

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE

5:00 PM CST, 1/22/2026

RFP TITLE: Country Market Lead - Kingdom of Saudi Arabia

RFP CONTACT:

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PROPOSAL DEADLINE: JANUARY 22, 2026

INTRODUCTION:

United States Soybean Export Council (USSEC) requests proposals to assist in the continued development and implementation of a Country Market Lead for the Kingdom of Saudi Arabia.

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:

Fair market value assessments that are open and transparent enable USSEC to determine the work to be performed and allows USSEC the opportunity to evaluate various proposals and select the best contractor for the job based on experience, availability, expertise, approach, and cost.

The purpose of this RFP is to seek proposals for the Kingdom of Saudi Arabia Market Lead, chiefly responsible for activities in the country. This RFP is for a 1-year contract from Feb 15, 2026 to December 31, 2026 with the potential to be extended based on performance and the availability of funding.

BACKGROUND & PURPOSE OF PROJECT

A critical approach to differentiating US soy from other origins, elevating preference and attaining market access is having a development team that will assist the on the ground presence that interface directly with key customers. USSEC will maintain the U.S. soybean industry's marketing and trade servicing capabilities in the Middle East region while providing trade services, technical services and marketing support to importers, end users and soy industry organizations.

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. The successful candidate will be able to articulate a clear strategy working with the Executive Director to identify potential growth markets for U.S. soy and areas of opportunities for increased support.

TARGET AUDIENCE:

Kingdom of Saudi Arabia trade associations, governments, non-governmental agencies, traders, importers, integrators, and processors. Travel and regular communications to and from these markets are expected. Due to government travel restrictions, the successful candidate will be able to provide a virtual solution to not being present in various settings.

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 Market Lead in Kingdom of Saudi Arabia (KSA) on behalf of USSEC. As a Country Market Lead, the Contractor will be required to fulfill the services below:

1) Core:

If contracted as a Country Market Lead for Kingdom of Saudi Arabia (KSA), your core services are to:

- a. Direct Marketing to customers within your region on behalf of USSEC's Executive Director of Middle East, North Africa and South Asia, 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 Executive Director of South Asia 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 an Association Analysis for each of those targeted.
- c. Attend the Regional Strategic Meetings (up to two per year) that are hosted within the area of responsibility of the Executive 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:

If contracted as a Country Market Lead for KSA, you will also be required to develop a trade team for two USSEC hosted Soy Connex, one hosted within the region and one hosted by USSEC HQ located in the United States.

- a. Regional Soy Connex 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 Executive Director)
 - ii. Complete an Event Summary Evaluation
- b. SoyConnex, 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 Executive Director)
- ii. Complete an Event Summary Evaluation

3) Representative Events:

If contracted as a Country Market Lead for KSA, you will also be required to propose hosted and/or non-hosted events for approval from the Executive Director of MENASA. The event type can fall under one of the following:

- Hosted Event (in-person or virtual)
 - 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 the regional operations team 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 draft program proposal
 - show your understanding of the market,
 - list of what the issues and opportunities are,
 - summary of 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.
- Do not provide event proposals or details of specific events you would like to see developed and implemented. This will be developed with input from our US Soy Family in conjunction with USSEC's Unified Export Strategy (UES).
- See instructions below for other detailed information.

ADDITIONAL CONSIDERATION (if applicable)

- Preference will be given to proposals from companies/individuals residing in the country indicated.
- Submitter must have the following technological requirements:
 - Reliable high speed internet access
 - 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 Feb 15, 2026 – Dec.31, 2026	Provide applicable project support documents, forms and templates for the proper implementation of events. <ul style="list-style-type: none"> • Provide to Regional Project Team Lead and/or applicable USSEC department required and approved USSEC documents, forms

	and templates for review and approval. <ul style="list-style-type: none"> • All documents, forms and templates will be turned in according to the task timeline provided by the Regional Project Team Lead.
Monthly, or as incurred	Provide invoice of professional fees for payment. <ul style="list-style-type: none"> • Provide with the invoice any materials, presentations, trip reports, etc. created and utilized for any applicable services that were accomplished. • Ensure all applicable invoices are submitted within 30 days of transaction and are compliant with USSEC policies and procedures. • Ensure invoice is submitted to ap@ussec.org.
By the 5 th calendar day of each month	Detailed report of monthly activities and events attended with expected impact(s) and outcome(s). <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 Executive Director and Regional Project Team Lead.
December 31, 2026	Detailed summary of year's events, key issues, alliances, and recommended actions. <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 Executive Director and Regional Project Team Lead.
Ongoing	Submission of invoices and expenses will be in accordance with Section III.3.c. of this Addendum.

PROJECT TIMELINE:

The term of the proposal will last from Feb 15, 2026 – December 31, 2026

*Additional terms from January 1, 2027, to December 31, 2027, and January 1, 2028 to December 31, 2028 possible after first term performance.

RFP TIMELINE:

- RFP Distribution: January 5, 2026
- Last Day to Submit Questions: January 20, 2026 by 5:00PM Central Time
- Project Proposals Due: January 22, 2026 by 5:00PM Central Time
- Selections Made By: January 26, 2026
- Prospective Contractors Notified By: January 27, 2026

INSTRUCTIONS:

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

1. Please email the proposal to RFP@USSEC.ORG and kroepke@ussec.org by **5:00PM Dubai Time** on Jan 22, 2026.
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.
 - 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 strategic plan can be found here: <https://ussec.org/wp-content/uploads/2022/01/USSEC-Strategic-Plan-2025.pdf>

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.

Non-Discrimination Statement

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental

status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 {voice and TTY} or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov. USDA is an equal opportunity provider, employer, and lender

Civil Rights Clause

Contractor agrees that during the performance of this Agreement it will not discriminate against any employee or applicant for employment because of race, color, religion, gender, national origin, age, disability, political beliefs, sexual orientation, marital or family status, parental status or protected genetic information. Contractor further agrees that it will fully comply with any and all applicable Federal, State and local equal employment opportunity statutes, ordinances and regulations, including, without limitation, Title VII of the Civil Rights Act of 1964, the Americans with Disabilities Act of 1990, the Age Discrimination in Employment Act of 1967, and the Equal Pay Act of 1963.

Nothing in this section shall require Contractor to comply with or become liable under any law, ordinance, regulation or rule that does not otherwise apply to Contractor.

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