

# REQUEST FOR PROPOSALS

## Matchmaking Services:

### Atlantic Canadian Mission to Globe 2016

March 2-4, 2016

#### 1.0 Objective

The Newfoundland and Labrador Environmental Industry Association (NEIA) on behalf of a network of Atlantic Canadian businesses in the environmental sector is seeking consulting services to identify key companies and organizations attending Globe 2016 in Vancouver, British Columbia from March 2-4, 2016 and coordinate tailored meeting programs for Atlantic Canadian delegates.

#### 2.0 Background

Established in 1990, the Globe series of International Conferences and Trade Fairs on Business and the Environment have become an iconic Series in Vancouver. Taking place every two years in March, and hosting participants from more than 3000 organizations and over 50 countries, GLOBE brings industry and thought leaders together to discuss current trends and to showcase innovative technology solutions for the world's most challenging environmental problems.

No other forum in the world offers such a powerful gathering of senior level business leaders, government, NGOs, academia, global agencies, technology developers, communicators and more – all geared towards the business of the environment, and the long-term prosperity inherent in a low carbon economy. GLOBE 2016 marks the 14th event in this world-renowned Series.

The Newfoundland and Labrador Environmental Industry Association successfully led an Atlantic Canadian Mission to the 2014 Globe Conference and Tradeshow. The delegation included firms from Newfoundland and Labrador and Nova Scotia involved in engineering, IT, and manufacturing. It also included educational institutions with an interest in environmental research and training. It is anticipated that the 2016 mission will consist of a wider representation of Atlantic Canadian firms.

The Globe 2016 mission will serve to introduce Atlantic Canadian firms in the environmental sector to global markets and identify potential export and international business opportunities. Distinct from a traditional trade mission to one niche market, Globe has the advantage of delivering access to a diverse range of international markets; Globe 2014 hosted thousands of participants representing 50+ countries, and Globe 2016 International Participation To-Date includes: Brunei, China, Costa Rica, Hungary, India, Ireland, Israel, Japan, Latvia, Mexico, Netherlands, Philippines, Portugal, Singapore, Spain, Switzerland, Thailand, Tunisia and the U.S.A. This unique opportunity will offer Atlantic Canadian firms exposure to an immeasurable number of prospects for idea sharing, networking, partnerships and contracts.

NEIA is seeking the support of a qualified consultant to target firms/organizations which are prospective customers, agents/distributors, complementary partners for bidding on tenders/RFP's or other strategic matches based on each delegate's objectives.

The consultant will then work to facilitate a strategic meeting program for Atlantic Canadian mission delegates to meet with identified firms and organizations upon delegate approval. These customized delegate meeting programs will serve to complement attendance of the conference's program of events and a shared Atlantic Canada Trade Pavilion at the conference, and be incremental to the B2B program offered through event organizers.

### 3.0 Scope of Work

The consultant shall carry-out to the satisfaction of NEIA the following tasks:

- a) Development of profiles for participating Atlantic Canadian firms.
- b) Consultation with delegates in order to clearly understand interests, objectives and areas of experience and expertise.
- c) Creation of a qualified list of not less than ten target firms and organizations for each of the participant firms. This list should also include a short company synopsis, company websites, and key contact(s).
- d) Preparation of a customized schedule with meeting commitments from a minimum of six firms/organisations for EACH of the companies participating as part of the Atlantic Canadian mission. The consultant will be expected to schedule meetings for Atlantic Canadian companies with the most appropriate contact in the organization and the companies/organisations shall not include service providers aiming to sell services to delegates, unless specifically requested by a delegate.
- e) Delivery of a master schedule of meetings based on the selections made by target companies/organisations to the Project Manager, as well as an individual schedule for each of the delegate firms/organizations, in both electronic and hard copy formats.
- f) Confirmation of the scheduled meetings with both target firms/organizations and Atlantic Canadian mission delegates (approximately one week in advance of the scheduled meetings).
- g) Attendance at Globe Conference and Tradeshow.
- h) Arrangement of follow-up or additional meetings which may be identified during the course of the event.
- i) Trouble-shooting of meeting conflicts and consultation with delegates to resolve said conflicts.

- j) Preparation of a detailed mission summary report within thirty days of completion of project reporting on the individual company results. NEIA must also be provided with weekly updates on the program and a final list of the meetings that occurred.

