

To: Offerors
Date: April 8, 2022
RFP: ATI-001
From: Procurement and Partnerships Team, Africa Trade and Investment (ATI) Program; Implemented by DAI Global LLC
Subject: Request for Proposals (RFP) ATI-001 Continental Services – Trade Preferences Support: Africa Growth & Opportunity Act (AGOA) and Generalized System of Preferences (GSP)
Due: 1:00PM EAT (6:00AM EDT) on May 6, 2022,

Dear Offerors:

Enclosed is a Request for Proposals (RFP) to support the implementation of DAI's ATI project funded by the United States Agency for International Development (USAID). DAI invites firms to submit a proposal to support work under the Continental Services – Trade Preferences Support: Africa Growth & Opportunity Act (AGOA) and Generalized System of Preferences (GSP)

I. RFP Process and deadlines: This solicitation will result in the award of a firm fixed price subcontract. We anticipate issuing one (or more) subcontract award(s) expected to be up to USD \$1,500,000 resulting from the implementation of this agreement.

- a. Submission of Questions – Questions must be submitted no later than 1:00PM EAT (6:00AM EDT) on April 15, 2022, via email to ATI_Procurement@.com.
- b. Submission of Proposal – Proposal must be submitted no later than 1:00PM EAT (6:00AM EDT) on May 6, 2022 via email to ATI_Procurement@.com copying Brian Wanyagi (Brian.Wanyagi@dai.com) and Matthew Farrell (Matthew.Farrell@dai.com). The subject line of the email should be your organization name, followed by “Submission under (RFP) ATI-001 Continental Services – Trade Preferences Support: AGOA and GSP.” Please certify in your submission email a validity period of 60 days for the price(s) provided and include your organization's Unique Entity ID (UEI via SAM.gov). Please limit file submissions to 10 megabytes or less.

II. Composition of Proposal: The proposal should comprise the following submission documents. The Technical Proposal and Cost Proposal should be prepared as separate files for independent evaluation, as follows below. Technical proposals should be submitted as a ten (10) slide presentation, using 12-point standard font size. Graphics may be included, so long as text is clearly legible. If text or graphics are of poor resolution, the information provided may be excluded from consideration. Submissions in PowerPoint or PDF are acceptable, although PDF is preferred along with an accompanying PowerPoint document. Please provide a copy of your cost proposal in Excel format; offerors should use the attached cost/budget template.

Part 1 – Technical Proposal

The technical proposal is composed of the following three (3) sections:

1. **Technical Approach** – Offerors will detail their approach to fulfilling the accompanying Statement of Objectives (SOO). The approach will clearly indicate

how the proposed activities will result in the successful completion of all deliverables and milestones.

2. **Institutional Capacity** – Offerors should provide details about the experience, expertise, and capacity of their firm (or firms if partners are proposed) to implement the proposed approach and complete the work as described. This should also include past performance information for similar activities.
3. **Management Plan/Staffing Structure** – Offerors should include details of personnel who will be assigned to activities as proposed in the technical approach, as well as a clear management plan in narrative form for the development, review, and submission of all associated deliverables, including a milestone schedule. Offerors are permitted to engage in partnering arrangements if it will aid in providing best value to USAID. If a partnering arrangement is being proposed, please describe the nature of the arrangement, the specific technical value being contributed by each member of the team, and the appropriate management controls to ensure successful delivery.

In addition to the above, please include the following inputs, which will not be counted as part of the 10-slide limit and format may be PDF or Word:

- Two (2) examples of past performance (e.g., training materials) relevant to this activity (limited to two (2) pages per example). Examples should be within the last 5 years.
- CV(s) of any individuals proposed in the staffing plan to conduct this activity (limited to two (2) pages per individual).

A cover page will be considered a non-counting page, should offerors choose to include one. No additional annexes or documentation are requested nor should be submitted.

Part 2 – Cost Proposal

The contract type for the presumptive work will be Firm Fixed Price (FFP), awarded as a subcontract by DAI Global, LLC. Please include your total proposed fixed price along with details for specific deliverable pricing. Offerors must also include a cost breakdown of the hourly rates for proposed personnel, any other direct costs, indirect costs, and fees if applicable, with a build-up to their total proposed price or include substantiating price reasonableness documentation/justification. Cost breakdowns included will be utilized to determine price reasonableness. The successful Offeror will need to demonstrate that the proposed rates, fees, etc. are reasonable and will be required to provide documentation during subcontract negotiations to substantiate costs, as needed. The total price of deliverables should be inclusive of all costs to include labor, preparation costs, material costs, travel costs, VAT, and any other direct or indirect costs necessary to provide services and deliverables under this activity. Offerors may use the attached cost/budget template, but are not required to as long as the cost criteria is met; please limit file submissions to 10 megabytes or less.

