

## REQUEST FOR PROPOSAL

**RFP TITLE:** COUNTRY REPRESENTATIVE- SRI LANKA

**RFP CONTACT:**

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**PROPOSAL DEADLINE:**

**INTRODUCTION:**

United States Soybean Export Council (USSEC) requests proposals to assist in the continued development and implementation of a Country Representative for the Sri Lanka Region.

Through a global network of international offices and strong support in the U.S., USSEC helps build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

**PURPOSE OF RFP:**

USSEC's standard practice is to RFP every 3 years. This helps to insure we are staying abreast of current technology and fair market value. We encourage all that are interested to apply, including current contractors.

The purpose of this RFP is to seek proposals for a Country Representative in the Sri Lanka region. The Country Representative will promote U.S. Soy and engage key customers in the region. The contractor will also attend/host conferences, meetings, etc. as requested with approval by the Regional Director

**BACKGROUND & PURPOSE OF PROJECT:**

The ASC region (Bangladesh, Pakistan, Sri Lanka, India, and Nepal) includes economies which fall into the definition of CONTEXT's basic market development phase. While soy exports to basic economies are typically low in volume with larger annual percentage increases, ASC is bucking that trend. Exports into the region overall more than doubled (growing 54% in FY16/17), a large annual increase. But, Bangladesh—which accounted for over half of the region's imports at 55.5%—is now the U.S. soy industry's tenth largest export market overall.

The current market situation and its future potential make this region important to the overall soy export market development program.

In FY17, USSEC targeted four main market sectors in the ASC region including animal (swine and poultry) utilization, aquaculture utilization, opportunities for soy protein in human food applications, as well as efforts targeting the soy supply chain. The core strategy focuses on educating the target audiences about the specific advantages of U.S. soy in various applications, increasing their realization of those advantages, and establishing purchase preferences because of those advantages.

Based on performance measure results derived from target audience surveys collected at the various activities that USSEC conducts throughout the year, USSEC is making incremental progress towards these objectives in all sectors except for the aquaculture sector. Here, results were mixed. Awareness of feeding practices surpassed USSEC's goal, but actual change in behavior as a result of that information fell short of the goal. With an opportunity for an additional growth for soy in the aquaculture sector of about 3.4 MMT, there are clear opportunities for growth if USSEC can successfully convince the sector of the U.S. soy advantage.

A critical approach to communicating the U.S. Soy Advantage is having an on the ground presence that can interface directly with key customers. USSEC will maintain the U.S. soybean industry's marketing and trade servicing capabilities in Asia Sub-Continent region while providing trade services, technical services and marketing support to importers, end users and soy industry organizations.

#### **TARGET AUDIENCE:**

International Soy Industry Customers within Sri Lanka.

#### **SCOPE (SERVICES) OF WORK:**

*Under this contract, the Contractor shall promote the use and awareness of U.S. soybeans and soybean products through the following services:*

USSEC seeks a Contractor that holds an advanced degree and/or significant industry experience in U.S. Soy Technical/Management Support to serve as a Country Representative in the Sri Lanka region on behalf of USSEC. As a Country Representative, the Contractor will be required to fulfill the services below:

##### **1) Core:**

As a Country Representative for the Sri Lanka region, your core services are to:

- a. Direct Marketing to customers within your region on behalf of USSEC's Regional Director of Asia Subcontinent, which include but not limited to:
  - i. Differentiate the value, sustainability, and competitive advantage of U.S. soy to customers
  - ii. Provide ongoing support to processors and importers by creating down-stream demand for their products
  - iii. Provide education to processors and livestock producers to boost their economic viability
  - iv. Establish key customer relationships for U.S. soy
  - v. Maintain and strengthen the U.S. soy industry's key customer relationships
  - vi. Increase end-consumer knowledge on benefits of soy and soy products
  - vii. Promote new soy product applications
- b. Assist USSEC's Regional Director of Asia Subcontinent with the strategic goals and objectives, which include but not limited to:
  - i. Identify potential growth markets for U.S. soy
  - ii. Identify areas of strengths to maintain
  - iii. Identify areas of opportunities for increased support
  - iv. Identify the major and targeted Customers
  - v. Create a Customer Analysis for each of those targeted
  - vi. Identify key Associations
  - vii. Create a Association Analysis for each of those targeted
- c. Attend the Regional Strategic Meetings (two per year) that are hosted within the area of responsibility of the Regional Director
- d. Training and knowledge of USSEC's and its Funding Source's policies
- e. Training and knowledge of USSEC's regional operational procedures

## 2) USSEC/Regional Hosted Events:

As a Country Representative for the Sri Lanka region, you will also be required to develop a trade team for two USSEC hosted Global Trade Exchanges, one hosted within the region and one hosted by USSEC HQ located in the United States.

