

Request for Quotations (RFQ)

RFQ Number: AMD-077

Issuance Date: January 11, 2018

Deadline for Offers: January 30, 2018

Description: Hiring of a BSP to organize an “Exposure Visit for Pakistani Businesswomen”

For: The Agricultural Market Development (AMD) Program

Funded By: United States Agency for International Development (USAID),
Contract/Cooperative Agreement/Grant No. AID-391-C-15-00003

Implemented By: CNFA

Point of Contact: Procurement Department

***** ETHICAL AND BUSINESS CONDUCT REQUIREMENTS *****

CNFA is committed to integrity in procurement, and only selects suppliers based on objective business criteria such as price and technical merit. CNFA expects suppliers to comply with our Standards of Business Conduct, available at <http://www.CNFA.com/OurStory/OurMissionAndValues/Pages/default.aspx>.

CNFA does not tolerate fraud, collusion among offerors, falsified proposals/bids, bribery, or kickbacks. Any firm or individual violating these standards will be disqualified from this procurement, barred from future procurement opportunities, and may be reported to both USAID and the Office of the Inspector General.

Employees and agents of CNFA are strictly prohibited from asking for or accepting any money, fee, commission, credit, gift, gratuity, object of value or compensation from current or potential vendors or suppliers in exchange for or as a reward for business. Employees and agents engaging in this conduct are subject to termination and will be reported to USAID and the Office of the Inspector General. In addition, CNFA will inform USAID and the Office of the Inspector General of any supplier offers of money, fee, commission, credit, gift, gratuity, object of value or compensation to obtain business.

Offerors responding to this RFQ must include the following as part of the proposal submission:

- Disclose any close, familial, or financial relationships with CNFA or project staff. For example, if an offeror’s cousin is employed by the project, the offeror must state this.
- Disclose any family or financial relationship with other offerors submitting proposals. For example, if the offeror’s father owns a company that is submitting another proposal, the offeror must state this.
- Certify that the prices in the offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
- Certify that all information in the proposal and all supporting documentation are authentic and accurate.
- Certify understanding and agreement to CNFA’ prohibitions against fraud, bribery and kickbacks.

Please contact info@pakistan-amd.org with any questions or concerns regarding the above information or to report any potential violations. Potential violations may also be reported directly to CNFA at to HQContractsDept@cnfa.org or by phone/Skype at 202-296-3920.

Section 1: Instructions to Offerors

1. Introduction:

The U.S. Pakistan Partnership for Agricultural Market Development (AMD) Program is a four year USAID funded program implemented by CNFA in Pakistan. The objective of AMD is to support the development of Pakistan's commercial agriculture, particularly through improving the ability of Pakistan's agriculture and livestock sectors to meet both international and domestic demand in targeted product lines.

As part of the project activities, AMD Project's objectives is to work towards creating an environment that encourages, supports and respects women's inclusion and entrepreneurship. One of the ways to achieve this is to encourage participation of women entrepreneurs in trade shows and other marketing events. The Project's support will include targeted technical assistance for preparatory work prior to each show, facilitation for B2B interactions at the event itself and subsequent support for follow-up upon conclusion of the same.

In Pakistan local women entrepreneurs are unable to market their products effectively due to limited knowledge of global trends and emerging market this AMD Initiative of Middle East exposure visit is for women entrepreneurs, managers and employees within businesses related to the agricultural sector in Pakistan. This initiative can provide an effective platform to network with international buyers and other women entrepreneurs from around the world, learn about effective marketing and sales strategies to build sustainable business relationships with local and international buyers for their products and, gain exposure to international requirements best practices, wholesale and supermarkets to help improve competitiveness of their respective businesses.

In recent years, Gulfood has emerged as a leading international event for the agriculture produce industry. The event is held annually in Dubai and attracted more than 4,800 exhibitors and 85,000 trade visitors from more than 170 countries. This trade fair will provide an ideal venue for women business owners and/or employees within businesses in sectors of fresh fruit, vegetables and meat who will be collaborating with AMD Project as either grantees or beneficiaries of technical assistance during the project life cycle.

