge and at least 5 years of practical experience in global and regional market and promotion in the wine industry,
- ✓ Close familiarity with Prokupac and other Serbian wine grape varieties;
- ✓ Has at least 3 years of relevant experience in PR, organizing events and other promotional activities relevant to wine sector.

The Offeror will ensure the availability of equipment and software necessary to provide all listed deliverables.

III. PERIOD OF PERFORMANCE

Tentative period of performance of the contracted services is **mid-August 2020 until the end of November 2020** .

IV. INSTRUCTIONS TO OFFERORS

Submission of Quotes

Quotes/Offer must be received no later than **15:00h on Monday, August 3, 2020**.

Late Quotes/Offer will be considered at the discretion of Cardno.

All offers must be emailed to konkursi@konkurentno.rs.

Please reference the RfQ # (USAID CSS RfQ 2020-05) in the subject line of the email.

Questions and Clarifications

All questions and/or clarifications regarding this RfQ must be **submitted in writing to konkursi@konkurentno.rs no later than 17:00h on Monday, July 27, 2020.**

All correspondence and/or inquiries regarding this solicitation must reference the RfQ number.

Questions and requests for clarification, and the responses thereto, that Cardno believes may be of interest to other offerors, will be circulated to all RFQ recipients who have indicated an interest in bidding.

Eligibility Requirements

Eligible Offerors must be legally registered U.S. or Serbian, non-profit or for-profit companies and organizations, and non-governmental organizations (NGOs).

Required Documents

Offerors should prepare their Quotes/Offers to address the evaluation and selection criteria. The following documents are required in any Quote/Offer submission:

- Approach to tasks and deliverables – up to one-page long document;
- Brief description of professional capacities and experience;
- Offeror's Identification and supporting document(s) (proof registration, id or similar);
- The most recent CVs (personnel); and
- Offeror's Price Quote

Quotes/Offers

The Offerors should submit their Quotes/Offers along with supporting documents duly signed and within the due term using the prescribed format. Quotes must propose firm-fixed all-inclusive price for the required services. **The price must contain all relevant costs including preparation, travel, accommodation, and presentation/session in accordance with the scope of services.** The Project is VAT exempted, therefore, all prices must be net of VAT.

Format of Quote/Offers is herewith attached under Section VI

Validity Period

Quotes/Offers must remain valid for not less than thirty (30) calendar days after the offer deadline.

V. EVALUATION AND SELECTION CRITERIA

Cardno/the Project will evaluate and select Quotes that offer the best value based upon the following evaluation criteria (1-3):

1. Technical Approach and Professional Qualifications (30)

The Offeror should describe their overall capability to undertake work in this area. Registration and a description of Offerors main business activities should be included to

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demonstrate qualifications and capacity to carry out the activities required in the Scope of Work/Specification of services. CVs of Offeror's designated personnel should be included.

2. Past Performance and Experience (50)

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

3. Price Quote (20 points)

The Offeror will closely review the specification and offer their best firm-fixed deliverable-based prices and will ensure consistency of the costs with the proposed effort for implementing specified tasks in line with the requirements set forth in this RfQ.

The selection of the Offeror for the 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: Approach and Qualifications, Experience and Price. The non-price factors, when combined, are significantly more important than the Price factor.

Negotiations

Best quotations are requested. It is anticipated that awards will be made solely based on these original quotations. However, Cardno reserves the right to conduct negotiations and/or request clarifications prior to awarding a contract.

Award

Cardno/the Project anticipates awarding one Purchase Order under this Request for Quotes up to **24,000.00 USD (US Dollars)**, payable in RSD (Serbian dinars), in funding to be allocated over four-month period. The price of the Purchase Order to be awarded will be an all-inclusive fixed price agreement. 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, payment amounts, and timeframes will be defined in detail during the negotiation process.

VI. FORMAT OF QUOTE/OFFER

Offeror's Identification

Full Name of the Offeror	
Solicitation Ref. No.	USAID CSS RfQ 2020-05
Address of the Offeror	
Registration number	
Tax/VAT number	
Account number and the bank name	
Title and name of the person authorized to sign a contract	
Telephone/fax and mobile phone	
E-mail	
Supporting documents:	_____ Proof of Registration

Stamp / Signature of the authorized person

Date: _____

Offerors’ Technical Approach and Past Performance

The offeror should briefly describe their approach to tasks and deliverables – up to one-page long document; qualifications, overall professional capacities, experience, and past performance relevant and similar to the Scope of Work/Tasks of the subject RfQ.

Obligatory/Required Attachments: Registration; CVs; References

Optional Attachments: Other attachments Offeror deems appropriate.

Offeror’s Price Quote

No.	Deliverable description	Quote/Price (firm-fixed all-inclusive) USD
1.	<p>Technical Progress Report #1 on required format in English, with the following mandatory supporting documents (in English/Serbian) :</p> <ul style="list-style-type: none"> ✓ Detailed work/action plan which will address all necessary information conducting activities with the timeline. Work plan will contain a list of key activities specifically related to organization and logistics of pre-event period and the event itself. It will also contain description of promotional activities focused on all stakeholders and target groups (wine producers, exhibitors, sponsors, supporters, media, general public etc.). ✓ Developed PR and communication plan for the Event ✓ Detailed program with the Event agenda that includes a preliminary list of potential visitors (wine industry professionals, media, and PR representatives), speakers at the “Prokupac Days” conference and other relevant stakeholders. ✓ Details on created or upgraded existing website to cover the Prokupac Day events (tentative October 10-14), and to serve as a ground zero information point for all things Prokupac related. 	USD
2.	<p>Technical Progress Report # 2 on required format in English, with the following mandatory supporting documents (in English/Serbian):</p> <ul style="list-style-type: none"> ✓ Developed promotional and visual materials, in close communication and with the previous 	USD

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	<p>approval of the Project (in line with USAID branding and marking requirements). The materials will include, among others, video clip, banners, educational / info brochures, e-invitations etc.</p> <p>✓ List of Interviews agreed for the media; contacted and visited companies, data collected, as well as photos.</p> <p>✓ Final Agenda for the Prokupac Day Event and a final list of participants submitted.</p>	
<p>3.</p>	<p>Final/Completion Report on required format in English, with the following mandatory supporting documents (in English/Serbian):</p> <p><u>Report on activities conducted within the Prokupac Day Event</u></p> <p>6) Report on Prokupac Press Tour and Wine Exhibition (“Karavan Prokupca”) - field visit organized outside of Belgrade for international news outlets/wine writers/influencers and other relevant stakeholders from Serbia in designated locations/cities list of participants; photos;</p> <p>7) Report on Conference organized: final agenda; sample PPTs; list of participants; media coverage; photos;</p> <p>8) Report on Prokupac Day Saloon in Belgrade; photos, media coverage.</p> <p>9) Number of published articles: at least one (international) and five (domestic) articles covering Prokupac Day.</p> <p>10) Snap shots – number of visits on website</p> <p>The Final/Completion Report: should also contain evaluation of the Event (all activities) , with follow up, overall media coverage, conclusions, and recommendations for changes/upgrades for next year’s Event/Conference.</p>	<p>USD</p>
<p>TOTAL</p>		<p>USD</p>