- a. Global Trade Exchange hosted within the region
  - i. Identify a trade team of customers that should be targeted based on:
    - 1. Meeting topic(s)
    - 2. Strategic importance
    - 3. Customer impact
    - 4. Number of Customers (determined by Regional Director)
  - ii. Complete an Event Summary Evaluation
- b. Global Trade Exchange hosted within the United States
  - i. Identify a trade team of customers that should be targeted based on:
    - 1. Meeting topic(s)
    - 2. Strategic importance

3. Customer impact
  4. Number of Customers (determined by Regional Director)
- ii. Complete an Event Summary Evaluation

### 3) Representative Events:

As a Country Representative for the Sri Lanka region, you will also be required to propose hosted and/or non-hosted events for approval from the Regional Director of Asia Subcontinent. The event type can fall under one of the following:

- Hosted Event
  - Conference
  - Seminar
  - Technical Training
  - Site Visits with Technical Consultant
  - Trade Team
  - Trade show with Booth
  - Feeding Demonstration
- Non-Hosted Event
  - Market Research
  - Trade Show without Booth (attendance only)
  - Sponsorship
  - Subscription
  - Advertisement
  - Publication
  - Membership

For each event proposed you will have to complete an Event Proposal that contains an analysis of the event with information such as; targeted audience, anticipated impact and expected outcome.

If the proposed event is approved, you will be required to collaborate with a Regional Event Support Specialist and/or the Regional Project Manager for proper and timely event development prior to the event. This development must be in accordance with policies and procedures and will utilize approved templates and forms. In addition, you will be solely responsible for the completion of the following reports/analysis after the event:

- a. Event Summary Analysis
- b. Success Story with Graphic from Event

**For the purpose of this RFP, you will only be required to provide your CV, your daily rate based on an eight (8) hour workday in USD, and a program proposal. The program proposal should show your understanding of the market; what the issues and opportunities are; what can be done to build a preference for U.S. soybeans and soybean products, advocate for the use of soy, and promote the benefits of soy; and explanation of why you would be the best candidate. The event budget and specified details will only be required in the form of an Event Proposal only if the RFP is accepted. See instructions for detailed information.**

**ADDITIONAL CONSIDERATION (if applicable)**

- Preference will be given to proposals from companies/individuals residing in or already doing business in the country/region indicated.
- Submitter must have the following technological requirements:
  - Reliable internet access
  - Internet Explorer (version 11 or greater)
  - Microsoft Office Suite (2013, 2016 or 365), which include:
    - Outlook
    - Excel
    - Word
    - PowerPoint

**DELIVERABLES:**

Completion Date	Description of Deliverables
As incurred	Provide applicable event support documents, forms and templates for the proper <i>implementation</i> of events. <ul style="list-style-type: none"> <li>• Provide to the Regional Event Support Specialist required and approved USSEC documents, forms and templates for review and approval.</li> <li>• All documents, forms and templates provided by the Regional Project Manager.</li> <li>• All documents, forms and templates will be turned in according to the task timeline provided by the Regional Project Manager.</li> </ul>
As incurred	Provide applicable event support documents, forms and templates for the proper <i>evaluation</i> of events. <ul style="list-style-type: none"> <li>• Provide to the Regional Project Manager required and approved USSEC documents, forms and templates for evaluation of event(s).               <ul style="list-style-type: none"> <li>○ This included Event Summary(s) and Success Story(s)</li> </ul> </li> <li>• All documents, forms and templates provided by the Regional Project Manager.</li> <li>• All documents, forms and templates will be turned in according to the task timeline provided by the Regional Project Manager.</li> </ul>

Monthly, or as incurred	<p>Provide invoice of personal fees for payment.</p> <ul style="list-style-type: none"> <li>• Provide with the invoice any materials, presentations, trip reports, etc. created and utilized for any applicable services that were accomplished.</li> <li>• Ensure all applicable invoices are submitted within 30 days of transaction and are compliant with USSEC policies and procedures.</li> <li>• Ensure invoice is submitted to <a href="mailto:ap@ussec.org">ap@ussec.org</a>.</li> </ul>
Monthly, or as incurred	<p>Provide reimbursable expenses for payment.</p> <ul style="list-style-type: none"> <li>• Provide with the expenses any materials, presentations, trip reports, etc. created and utilized for any applicable services that were accomplished.</li> <li>• Ensure all applicable expenses are submitted within 30 days of transaction and are compliant with USSEC policies and procedures.</li> <li>• Ensure are expenses are submitted via Concur.</li> </ul>
By the 5 <sup>th</sup> calendar day of each month	<p>Detailed report of monthly activities and events attended with expected impact(s) and outcome(s).</p> <ul style="list-style-type: none"> <li>• Ensure Report Template is utilized.</li> <li>• Ensure report details all events with critical discussion of results for any applicable services that were accomplished.</li> <li>• Provide inside or along with the report any insights gained that can improve the execution of the activities and events.</li> <li>• Provide to Regional Director and Regional Project Manager.</li> </ul>
September 30, 2018	<p>Detailed summary of year's events, key issues, alliances, and recommended actions.</p> <ul style="list-style-type: none"> <li>• Ensure Report Template is utilized.</li> <li>• Ensure report details all events with critical discussion of results for any applicable services that were accomplished.</li> <li>• Provide inside or along with the report any insights gained that can improve the execution of the activities and events.</li> <li>• Provide to Regional Director and Regional Project Manager.</li> </ul>

**PROJECT TIMELINE:**

The term of the Country Representative- Sri Lanka position will last from **5/1/2018** to **9/30/2019**.