During this exposure visit, AMD will enable women entrepreneurs and/or managers to gain a better understanding of the quality requirements for agricultural products in international markets. In addition to providing a valuable networking event through Gulfoods 2018, we will arrange visits to local wholesale markets and large retail supermarkets such as Carrefour and Spinneys for participants to gain a better understanding of the variation of prices in different markets and export level quality of agricultural products in terms of content and packaging that is demanded by international buyers. If possible, AMD will arrange meetings with importers based in Dubai who can provide detailed guidelines for participants on more specific demand requirements in terms of freshness of produce, efficient preservation techniques, and other guidelines that will help participants gain a clear understanding of how they can improve the quality of products to maximize sales in international markets and simultaneously improve sales within their domestic markets by producing agricultural produce of international quality standards.

2. **Offer Deadline and Protocol:** Offers must be received no later than **5 pm local Pakistan time on January 30, 2018** by hard copy delivery to the AMD office. Hard copy deliveries must be stamped and signed by the offeror's authorized representative and sent to the AMD Office located at:

Agricultural Market Development,
5th Floor, Main Boulevard
83-A, E/1, Gulberg III, Lahore

Soft copies may be submitted to solicitations@pakistan-amd.org.

Please reference the RFQ number (**AMD-077**) in any response to this RFQ. Offers received after the specified time and date will be considered late and will be considered only at the discretion of CNFA.

3. **Questions:** Questions regarding the technical or administrative requirements of this RFQ may be submitted no later than 4 pm local Pakistan time on January 16, 2018 by email to procurement@pakistan-amd.org. Questions must be submitted in writing; phone calls will not be accepted. Questions and requests for clarification—and the responses thereto—that CNFA believes may be of interest to other offerors will be circulated to all RFQ recipients who have indicated an interest in bidding.

Only the written answers issued by CNFA will be considered official and carry weight in the RFQ process and subsequent evaluation. Any verbal information received from employees of CNFA or any other entity should not be considered as an official response to any questions regarding this RFQ.

4. **Specifications:** Section 3 contains the technical specifications of the required items. All commodities offered in response to this RFQ must be new and unused. In addition, all electrical commodities must operate on 240V, 50Hz.

Please note that, unless otherwise indicated, stated brand names or models are for illustrative description only. An equivalent substitute, as determined by the specifications, is acceptable.

5. **Quotations:** Quotations in response to this RFQ must be priced on a fixed-price, all-inclusive basis, including delivery, installation, commissioning, testing, training, transportation, taxes and all other costs. Pricing must be presented in PKR. Offers must remain valid for not less than ninety (90) calendar days after the offer deadline. Offerors are requested to provide quotations on official letterhead or format; in the event this is not possible, offerors may complete the table in Section 3.

In addition, offerors responding to this RFQ are requested to submit the following:

- Organizations responding to this RFQ are requested to submit a copy of their official registration or business license.
- Organizations responding to this RFQ are requested to submit their company profile and NTN certificate.

6. **Delivery:** Lahore, Pakistan and Dubai, U.A.E
7. **Source/Nationality/Manufacture:** All goods and services offered in response to this RFQ or supplied under any resulting award must meet **USAID Geographic Code 937** in accordance with the United

States Code of Federal Regulations (CFR), [22 CFR §228](#). The cooperating country for this RFQ is Pakistan.

Offerors may not offer or supply any commodities or services that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Burma (Myanmar), Cuba, Iran, North Korea, (North) Sudan, Syria.

8. **Warranty:** Warranty service and repair within the cooperating country is required for all commodities under this RFQ. The warranty coverage must be valid on all commodities for a minimum of twelve (12) months after delivery and acceptance of the commodities, unless otherwise specified in the technical specifications.
9. **Taxes and VAT:** The AMD Project is exempt from cooperating country taxes, duties, and VAT.
10. **Eligibility:** By submitting an offer in response to this RFQ, the offeror certifies that it and its principal officers are not debarred, suspended, or otherwise considered ineligible for an award by the U.S. Government. CNFA will not award a contract to any firm that is debarred, suspended, or considered to be ineligible by the U.S. Government.
11. **Evaluation and Award:** The award will be made to a responsible offeror whose offer follows the RFQ instructions, meets the eligibility requirements, and is *lowest priced, technically acceptable*.