- III. **Evaluation of Proposal:** DAI will use best value determination for the award of this Request for Proposals. A best value determination means that, in DAI's estimation, the selected offer will provide the greatest overall benefit to USAID in response to the requirements stated in this RFP. DAI may also exclude an offer from consideration if it determines that an Offeror is

"not responsible," i.e., that it does not have the management and financial capabilities required to perform the work required. DAI reserves the right to check the past performance, references, and other pertinent offeror information in making award decisions. Proposals will be evaluated against a stated number of factors including: the overall proposed approach, past performance, specific qualifications in the identified approach and sectors, and other evidence substantiating the bidder's ability to deliver, including budget and time frame considerations.

- 1. Technical Proposal:** The Technical Proposal will be scored and evaluated separately from the cost proposal. Technical panel reviewers will evaluate offerors on the following factors, consistent with the offerors' technical proposal. The Technical Proposal will be evaluated against the following criteria:
 - a. Technical Approach (35 Points):** Points for this section will be awarded based on the information presented in the technical approach. The offeror will be scored based on its presentation of a clear approach that reflects the requirements of this specific activity but also incorporates the offeror's competencies. The successful offeror shall demonstrate: they are well-versed and have expertise in AGOA and GSP, have an approach and team that demonstrates the ability to provide high quality on-demand AGOA awareness and uptake support and on-demand AGOA and GSP virtual trainings.
 - b. Institutional Capacity (30 Points):** Points for this section will be awarded based on information presented in the corresponding section and any submitted case studies (i.e., examples of past performance). Preference will be given to African based firms and/or consortia with linkages to the U.S. market that have past performance in timely and successful delivery of similar services and/or relevant experience in-country as well as experience and local presence in GSP and AGOA candidate countries. Offerors should demonstrate any knowledge and technical experience that will support their ability to perform the requirements of the SOO in an efficient and effective manner. Given the continental scope of the work, multiple language capabilities are a requirement covering at the minimum English, French, Portuguese, and Arabic. Bidders should specify the language capabilities in which they will offer the services.
 - c. Management Plan/Staffing Structure (35 Points):** Points for this section will be awarded based on the qualifications of proposed staff, clear delineation of the roles and responsibilities of each proposed staff and each proposed firm (if firms are partnering), and the demonstrated efficacy and clarity of the management plan. Proposals should provide a clear management plan in narrative form for the development, review, and submission of all associated deliverables, including a proposed milestone schedule. If the offeror is submitting a proposal with partners, the proposal should describe the nature of the arrangement (i.e., added technical value), the division of labor among the partners, and the appropriate management controls to ensure successful delivery. The offeror should clearly demonstrate that they can work in or travel across AGOA candidate

countries and throughout Africa as needed. The Management Plan should clearly outline where staff are located and, if any portion of the team or consortium will be remote, offerors should demonstrate how they will effectively supplement the work on-the-ground and coordinate with national and international staff. Additionally, the offeror should provide management plan considerations for Covid-19 contingencies as relevant.

2. **Cost Proposal:** Cost and associated cost build-up will be evaluated separately from the technical approach, with due consideration for realism, price reasonableness, and allowability consistent with U.S. government cost principles. Evaluation for this section will be dependent upon all information presented by the Offeror in their deliverable table and supporting cost information, as well as its alignment with the proposed technical approach.

IV. Offeror's Agreement with Terms and Conditions: The completion of all RFP requirements in accordance with the instructions in this RFP and submission to DAI of the technical and price proposals will constitute an offer and indicate the Offeror's agreement to the terms and conditions in this RFP and any attachments hereto. DAI is not required to accept and/or evaluate proposals that do not conform to the instructions of the RFP, and additionally, DAI may reject all proposals and not award a subcontract for this RFP. DAI reserves the right to award a subcontract without discussion and/or negotiation; however, DAI also reserves the right to conduct discussions and/or negotiations, which among other things may require an Offeror(s) to revise its proposal (technical and/or price). By submitting an offer, Offerors agree to comply with the general terms and conditions for an award, including [Representations and Certifications](#) compliance. Offerors must provide full, accurate, and complete information in response to this solicitation. By submitting an offer, Offerors certify that they have not/will not attempt to bribe or make any payment to DAI employees in return for preference. Issuance of this RFP in no way obligates DAI to award a subcontract, nor does it commit DAI to pay any costs incurred by the Offeror in preparing and submitting the proposal. DAI reserves the right to award a subcontract to one organization or to issue multiple awards to different organizations based on the results of our evaluation.