**RFP TIMELINE:**

- RFP Distribution: April 8, 2019
- Last Day to Submit Questions: April 12, 2019 by 5:00PM Central Time

- Proposals Due: April 15, 2019 by 5:00PM Central Time
- Selections Made By: April 19, 2019
- Prospective Contractors Notified By: April 26, 2019

## INSTRUCTIONS:

Proposals must contain at a minimum the specific criteria listed below:

1. Please email the proposal to [RFP@USSEC.ORG](mailto:RFP@USSEC.ORG) by **5:00PM Central Time on April 15, 2019**.
2. A program proposal should show your understanding of the market; what the issues and opportunities are; what can be done to build a preference for U.S. soybeans and soybean products, advocate for the use of soy, and promote the benefits of soy; and explanation of why you would be the best candidate based on capabilities, resources and experience. Emphasis should be placed on experience related to this RFP.
3. Resume(s) of the Prospective Contractor's personnel assigned to work directly on the implementation of the contract.
4. Detailed Budget
  - a. All bids for services must provide a breakout of how the fee was derived including but not limited to a daily rate based on an eight (8) hour workday in USD and the amount of effort they anticipate to do the work.
5. Proposals should be no longer than **10 pages** (8 ½" x 11").

## NOTES:

- Prospective Contractors are hereby notified that proposals will be duplicated for internal review only. Every effort will be made to maintain confidentiality of all information presented. The appropriate representatives from staff and legal counsel will review proposals. Proposals will not be returned.
- USSEC reserves the right to retain all proposals submitted. Submission of a proposal indicates acceptance by the submitter of the conditions contained in the request for proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between USSEC and the contractor selected.
- Confidentiality - Without USSEC's prior written consent, Prospective Contractors and its officers, employees, agents, representatives, affiliates, and subcontractors shall not disclose to any third party any documents, materials or information that the Prospective Contractors learns from or is provided in relation to the RFP request.
- During the evaluation process, USSEC reserves the right to request additional information or clarifications from proposers, or to allow corrections of errors and omissions.
- USSEC reserves the right to reject any proposal that is in any way inconsistent or irregular. USSEC also reserves the right to waive proposal defects or deficiencies, to request additional information, and/or to negotiate with the Prospective Contractor regarding the proposal.
- Prospective Contractor agrees that Fees are in lieu of any and all other benefits, including, but not limited to, repayment of any and all taxes related to contractor service fees, health and life insurance, administrative costs and vacation.



- Prospective Contractor agrees that any income taxes, value added taxes or any other form of direct or indirect taxes on compensation paid under the contract shall be paid by Contractor and not by USSEC or Funding Sources.
  - Prior to any payment to a Contractor, a contractor must provide a W-9, W-8, or W-8BEN upon agreement signature
- Non-Competition. Contractor shall not act as agent or representative for any product or service directly or indirectly competitive with U.S. soybeans or soybean products for the length of the contract.
- USSEC and Prospective Contractor agrees to comply with the provisions of Equal Employment Opportunity (EEO). USSEC provides EEO to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.

## SUPPLEMENTAL INFORMATION AND BACKGROUND

### *BUILDING A PREFERENCE FOR U.S. SOY*

USSEC's strategy can be found here: <http://ussec.org/about-ussec/vision-mission/>

USB's Long Range Strategic Plan can be found here: <http://unitedsoybean.org/about-usb/strategic-planning/>

We are a dynamic partnership of key stakeholders representing soybean producers, commodity shippers, merchandisers, allied agribusiness and agricultural organizations.

Through a global network of international offices and strong support in the U.S., we help build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

Our 15-member board of directors is comprised of four members from the American Soybean Association (ASA), four members from the United Soybean Board (USB), and seven members representing trade, allied industry, and state organizations.

New board members are seated annually. We are receiving funding from a variety of sources including soy producer checkoff dollars invested by the USB and various state soybean councils; cooperating industry; and the American Soybean Association's investment of cost-share funding provided by the United States Department of Agriculture's (USDA) Foreign Agriculture Service.

The United Soybean Board, created by the 1990 Farm Bill to manage and direct the National Soybean Checkoff, is dedicated to marketing and research for the soybean industry. USB is comprised of 73 volunteer soybean farmers representing the interests of fellow growers nationwide. Each board member is nominated by Qualified State Soybean Boards (QSSBs) and appointed by the U.S. Secretary of Agriculture.

Because of the limitations on administrative and salary costs established in the Act, USB outsources the majority of its program management responsibilities to USB's three primary contractors:

- SmithBucklin-St. Louis for domestic marketing, new uses, production research and Board initiative activities;
- Osborn & Barr Communications for communications/public relations activities and;
- United States Soybean Export Council (USSEC) for international marketing and global opportunities activities.

As one of these three primary contractors USSEC may also undertake initiative activities on behalf of USB. USB considers primary contractor staff (approximately 60 people) as core USB staff. These three primary contractors use a number of subcontractors and, together,

these entities carry out approximately 450 projects each year for USB. USB also manages approximately 10 subcontractors.