Technical acceptability will be determined based on the following criteria:

- The offeror must be registered with FBR and have a valid NTN
- 5-10 years' experience in managing similar trade show/delegations to UAE, added advantage if experience is with Gulfoods event in Dubai
- Experience or sufficient expertise in arranging visas and airline travel within time constraints;
- Prior experience of arranging market linkages and meetings with exporters, importers and potential buyers in Middle East relevant to AMD Project target product lines;
- Working at senior level with public sector and consulting/ full time assignments with donor funded projects in Pakistan;
- Documented report writing skills in English

Please note that if there are significant deficiencies regarding responsiveness to the requirements of this RFQ, an offer may be deemed "non-responsive" and thereby disqualified from consideration. CNFA reserves the right to waive immaterial deficiencies at its discretion.

Best-offer quotations are requested. It is anticipated that award will be made solely on the basis of these original quotations. However, CNFA reserves the right to conduct any of the following:

- CNFA may conduct negotiations with and/or request clarifications from any offeror prior to award.
- While preference will be given to offerors who can address the full technical requirements of this RFQ, CNFA may issue a partial award or split the award among various suppliers, if in the best interest of the AMD Project.
- CNFA may cancel this RFQ at any time.

Please note that in submitting a response to this RFQ, the offeror understands that USAID is not a party to this solicitation and the offeror agrees that any protest hereunder must be presented—in writing with full explanations—to the AMD Project for consideration, as USAID will not consider protests regarding procurements carried out by implementing partners. CNFA, at its sole discretion, will make a final decision on the protest for this procurement.

12. **Terms and Conditions:** This is a Request for Quotations only. Issuance of this RFQ does not in any way obligate CNFA, the AMD Project, or USAID to make an award or pay for costs incurred by potential offerors in the preparation and submission of an offer.

This solicitation is subject to CNFA's standard terms and conditions. Any resultant award will be governed by these terms and conditions; a copy of the full terms and conditions is available upon request. Please note the following terms and conditions will apply:

- (a) CNFA' standard payment terms are net 30 days after receipt and acceptance of any commodities or deliverables. Payment will only be issued to the entity submitting the offer in response to this RFQ and identified in the resulting award; payment will not be issued to a third party.
- (b) Any award resulting from this RFQ will be firm fixed price, in the form of a fixed price subcontract.
- (c) No commodities or services may be supplied that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Burma (Myanmar), Cuba, Iran, North Korea, (North) Sudan, Syria.
- (d) Any international air or ocean transportation or shipping carried out under any award resulting from this RFQ must take place on U.S.-flag carriers/vessels.
- (e) United States law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. The supplier under any award resulting from this RFQ must ensure compliance with these laws.
- (f) The title to any goods supplied under any award resulting from this RFQ shall pass to CNFA following delivery and acceptance of the goods by CNFA. Risk of loss, injury, or destruction of the goods shall be borne by the offeror until title passes to CNFA.

Section 2: Offer Checklist

To assist offerors in preparation of proposals, the following checklist summarizes the documentation to include an offer in response to this RFQ:

- Cover letter, signed by an authorized representative of the offeror (see Section 4 for template)
- Official quotation, including specifications of offered services (see Section 3 for example format)
- Copy of offeror's registration or business license (see Section 1.5 for more details)
- Company profile of offeror
- NTN Certificate

Section 3: Specifications and Technical Requirements

During this exposure visit, AMD will enable women entrepreneurs and/or managers to gain a better understanding of the quality requirements for agricultural products in international markets. In addition to providing a valuable networking event through Gulfoods 2018, we will arrange visits to local wholesale markets and large retail supermarkets such as Carrefour and Spinneys for participants to gain a better understanding of the variation of prices in different markets and export level quality of agricultural products in terms of content and packaging that is demanded by international buyers. If possible, AMD will arrange meetings with importers based in Dubai who can provide detailed guidelines for participants on more specific demand requirements in terms of freshness of produce, efficient preservation techniques, and other guidelines that will help participants gain a clear understanding of how they can improve the quality of products to maximize sales in international markets and simultaneously improve sales within their domestic markets by producing agricultural produce of international quality standards.

Scope of work:

A Business Service Provider (BSP) will be hired to organize and execute this trip. Respective responsibilities for AMD Project and the hired BSP are specified below.