Thank you,
DAI ATI Procurement and Partnerships Team
ATI_Procurement@dai.com

Statement of Objectives under RFP ATI-001
Continental Services: Trade Preferences Support- Africa Growth & Opportunity Act (AGOA)
and Generalized System of Preferences (GSP)

INTRODUCTION

In partnership with Prosper Africa, Feed the Future, and other initiatives, the USAID Africa Bureau, Africa Regional Missions, and the Middle East Bureau have established the Africa Trade and Investment (ATI) Program. The purpose of this Program is to mobilize enterprise-driven solutions that increase trade and investment in Africa, including North and Sub-Saharan Africa. It aims to strengthen Africa's markets by developing new trade and investment relationships, particularly between the U.S. and Africa, and achieve development outcomes across all sectors in line with USAID's Private Sector Engagement Policy and the USG Prosper Africa initiative.

Driven by market demand, the Program will embrace innovative approaches to achieve its goals. The Program is envisioned as a small, core set of centrally coordinated technical and institutional support activities, and a large, flexible performance-based subcontracting and grants under contract facility designed to support the needs and opportunities that missions and the private sector identify. The Program aims to mobilize private sector resources and expertise, in conjunction with other USG interagency partners, resulting in the increased capacity, competitiveness and availability of businesses, investors and intermediaries that will drive future trade and investment.

PURPOSE AND BACKGROUND

The [African Growth and Opportunity Act](#) (AGOA) is a nonreciprocal trade preference program that provides duty-free treatment to U.S. imports of certain products from eligible Sub-Saharan African (SSA) countries. Not all countries are eligible for AGOA. There are [49 candidate SSA countries](#) for the preference benefits. Congress first authorized AGOA in 2000 to encourage export-led growth, economic development in SSA, and improve U.S. economic relations with the region. The Generalized System of Preferences (GSP) provides opportunities for many of the world's poorest countries to use trade to grow their economies and climb out of poverty. GSP is the largest and oldest U.S. trade preference program. Established by the Trade Act of 1974, GSP promotes economic development by eliminating duties on thousands of products when imported from one of 50 designated beneficiary African countries and territories.

Traditional country and regionally based demand for AGOA and GSP related information and support has evolved. With Africa itself integrating under the Africa Continental Free Trade Area (AfCFTA), and Prosper Africa's continental approach to trade and investment, support for preferential trade under AGOA and GSP would benefit from a more agile and cost-effective team of AGOA and GSP experts to provide on-demand counsel to private sector firms, regional organizations, and Missions. In combination with virtual trainings, an enhanced suite of digital services available through the trade preferences-AGOA and GSP- website will supplement this support and provide the first line of response for potential and existing African exporters and U.S. buyers. This platform will leverage other USG agency expertise from the Food and Drug Administration (FDA), Customs Border Protection (CBP), United States Department of Agriculture (USDA), United States Consumer Product Safety Commission (CPSC), etc. to present virtually on trade issues with the U.S.

There are significant economies of scale to be gained from the deployment of on-demand AGOA and GSP experts across the continent. US buyers have the incentive to diversify risk and achieve economies of scale. For instance, a nut buyer can be interested in sourcing from Africa-based processing firms spread across three regions. The collaboration of Missions to work with one AGOA and GSP expert can leverage

buyer-seller linkages and lower the cost threshold to mutual benefit while enhancing export opportunities for firms and lowering the sourcing costs for the U.S. importer. There is also a knowledge management dividend for the Missions and private sector and government counterparts. With the range of expertise garnered over the years, ATI can work with the AGOA and GSP consultants to harmonize messaging, ensure greater consistency in the information provided, and work toward a more organized and systematic AGOA/GSP frequently asked questions and responses- making that information available online and to governments and business membership organizations.

OBJECTIVES AND ACTIVITIES

In advancing AGOA and GSP priorities as highlighted in the background, ATI seeks to create economies of scale and scope on the U.S.-buyer end and within Africa with business membership organizations and export firms. To deliver on this priority work, ATI seeks partner(s) well-versed in AGOA and GSP and able to provide a range of services to advance progress to date.

