

REQUEST FOR PROPOSALS
INTERNATIONAL BUSINESS DEVELOPMENT CONSULTING SERVICES FOR NEWFOUNDLAND
AND LABRADOR COMPANIES
SEPTEMBER 2016 – MARCH 2017
(PENDING FUNDING APPROVAL)

1.0 Objective

The Newfoundland and Labrador Environmental Industry Association (NEIA) on behalf its members is seeking the services of a consultant(s) to develop market-entry strategies, identify key contacts and opportunities for NL firms, and coordinate business development missions in the Caribbean region.

2.0 Background

The NEIA Export and International Business Network (EIBN) is comprised of environmental-related companies and organizations throughout the province. These entities share a strong interest in exporting their products/services (nationally and internationally) to global corporations and public sector institutions. The purpose of the business network is to leverage opportunities for export skills development; enhance firm-level capabilities; increase firm competitiveness and confidence in their ability to compete on the world stage; and develop international ties to foster trade and innovation. The EIBN and its activities/supports are member-driven.

The network engages in quarterly meetings to facilitate capacity building and planning. These meetings provide a forum to discuss and evaluate progress and identify further pursuits and action items. Two years ago, the Caribbean region was identified as a market of interest by many EIBN members, with several having already pursued business in the region. Based on this interest, NEIA undertook a program of activity in conjunction with the Atlantic Canada Opportunities Agency (ACOA) and the Department of Business, Tourism, Culture and Rural Development (BTCRD). NEIA, ACOA and BTCRD act as the Steering Committee for the initiative. The program included information sessions, the development of 20 firm-level market entry strategies and three trade missions to the Caribbean in 2015.

The goal of this project 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 project will develop additional firm-level market entry strategies and plan and execute market visits.

The Steering Committee will engage consulting services to provide an international business development consulting services for project participants as well as the agencies represented in the Steering Committee.

The selected consultant(s) will identify priority markets based on capabilities, as well as visit firms to provide planning and direction, recommend areas of opportunity, identify potential risks and obstacles, key strategies for market preparation and entry, and recommend a program of activities and supports based on firm-level needs. The ideal candidate for this position should possess working knowledge/direct experience with the target market 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.

3.0 Scope of Work

The consultant(s) shall carry out to the satisfaction of the Steering Committee the following tasks:

3.1 Market Entry Strategy Development for up to Five Participant Firms/Organizations

a) Capability and Capacity Assessment – Consult with participant firms in order to clearly understand interests, objectives and areas of experience and expertise. Consultant(s) will evaluate the strength of firm’s domestic operations, and assess export readiness, including level of commitment and capacity to engage in international business, and adaptability of products/services to meet legal/regulatory/cultural requirements for target markets.

b) Market Research and Opportunity Identification –

- i. Evaluate Caribbean markets on a macro level; analyze high-level opportunities for participating NL environmental companies/NEIA members in the Caribbean region.
- ii. Analyze Caribbean markets to identify key opportunities for each participant firm. Create a detailed tailored market intelligence report which includes rationale for identified opportunities, highlighting fit with firm capabilities, and with firm-level strategy. Opportunities should identify local partners where required, identify possible risks/barriers, and fit with International Financial Institutions/government/purchasing firm priorities.
- iii. Detailed description of target markets, including market requirements, estimate of market size, timing, discussion of competition, etc.

c) Firm-level Strategy Development – including lead identification, strategies for market penetration and risk management where applicable, next steps, suggested timelines, and recommendations for participant firms.

e) Based on the results of items 3a-c, consultants will create a qualified report on targeted opportunities for each of the participant firms. This report will include:

- Scope of opportunity – Opportunities should be as detailed as possible with clear objectives such as sales, partnership development, technology acquisition, etc. and include specific reference to procurement strategies, tender documents, discussions with banks/governments/firm officials or other applicable research. Where applicable, company/organization synopsis, websites, key contact(s) and contact information may also be included.
- Budgets/required resources, high-level timelines, key dates and required quality standards
- Classification of Opportunities – Short-term/long-term, requiring local partnership, contingent on funding, etc.
- Supporting documents – List any documents on file relating to the opportunity that could aid in better describing the initiative, its goals, outputs, requirements, or intended outcomes. Typical

background documents may include meeting notes, funding proposals, tender documents, government reports, research or related correspondence.

