

To: Offerors
Date: May 19, 2022
RFP: ATI-005
From: Procurement and Partnerships Team, Africa Trade and Investment (ATI) Program; Implemented by DAI Global LLC
Subject: Request for Proposals (RFP) ATI-005 Continental Services: Buyer-Supplier Advisory and Support services- USA and Africa Buyer identification
Due: 1:00PM EAT (6:00AM EDT) on June 16, 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: Buyer-Supplier Advisory and Support Services- USA and Africa Buyer identification.

- 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) ranging between USD \$175,000 and USD \$350,000 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 May 26, 2022, via email to ATI_Procurement@.com.
Submission of Proposal – Proposal must be submitted no later than 1:00PM EAT (6:00AM EDT) on June 16, 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-005 Continental Services: Buyer-Supplier Advisory and Support Services- USA and Africa Buyer identification.
 - b. 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 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 buyer-supplier support including strong U.S. and African buyer and supplier networks and demonstrated experience creating buyer-supplier linkages that result in trade deals.
 - b. Institutional Capacity (30 Points):** Points for this section will be awarded based on information presented in the corresponding section and any submitted past performance examples of deals closed before. Offerors should demonstrate their and any proposed partners' access to networks of both U.S. and African buyers as well as African export firms. 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.
 - 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 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-005:
Continental Services: Buyer-Supplier Advisory and Support Services**

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 African countries, 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

There are significant opportunities for increasing U.S. – Africa trade as well as intra-Africa trade by focusing on addressing the concrete challenges facing buyers and suppliers in trade transactions. These opportunities exist across many industries and in many African countries making them well suited for a continental approach. Additionally, many of these sectors involve large numbers of women as owners, managers and employees which elevates the possibilities for positive development impacts on social and gender issues. The widespread opportunities at a continental level make this trade technical area stand out as a priority for Prosper Africa support.

Challenges and Opportunities: There is a need for credible and up-to-date market intelligence on buyer requirements to achieve significant exports to the U.S. market and large economic growth centers in African markets such as Johannesburg, Cape Town, Nairobi, Lagos, Accra, Cairo, Casablanca, etc. Exporter support programs that build exporter readiness in the absence of targeted end-market and buyers' intelligence often fail to meet exporters' expectations and do not yield positive returns on investment. The USAID Africa Trade and Investment program seeks to focus on aggregating market intelligence and export orders to trigger significant demand-driven exports. In line with the program's demand-driven approach and informed by what U.S. and African firms buyer firms need, the program will work with specialist U.S. and African Import Sales Development Leads (end market actors) to identify buyers' requirements of large and expanding U.S. and African brands and match those with firm-level support for Africa-based export firms that meet quality and quantity standards to conclude trade deals.

Buyer end-market intelligence is a significant critical success factor in effective trade deal closure for African export firms, particularly those capable of exporting on a continental basis instead of a single country focus. The utilization of Import Sales Development Leads 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. and African importers.

OBJECTIVES AND ACTIVITIES

In advancing this buyer-supplier advisory and support services priority, ATI seeks to create high-level awareness of export market opportunities to lower the buyer discovery costs and promote significant exports (intra-Africa and to the U.S.) from African export firms. The following indicative buyer-seller advisory and support services are proposed.

Illustrative Interventions:

1. Mapping Opportunities for Strategic U.S. and African Buyer/Supplier Partnerships through Market Needs Assessment

- End-market Import Sales Development Leads generate market intelligence on the U.S. and African buyers' requirements to inform exporters' responses to these end markets.
- Such information will be disseminated to African national trade promotion service providers (private and public entities) and business membership organizations (chambers of commerce, trade associations) to ensure maximum reach to export firms.
- Development of a focus list of associations and lead companies by sector for targeted joint outreach by ATI, Prosper Africa and USAID, presentations to associations and lead companies on our interest in exploring continental scale sourcing partnerships with them or their members, and the identification of a short-list of companies with large-scale sourcing footprints in Africa for initial conversations.
- Generate prospective trade deals at industry association or firm level for significant exports from Africa to the U.S. and to other African countries.
- Deploy transactionally oriented tools such as pay-for-results agreements to identify possible trade deals for African client exporter companies in key sectors of interest for USAID.
- Beyond trade in goods, this workstream would also actively explore the viability for partnerships in trade in services in emerging high-potential sectors such as digital and creative industries. In that regard, buyer opportunities for services in both the U.S. and Africa are sought under this request.

2. Targeted Trade Information Sharing Sessions

- Support market actors that put exporters and buyers in touch through targeted trade events, buyer-seller match-making events, and reverse trade missions with buyers. Focused inward buyer missions that bring U.S. and African buyers to exporters will be encouraged. The focus should be beyond trade events but securing significant trade deals/orders that African export firms can pursue.
- Organize trade information sharing events, buyer-seller linkages, and exporter development to conclude export deals. Trade events should not be an end in themselves but support deals. Buyer-seller events that are not linked to trade deals are discouraged.

3. Buyer-Seller Linkage and Trade Deal Activities

- Based on identified buyer requirements and orders, ATI expects offerors to facilitate buyer-seller linkages that lead to concrete trade deals and support export firms to close deals. Offerors will be expected to indicate what technical support is required to enable export firms to close the trade deals.

4. Buyer-Supplier Partnerships

- Identify and facilitate high-impact partnerships with U.S. buyers and their African suppliers to significantly scale African and U.S. employment and exports to the United States and within Africa. Partnerships developed should focus on advancing one or more of the following criteria:

- i. Substantial scaling of exports to the U.S. or from the U.S. to Africa.
- ii. Substantial increases in value-addition on the African continent (move to processed and specialty products versus raw commodities).
- iii. Accelerating U.S. investments into their African supply chains (moving U.S. buyers from spot buyers to strategic partners).
- iv. Expanding the geographic sourcing footprints of U.S. firms within Africa; and
- v. Developing new high potential export services and products.
- vi. Develop or expand new trade models such as import aggregators that can source buyers' orders, consolidate exporters' products and service the buyers' requirements while building the capacity of exporters.
- vii. Buyer led exporter development models are also highly encouraged as strategic trade facilitation activities.

Offerors may also present other buyer support related services 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 either U.S. buyers by sector/product categories, African buyers/export firms, and or both U.S. and African buyers and export firms. Please also indicate deals closed before.
3. Proposed deliverables (with export deals at scale as a minimum requirement), timelines and the results associated with each activity
4. Access to and existing relationships with relevant buyers, export firms, and private sector stakeholders. ATI expects service providers to have access to networks of U.S. and African buyers as well as African export firms.

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 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) could vary depending on expertise. We expect firms with an expertise in either the U.S. or Africa or both, although other international presence may be considered as long as offerors can demonstrate capacity to build the required relationships with U.S. and African buyers and African export firms. Offerors should anticipate the need for frequent in-country engagements/consultations with buyers in the U.S. and in Africa. Offerors should provide details on their approach to working in relevant geographies- the U.S. and African countries in line with their technical approach 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 (securing and closing trade deals), 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.