

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE: SEPTEMBER 25, 2025, by 5:00PM DUBAI TIME

RFP TITLE: REGIONAL PROJECT SPECIALIST - SOUTH ASIA, MIDDLE EAST & NORTH AFRICA

RFP CONTACT:

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INTRODUCTION:

United States Soybean Export Council (USSEC) requests proposals to assist in the continued development and implementation of for South Asia, Middle East and North Africa.

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 Regional Project Specialist in South Asia, Middle East and North Africa. This RFP is for a 2.5-month contract for October 15, 2025 to December 31, 2025. Additional terms from January 1, 2026, to December 30, 2026 and January 1, 2027 to December 31, 2027, possible after first term performance.

BACKGROUND & PURPOSE OF PROJECT:

The South Asia 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, SOUTH ASIA 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 SOUTH ASIA 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 behaviour 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 South Asia 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 South Asia, Middle East and North Africa.
- Soy Importers, refiners, wholesale distributors, exporters, retail distributors, cold chain providers, industry associations, government agencies, commodity traders and brokers, restaurants, hotels, and other institutions.
- Soybean crushers, feed manufacturers, livestock, and poultry producers.

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:

As Regional Project Specialist for South Asia, Middle East, and North Africa, your primary responsibility is to oversee, coordinate, and manage all activities related to the planning, development, and implementation of events in the region. In this role, the contractor will coordinate meetings and travel within and outside the region in collaboration with regional contractors, the project manager, regional project team lead and the executive director, while ensuring all necessary documentation is prepared for smooth operational execution.

Key responsibilities include:

- Support the development and execution of events for Regional/Country Representatives and USSEC Regional Staff, ensuring the use of USSEC-approved templates, forms, and best practices.
- Assist Project Managers in designing and implementing internal regional processes, including developing timelines, monitoring progress, and reporting updates.

- Maintain and regularly update the Master Event List and regional event calendar, ensuring accuracy and alignment with project schedules.
- Coordinate regional events in close collaboration with Project Managers and event support specialists, ensuring smooth execution and compliance with USSEC standards.
- Assist in preparing, consolidating, and reviewing required documentation; support Project Managers with analysis, data collection, and reporting for program/project planning.
- Prepare and submit monthly reports on development tasks, highlighting progress, pending actions, and areas requiring Project Manager attention.
- Compile monthly summary reports of events attended, ensuring that key outcomes, challenges, and follow-up actions are clearly documented for Project Managers.
- Attend and actively assist during meetings, conferences, and workshops, providing on-ground support to Project Managers, as required.
- Follow up with venues and vendors; assist in the reconciliation of event expenses and provide detailed updates to Project Managers.
- Support Project Managers in coordinating travel logistics for staff, speakers, and participants, including reconciliation of tickets, accommodations, and related expenses.
- Assist with administrative and contractual processes, including drafting, submitting, and tracking contracts for speakers, venues, and service providers on behalf of Project Managers.
- Provide support to Project Managers in preparing and submitting AMEX/Regions Bank expense reports to USSEC accounting, ensuring timely and accurate processing.
- Assist Project Managers with cross-regional coordination by providing consolidated updates, documentation, and reports that streamline communication with stakeholders.
- Proactively flag potential challenges in event planning, budgeting, or operations, and work with Project Managers to identify and implement solutions.

For the purpose of this RFP, you will only be required to provide:

- o your CV,
- o your daily rate based on an eight (8) hour workday in USD, and
- o explanation of why you would be the best candidate.
- See instructions below for other detailed information.

POSITION REQUIREMENTS:

- Strong background in commerce, financial reporting, and reconciliations.
- Minimum of 5 years' proven experience in accounting and project management.
- Proficiency in Microsoft 365, Excel, Google Forms, and other digital tools required for reporting, analysis, and documentation.
- Ability to support project management activities, including planning, coordination, and timely execution of deliverables.
- Skilled in preparing reconciliations, monitoring financial records, and ensuring accuracy in reports.
- Demonstrated ability to network, build, and maintain strong relationships with internal teams, external stakeholders, and clients.
- Strong organizational and multitasking skills with attention to detail and accuracy.

ADDITIONAL CONSIDERATION (if applicable)

- Submitter must have the following technological requirements:
- Reliable high speed internet access
- Microsoft Edge
- Microsoft Office 365, which include:
 - Outlook
 - Excel
 - Word
 - PowerPoint
 - Teams
 - SharePoint

DELIVERABLES:

Completion Date	Description of Deliverables
As incurred, within the contract term dates of October 15, 2025 – December 31, 2025	<p>Provide applicable administration documents, forms and templates for the proper execution of project management.</p> <p>Provide to Regional Project Team Lead and/or applicable USSEC department required and approved USSEC documents, forms and templates for review and approval.</p> <p>All documents, forms and templates will be turned in according to the task timeline found in the contractor's Admin Support Manual provided by the Regional Project Team Lead.</p>
Monthly, or as incurred	<p>Provide invoice of professional fees and reimbursable expenses for payment.</p> <ul style="list-style-type: none">• Provide the invoice which includes Project and Contract Number along with the Allocation ID Number.• Provide with the invoice any materials, presentations, trip reports, etc. created and utilized for any applicable services that were accomplished.

	<ul style="list-style-type: none"> • Ensure all applicable invoices are submitted within 30 days of transaction and are compliant with USSEC policies and procedures. <p>Provide applicable event support documents, forms and templates for the proper evaluation of events.</p> <ul style="list-style-type: none"> • Provide to the Regional Project Team Lead required and approved USSEC documents, forms and templates for evaluation of event(s). • This included Event Summary(s) and Success Story(s) - All documents, forms and templates provided by the Regional Project Team Lead. • All documents, forms and templates will be turned in according to the task timeline provided by the Regional Project Team Lead. <p>Detailed report of monthly activities and events attended with expected impact(s) and outcome(s).</p> <ul style="list-style-type: none"> • Ensure Report Template is utilized. • Ensure report details all events with critical discussion of results for any applicable services that were accomplished. • Provide inside or along with the report any insights gained that can improve the execution of the activities and events. • Provide to Regional Director and Regional Project Team Lead.
Ongoing	Submission of invoices will be in accordance with article 3.3 of the Master Agreement. Invoices must include the Agreement Number, the Project Number and Activity Number as well as the Allocation ID Number shown on Page 1 of the Addendum.

PROJECT TIMELINE:

The term of the proposal will last from October 15, 2025 – December 31, 2025

*Additional terms from January 1, 2026 to December 30, 2026 and January 1, 2027 to December 31, 2027 possible after first term performance.

RFP TIMELINE:

- RFP Distribution: September 4, 2025
- Last Day to Submit Questions: September 19, 2025, by 5:00PM Dubai Time
- Project Proposals Due: September 25, 2025 by 5:00PM Dubai Time

- Selections Made By: October 3, 2025
- Prospective Contractors Notified By: October 6, 2025

INSTRUCTIONS:

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

1. Please email the proposal to rfp@ussec.org; and nsharma@ct.ussec.org; by 5:00PM central Time on September 25, 2025.
2. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
3. 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.
- o 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/aboutusb/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:

- Smith Bucklin-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.