AMD Project's support will include the following:

1. AMD will bear the cost of visas, international airfare, M & IE and accommodation for up to ten participants;

Responsibilities of selected BSP:

1. AMD Project will identify its selected travel agent. Selected BSP is responsible for collection of all relevant documentation and submission of all relevant documents from applicants for visa processing and ticket bookings with AMD's designated travel agent.
2. Develop a schedule, & content for whole visit including but not limited to market visit, stakeholders meetings, participation in seminar/ workshop and other related activities for specific dates of visit. An illustrative itinerary is provided below where attendance at 2 events is mandatory – Gulfoods 2018 and AMD Branding dinner.
3. Selected BSP should designate at least one representative who will accompany the delegation at all times to all events and be the point of contact for all participants throughout the duration of this trip.
4. Liaison with different Public, private, national & international entities & build AMD Partners linkages with different stakeholder.
5. Identify & explore market entry requirement & buyer specification in target market for example Product standard & certification requirement, price level, distribution channel, packaging requirement, key product trends, preferences etc.
6. Identify and partner with relevant stakeholders particularly with AMD TPL (Target Product Lines)
7. Execution of the entire itinerary: (Day wise further activities should be added after BSP Submission to AMD for approval).
8. BSP should include a detailed budget for all costs including visa processing and daily trip itinerary including all costs for local transportation and execution of activities outlined for each day according to specified itinerary including the cost of a trainer/manager to accompany participants throughout the duration of this trip.

9. Payments will be made in installments according to milestones mutually agreed upon between selected BSP and AMD Project during finalization of contract.

Illustrative Trip Itinerary

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|---------------------|--------------------------------|---|
| <u>Day 1</u> | Feb 17 th , 2018 | Depart from Lahore, Islamabad or Karachi (depending on location of participant). Early morning arrival in Dubai Orientation training by BSP |
| <u>Day 2</u> | Feb 18 th , 2018 | Attend Day 1 of Gulfood 2018 (Attendance by all participants in mandatory) B2B meetings. Daily review by BSP at the end of the day |
| <u>Day 3</u> | Feb 19 th , 2018 | Visit to selected Wholesale and Supermarkets such as but not limited to Carrefour and Spinneys and meetings with selected importers who can provide details about export quality products. Daily review by BSP and attend AMD sponsored branding dinner (Attendance by all participants in mandatory) |
| <u>Day 4</u> | Feb 20 th , 2018 | Expo Results review by BSP Departure for Lahore in the evening |

Deliverables:

After completion of this visit, we require the selected BSP to submit a detailed report in editable format that specifies:

1. Agenda and content of Business Opportunities organized and conducted by BSP
2. Details and outcomes of B2B meetings scheduled during this exposure visit
3. How many business linkages and/or sales leads that were established as a result of this visit and contacts thereof
4. Any quantifiable potential incremental sales
5. High Resolution Photographs of exposure visit
6. Lessons Learned and recommendations for future exposure visits

AMD will bear costs for visas, airline tickets, M & IE and accommodation for all 10 participants however collection and submission of all documentation for visas and tickets processing with AMD Project's selected travel agent will be the responsibility of the BSP in addition to all logistical and administrative arrangements for the entire itinerary described above.

Section 4: Offer Cover Letter

The following cover letter must be placed on letterhead and completed/signed/stamped by a representative authorized to sign on behalf of the offeror:

To: The Procurement Department, AMD Project

Reference: RFQ No. AMD-077 – Hiring of a BSP to organize an “Exposure Visit for Pakistani Businesswomen”

To Whom It May Concern:

We, the undersigned, hereby provide the attached offer to perform all work required to complete the activities and requirements as described in the above-referenced RFQ. Please find our offer attached.

We hereby acknowledge and agree to all terms, conditions, special provisions, and instructions included in the above-referenced RFQ. We further certify that the below-named firm—as well as the firm’s principal officers and all commodities and services offered in response to this RFQ—are eligible to participate in this procurement under the terms of this solicitation and under USAID regulations.

Furthermore, we hereby certify that, to the best of our knowledge and belief:

- We have no close, familial, or financial relationships with any CNFA or the AMD project staff members;
- We have no close, familial, or financial relationships with any other offerors submitting proposals in response to the above-referenced RFQ; and
- The prices in our offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
- All information in our proposal and all supporting documentation is authentic and accurate.
- We understand and agree to CNFA’ prohibitions against fraud, bribery, and kickbacks.

We hereby certify that the enclosed representations, certifications, and other statements are accurate, current, and complete.

Authorized Signature: _____

Name and Title of Signatory: _____

Date: _____

Company Name: _____

Company Address: _____

Company Telephone, Website, Email: _____

Company Registration or Taxpayer ID Number: _____

Does the company have an active bank account (Yes/No)? _____

Official name associated with bank account (for payment): _____