#### 4.0 NEIA

NEIA will provide ongoing guidance to the consultant throughout the contract period. An initial list of registered companies will also be provided to the consultant upon contract execution.

NEIA's Manager of Business Development, Abbie Lacey will act as Project Manager and key point of contact for consultant(s) for the duration of the project.

#### 5.0 Deliverables & Work Schedule

- a) Evaluation of Atlantic Canadian firms, including capacity, capabilities, products and services. This will require ongoing communication throughout the contract period with the companies by phone/e-mail to seek clarification on the products/services and market interests to match with potential meeting targets, and to allow delegates to review and evaluate meeting targets as they are identified.
- b) Provision of preliminary schedules to each delegate firm in electronic format for review and comment no later than February 15, 2016.
- c) Delivery of preliminary master schedule of meetings to NEIA in electronic format for review and comment no later than February 19, 2016.
- d) Modifications of meeting schedules must be incorporated into a final version to be delivered in electronic and hard copy for each delegate and organizer at the Mission Kick-Off Meeting on March 1, 2016.
- e) Verbal or email updates as well as the latest iteration of the master schedule must be provided by the consultant to the Project Manager weekly.

#### 6.0 Location of Work, Work Site and Delivery Point

No office or administrative support will be supplied to the consultant and no additional fees will be paid to cover business expenses incurred in carrying out this project. NEIA will not provide additional funding for travel, and these costs should be considered in bid preparation. Deliverables will be accepted in electronic format except where otherwise specified and communication between the Project Manager and the consultant will consist of both email and telephone calls.

#### 7.0 Contract Value and Payment Schedule

- a) The total value of any contract(s) emanating from this RFP shall not exceed \$40,000 Canadian Dollars
- b) Bids should be structured to reflect a base rate for the minimum five firms, with an incremental cost-per-firm for delegates 6-10.
- c) An initial payment totalling 25% of the contract value will be made to the consultant upon contract execution and receipt of correctly submitted invoice.
- d) An installation payment of 25% of the contract value will be made to the consultant upon successful completion of delegate profiles.
- e) The remaining payment of 50% of contract value will be made to the consultant upon successful completion of the remaining tasks and the submission of an invoice. Should the number of delegate firms/organizations increase during the contract period, the final payment will be pro-rated to reflect actual delivery.
- f) Payment will be processed by NEIA within 30 days of receipt of correctly submitted invoice.

#### 8.0 Submission Requirements:

- a) Short proposals responding to this Request for Proposal must include a CV, References, and a proposed methodology including sources and/or databases to be used. Proposals should be no longer than 5 pages in length (excluding CV) and must be received by COB October 30, 2015.
- b) All bids must be sent by email to the Project Manager Abbie Lacey at the following address: [abbie@neia.org](mailto:abbie@neia.org)
- c) Any enquiries must be submitted in writing to the Project Manager no later than 48 hours prior to the bid deadline.

#### 9.0 Evaluation

**All bids will be evaluated based on the following criteria:**

##### **a) Point Rated Criteria**

The following point-rated criteria will be used to evaluate the bids received. The maximum points that can be received is 100. Bidders scoring Below Expectations or Below Average on any of the criteria may be eliminated.

##### **1) Experience in Business to Business Match-Making (40 points)**

Bidders should demonstrate knowledge and experience in matchmaking and scheduling meetings. Bidders should provide a concise description of such experience in any field;

However any experience specifically related to the fields of environmental products and services, and/or training and education should be highlighted as extra points will be awarded.

*Level of matchmaking experience including relevancy of such experience:*

Exceeds expectations = 40-50 points

Meets expectations = 25-39 points

Below expectations = <25 points

**2) Understanding the interests of Atlantic Canadian Firms operating in the environmental sector (40 points)**

Bidders should provide a corporate profile and demonstrate knowledge and experience in working with firms in the environmental sector preferably in Atlantic Canada. A detailed description of previous projects/work related to these entities should be submitted and consultants should be able to demonstrate that they have a familiarity with the sector.

Very strong knowledge/experience= 25-30 points

Strong knowledge/experience = 19-24 points

Average knowledge/experience = 15-18 points

Below average knowledge/experience = <18 points

**3) Demonstrated networks within Globe and participating firms (20 points)**

Bidders should provide a concise description evidencing a strong understanding of the Globe conference and likely attendees, and ability to leverage networks to pursue opportunities.

Exceeds expectations = 18-20 points

Meets expectations = 10-17 points

Below expectations = <10 points