3.2 Business Development Missions to the Caribbean

Consultant(s) will provide business matchmaking services for two missions during the contract period. Services provide for each mission may include:

- a) Development of one-page delegate profiles
- b) Development of customized meeting programs for each delegate for up to five business days in a maximum of two markets
- c) Development of customized meeting programs for mission participants from ACOA, BTCRD and NEIA for up to five business days in a maximum of two markets
- d) Coordination of a mission preparation session for all delegates prior to each mission
- e) Coordination of ground transportation logistics
- f) In-market mission coordination by consultant for a maximum of five business days in up to two markets
- g) Provide after-care service to delegate firms to advise on follow-up based on mission outcomes

3.3 Project Reporting

- a) Preparation of two progress reports (following each business development mission)
- b) Preparation of a detailed project summary report within thirty days of completion of project reporting on the individual company results, overall project outcomes and recommendation of next steps.

4.0 Steering Committee

The Steering Committee will be comprised of representatives from NEIA, BTCRD and ACOA. The Steering Committee will provide an initial list of registered companies to the consultant(s) upon contract signing, and will provide ongoing guidance to the consultant(s) throughout the contract period.

5.0 Deliverables & Work Schedule

(Contract start/end dates may be amended based on official funding approval.)

- a. Evaluation of participant firms, including capacity, capabilities, products and services. This will require further contact with the companies by phone/e-mail to seek clarification on the products/services and market interests.
- b. Consultant(s) to provide and discuss Market Entry Strategy conclusions/recommendations with participant firms in-person or by other means acceptable to firm
- c. Consultant(s) to organize and facilitate a two business development missions to the region including firm-specific programs of matched-meetings consistent with firm priorities and individualized market-entry strategies. 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. There will be up to eight firms participating in each mission.

- d. Following in-market activities, delegates will be eligible for up to five hours of after-care service.
- e. Consultant(s) to provide progress updates to the Steering Committee through weekly (or as required) conference calls or other means deemed acceptable by the Committee.
- f. All submissions received in response to RFP are the property of the Steering Committee.

6.0 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 Steering Committee and the consultant(s) will consist of both email and telephone calls.

7.0 Contract Value and Payment Schedule

Bidders are requested to frame quote as in the following format:

Component	Cost (CAD, exclusive of applicable taxes)	Maximum Cost
<p>Market Entry Strategy Development Quote should reflect a cost per firm reflecting:</p> <ul style="list-style-type: none"> • In-person company consultation to assess organization capacity (<i>inclusive of applicable travel</i>) • Market research to identify qualified opportunities • Presentation of completed strategies to participants in-person, via teleconference, or other means deemed acceptable by participant 	\$/per firm	\$ for maximum of five firms
<p>Business Development Mission – Base Cost per Mission Quote should a reflect a base cost comprising costs to deliver the following services:</p> <ul style="list-style-type: none"> • Preparation of one-page delegate profiles and meeting programs for Steering Committee members • Mission preparation session • In-market mission coordination (including travel) • Coordination of ground transportation logistics • Preparation of one-page delegate profiles and meeting programs for five participating firms/organizations 	\$/per mission	\$ for two missions
<p>Business Development Missions – Incremental Costs Quote should reflect a cost/company for each delegate above the five participants reflected in base quote.</p>	\$ for each additional delegate	\$ for 3 additional delegates for both missions
<p>SUBTOTALS:</p>	\$ Cost for Delivery of Services based on Minimums	\$ Cost of Delivery of Services Based on Maximums
<p>TOTALS (INCLUSIVE OF APPLICABLE TAXES)</p>	\$	\$

Payment Schedule

- An initial payment totalling 20% of the contract value will be made to the consultant(s) upon consultant(s) engagement and submission of an invoice.
- Progress payment of 20% of the contract value upon completion of Market entry strategies with submission of an invoice.
- Progress payment of 20% of the contract value following completion of the first Business Development Mission with submission of required reports and invoice.
- Progress payment of 20% of the contract value following completion of the second Business Development Mission with submission of required reports and invoice.
- Final payment of 20% of contract value will be made to the consultant(s) upon successful completion of all remaining tasks and the submission of an invoice.
- Payments will be processed by NEIA within 30 days of receipt of invoice.

8.0 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 knowledge of NL 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.*

9.0 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, as well as an incrementally structured budget based on providing the outlined services for **up to 5 firms** participating in market-entry strategy development as well as up to **8 firms** participating in each business development mission. Proposals should be no longer than 6 pages in length (excluding CV) and must be received by close of business **July 15, 2016**.

b) All bids must be sent by email to the Contracting Authority at the following address:
abbie@neia.org

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