

**REQUEST FOR PROPOSALS**  
**MATCHMAKING AND ORGANIZATIONAL SERVICES**  
**CARIBBEAN MARKET DEVELOPMENT**  
**SPRING 2019 – SPRING 2020**

**1.0 Objective**

The Newfoundland and Labrador Environmental Industry Association (NEIA), in partnership with the Atlantic Canada Opportunities Agency (ACOA) and the NL Department of Tourism, Culture, Industry and Innovation (TCII), is seeking consulting services to identify key contacts and opportunities for delegate firms and to coordinate a series of three (3) business development missions to the Caribbean region.

**2.0 Background**

NEIA and its partners have been engaged in a sustained program of international business development activities related to the Caribbean region since 2014. (<http://neia.org/caribbean/>)

The project will be overseen by a Steering Committee composed of representatives from NEIA, ACOA and TCII. NEIA is the project proponent and Abbie Lacey, Manager of International Business Development will serve as point of contact for ongoing administration, while the Steering Committee will be included on weekly updates and official project reports.

The objective of the Caribbean Trade Missions is to build on previous work to further assess capabilities and capacities of participant firms, evaluate Caribbean markets, and identify potential export and international business opportunities for the firms within the Caribbean region.

The selected consultant(s) will meet with each mission delegate to provide planning and direction, recommend areas of opportunity, identify potential risks and obstacles, and prepare a tailored mission program based on delegate needs and objectives. The ideal candidate(s) for this position should possess working knowledge/direct experience with the target markets as well as a proven track record in international business as evidenced by references/list of completed projects. This capacity matching service will allow firms to better identify and/or target specific contacts (customers, potential partners, distributors, etc.) or niches within the identified markets. Consultant(s) will not be responsible for delegate recruitment.

**3.0 Scope of Services Required**

- a) B2B Matchmaking for 5-10 Atlantic Canadian firms/organizations participating in each trade mission
- b) Delegate consultation prior to each trade mission to understand goals and objectives
- c) Development of one-page delegate profiles
- d) Development of customized meeting programs indicating the rationale for suggested meetings for each in market target for each delegate for up to five business days in a maximum of two markets. A list of potential meeting targets shall be provided to each mission delegate at least 5 weeks in advance of the

missions for feedback. A draft meeting program shall be provided to each delegate at least 3 weeks prior to each mission and updated each week until mission departure.

- e) Development of customized meeting programs for NEIA, ACOA and TCII for up to five business days in a maximum of two markets. A list of potential meeting targets shall be provided to each delegate at least 5 weeks in advance of a mission for feedback. A draft meeting program shall be provided to each delegate at least 3 weeks prior to the missions and updated each week thereafter until mission departure.
- f) Provision of a regularly updated master document tracking all meetings and logistics information to Project Steering Committee
- g) Coordination of mission preparation session for all delegates prior to missions
- h) Coordination of ground transportation logistics
- i) In-market coordination by consultant(s) in up to two markets
- j) Provision of after-care service to delegate firms to advise on follow-up based on mission outcomes
- k) Preparation of a detailed progress report within thirty days of completion of each mission reporting on the individual company results, outcomes and recommendation of next steps.
- l) Maintain regular contact with Project Manager throughout the contract period to provide updates on delegate after-care, assist in identification of dates and target markets for trade missions, and provide other market advisory services
- m) Preparation of a final project summary report

#### **4.0 Project Elements and Deliverables**

- a) Evaluation of participant firms, including capacity, capabilities, products and services. This will require regular contact with the companies by phone/e-mail to seek clarification on the products/services and market interests.
- b) Consultant(s) to organize and facilitate three (3) business development mission to the region including firm-specific programs of matched-meetings consistent with firm priorities.
  - The number and composition of matched meetings included in each firm's program will normally be arrived at through iterative engagement with the firm.
  - Individual firm programs will normally vary based on the above as well as the firm's time in-market.
  - Delegate meeting programs are to be tailored and shared only with the delegate firm and within the master program.
  - As these are customized and multi-market missions, companies may not all be in the same market at the same time.