In support of this objective, it is envisioned the selected partner(s) will provide services aligned with the priority components below, although offerors may propose deviations from this process and deliverables as they see fit in accordance with their proposed approach and the available funding to achieve the objective of providing continental services across ATI for AGOA and GSP support and expansion. The list below is therefore indicative and not exhaustive to allow for offerors to present innovative approaches in their proposals. ATI may onboard multiple partners in order to deliver multifaceted AGOA and GSP-related results.

Illustrative Interventions:

1. On-Demand AGOA and GSP Awareness and Uptake Support:
 - i. Provide a set of on-demand AGOA and GSP experts to counsel private sector firms, regional organizations and Missions on AGOA and GSP eligibility and compliance. The pool of experts will possess multilingual capabilities and sector specializations for ready deployment on a demand-driven basis.
 - ii. Develop multilingual online AGOA and GSP support services at a continental level to have AGOA information readily available to governments, private sector players in Africa and the U.S. The multilingual website or related platform will host AGOA and GSP material with frequently asked questions and codified responses based on years of AGOA and GSP experience generated by various UGS missions and regional trade projects.
 - iii. Host a writers' co-creation event to codify AGOA and GSP knowledge available from various AGOA and GSP experts and Missions for migration onto the online platform.
2. On-Demand AGOA and GSP Virtual Trainings:
 - i. Schedule regular demand driven virtual trainings bringing U.S. buyers, African export firms, and USG agencies of interest to present on AGOA and GSP related topics, export procedures to the US. and related topics.
 - ii. Training in partnership with African associations on AGOA and GSP and more generally US market access requirements in priority sectors like apparel, food/beverage, etc.
 - iii. Support individual firms in understanding the treatment of their export products e.g., HS classification, other regulatory issues like labeling, how to complete export/import documentation to claim AGOA and GSP, etc.
 - iv. Training on regulatory requirements such as food facility registration, designated U.S. verified agent, product labeling under the Food Safety Modernization Act (FSMA), etc.

Offerors may also present other AGOA and GSP related services as they see fit in order to produce significant results and boost trade, and a combination of services under one proposal is preferred. Offerors should include in their proposal the data they capture as part of their standard data reporting and any due diligence procedures that will be shared with ATI as part of this activity.

TECHNICAL APPROACH

The offerors should include the following information in their proposal:

1. Background on offeror
2. Relevant experience critical to the success of this work, including familiarity with AGOA and GSP
3. Proposed deliverables and the results associated with each activity
4. Access to and existing relationships with relevant AGOA, GSP, and private sector stakeholders

GENERAL IMPLEMENTATION STRUCTURE

Upon selection and award, ATI will work closely with the awardee(s) to determine the delivery structure including final timelines, deliverables, and associated costs. Additionally, ATI and USAID will also work closely with the awardee(s) on the overall learning agenda, including the appropriate cadence for reporting, communications, and other general ongoing project management activities, as well as be a resource to help the awardee achieve overall objectives.

MONITORING, EVALUATION & LEARNING (MEL)

DAI will work closely with the subcontractor to define appropriate indicators for the overall interventions based on applicable MEL indicators as identified by ATI and the USAID stakeholders. ATI will work with the subcontractor to develop the MEL plan at the kick-off, edit as needed during implementation (e.g., if additional transactions are added), and will collect and review data from the subcontractor for requisite reporting to USAID throughout the life of the activity. The subcontractor will be required to reasonably maintain and report on relevant data as part of the periodic check-in process. DAI will conduct data quality assessments as necessary. In many cases, the subcontractor must be willing to share results for at least a six-month period following the completion of their subcontract in order for ATI and USAID to accurately capture results (e.g., an investment that closes after the period of performance but was facilitated during the contracted support).

PLACE OF PERFORMANCE

The place of performance of partner(s) is preferably within Africa, although other international presence may be considered, and offerors should anticipate the need for frequent in-country visits. Offerors should provide details on their approach to working in relevant countries as the activity requires. The selected firm(s) will report to ATI team members based in Africa and/or Washington, DC.

IMPLEMENTATION TIMEFRAME

The activities outlined above are estimated to take place over a period of 12 months starting around June 2022 and coming to completion by June 2023, with the potential for extension based on good performance, private sector demand, and budget availability. The offerors should propose a timeline commensurate with their technical approach. In response to this solicitation, offerors may propose their

own alternate timelines, work plans, and level of effort associated with the various components of the activity in line with their proposed approach.