- Up to two “anchor” markets for the mission will be identified by the Project Manager via delegate consultation. Consultant(s) will be responsible for in-market support in these two identified markets, as well as comprehensive ground transportation coordination.
  - Should companies opt to visit markets other than the “anchor” locations as part of this trade mission, Consultant(s) shall advise on ground transportation and accommodation options.
- c) Following in-market activities, delegates will be eligible for up to five hours of after-care service.
- d) Consultant(s) to provide progress updates through weekly (or as required) conference calls or other means deemed acceptable. The consultant(s) will be asked to provide a mission management document to indicate schedules and activities to be presented and discussed at each conference call.
- e) All submissions received in response to RFP are the property of NEIA.

### **5.0 Location of Work, Work Site and Delivery Point**

No office or administrative support will be supplied to the consultant(s) and no additional fees will be paid to cover business and/or travel expenses incurred in carrying out this project. Deliverables will be accepted in electronic format and communication between the Project Manager and/or Steering Committee and the consultant(s) will consist of both email and telephone calls.

### **6.0 Project Schedule**

Selected consultant(s) will begin work immediately upon approval to proceed. Missions are to take place in Q2 2019, Q4 2019, and Q2 2020, exact dates TBC.

### **7.0 Selection Criteria**

The successful contractor will be determined based on the following:

- The extent of knowledge and experience in relation to the work
- Demonstrated experience and/or network of contacts within environmental sector, and other related sectors in the Caribbean region
- Demonstrated experience and/or network of contacts within International Financial Institutions (IFI’s)
- Demonstrated knowledge of Atlantic Canadian companies
- Understanding of the scope and objectives of the proposal
- Proposed approach, work plan and schedule
- Cost\* (in Canadian dollars) *\*Determination of best value may not result in the lower cost being accepted.*

### **8.0 Budget and Payment Schedule**

- The budget for this proposal shall not exceed \$195,000.00 CAD, plus HST (inclusive of administrative costs and travel).

- For budgeting purposes, the contractor should develop and present its fee schedule in an incrementally structured budget based on providing the outlined services for **5-10** participant firms/organizations per mission. Final contract price will be determined by number of companies participating.
- Payment schedule will comprise a series of six progress payments.
- Progress payments will occur prior to and following each of the three trade missions, pro-rated based on mission enrollment.
- Payments will be processed by NEIA within 30 days of receipt of invoice.

#### **9.0 Submission Requirements:**

Short proposals responding to this Request for Proposal must include:

- Identification of all personnel to be involved in project delivery, including background, experience, up-to-date CV, and proposed role within this project (including identification of project lead and indication of time commitment of supporting consultants);
- Methodology for identifying key prospects for delegate companies;
- Outline of strategy for mission coordination, including logistics coordination and identification of any key logistics service providers;
- Detailed project work plan with associated timelines and deliverables;
- Descriptions of similar and relevant work completed including the results achieved;
- References;

#### **10.0 Termination of Contract:**

Should the selected Contractor not perform or underperform the scope of work/deliverables of this project, the Contracting Authority reserves the right to terminate any contract entered into as a result of this RFP at any time by giving thirty (30) days written notice to the Contractor. The Contractor shall be entitled to payment for deliverables in progress, to the extent work has been performed satisfactorily.

Proposals should be no longer than 6 pages in length (excluding CV) and must be received by close of business **March 18, 2019**.

All bids must be sent in PDF form by email to the Project Manager/Contracting Authority at the following coordinates:

**Abbie Lacey**  
 Manager of International Business Development, NEIA  
[abbie@neia.org](mailto:abbie@neia.org)

Any enquiries must be submitted in writing to the Contracting Authority no later than 48 hours prior to the bid deadline.