

**To:** Offerors  
**Date:** January 11, 2023  
**RFP:** ATI-026  
**From:** Procurement and Partnerships Team, Africa Trade, and Investment (ATI) Program;  
Implemented by DAI Global LLC  
**Subject:** Request for Proposals (RFP) ATI 026: African Growth and Opportunity Act (AGOA)  
and U.S (United States) (United States). Market Access Training and Awareness in Cabo  
Verde  
**Due:** 1:00PM EAT (6:00AM EST) on January 31, 2023

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 for work to be funded by USAID under African Growth and Opportunity Act (AGOA) and U.S. Market Access Training and Awareness in Cabo Verde.

- I. **RFP Process and deadlines:** This solicitation will result in the award of one Firm Fixed Price Purchase Order (FFP {Firm Fixed Price}). We anticipate issuing one purchase Order between **\$15,000** and **\$20,000**.
  - a) Submission of Questions – Questions must be submitted no later than **1:00PM EAT (6:00AM EST) on January 16, 2023**, via email at [ATI\\_Procurement@dai.com](mailto:ATI_Procurement@dai.com).
  - b) Submission of Proposals – Proposals must be submitted no later than **1:00PM EAT (6:00AM EST) on January 31, 2023**, via email to [ATI\\_Procurement@dai.com](mailto:ATI_Procurement@dai.com), copying [Mike\\_Wayamba@dai.com](mailto:Mike_Wayamba@dai.com) and [Edwin\\_Muli@dai.com](mailto:Edwin_Muli@dai.com). The subject line of the email should be your organization name, followed by “Submission under RFP ATI 026: African Growth and Opportunity Act (AGOA) and U.S. Market Access Training and Awareness in Cabo Verde.” Please certify in your submission email a validity period of 60 days for the price(s) provided. In order to submit a proposal, offerors must have at least initiated the process to obtain a [SAM \(System for Award Management\) UEID \(Unique Entity ID\)](#). If the UEID has not yet been issued, offerors should note that in the submission and update ATI at [ATI\\_Procurement@dai.com](mailto:ATI_Procurement@dai.com) once it is issued. Please limit file submissions to 10 megabytes or less.
  
- II. **Composition of Proposal:** Your organization's 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 presentation no longer than ten (10) slides, using 12-point standard font size. Graphics may be included, so long as the text is clearly legible and may use 10-point font. If text or graphics are of poor resolution, the information provided may be excluded from consideration. Submissions in PowerPoint or in PDF (Portable Document Format) are acceptable, although PDF is preferred along with an accompanying PowerPoint document. Please provide a copy of your cost proposal in Excel format; offerors may use the attached cost/budget template.

### **Part 1 – Technical Proposal**

Please limit your technical proposal to no more than ten (10) slides. 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 offeror will deliver an in-person training sessions in Cabo Verde aimed at strengthening and expanding knowledge of AGOA benefits, rules of origin, customs, export procedures, and documentation, as well as Federal Drug Administration (FDA) or phytosanitary standards and labeling requirements for the U.S. market.
2. **Institutional Capacity** – Offerors should provide details about the experience, expertise, or capacity of their firm to recommend the proposed approach and complete the work as described. This should also include past performance information for similar activities and/or experience in the region. Offerors should demonstrate their knowledge, capabilities, and experience in preparing training material and presentation on AGOA and U.S. export requirements, to be delivered in Cabo Verde. Ability to deliver two in-person training sessions of approximately two hours, in the capital city Praia (Santiago Island) and in the city of Mindelo (São Vicente Island).
3. **Management Plan/Staffing Structure** – Offerors should include details of personnel who might be assigned to the activities described in the technical approach, as well as a clear management plan in narrative form for the development, review, and submission of deliverables, including a milestone schedule that indicates their proposed timeline for implementation. 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, oversight, and coordination controls to ensure successful delivery.

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

- One (1) to two (2) case study examples or qualifications statements of past performance relevant to this activity (limited to two (2) pages per example)
- CV(s) of any individuals proposed in the staffing plan to conduct this activity (limited to two (2) pages per individual). Please include the location where the individual is based.

A cover slide will be considered a non-counting slide, should offerors choose to include one. No additional annexes or documentation are requested at this time.

## **Part 2 – Price Proposal**

The contract type for the presumptive Purchase Order will be Firm Fixed Price, awarded by DAI Global, LLC. Please include your total proposed fixed price along with details for specific deliverable pricing. Offerors should also include a cost breakdown of the hourly rates for proposed personnel, 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. Offerors can use the attached cost/budget template for guidance but are not required to use it if the cost proposal captures the necessary elements (i.e., deliverables table with breakdown of how the deliverable totals were calculated). Note that the successful Offeror must be able to substantiate all costs and demonstrate the reasonableness of cost elements. 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 DAI 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/or financial capabilities required to perform the work required. Proposals will be evaluated against a stated number of factors, including the overall proposed approach, past performance and other evidence substantiating the bidder's ability to deliver, and 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.
  - a. **Technical Approach (35 points)** - Points for this section will be awarded based on the information presented in the technical approach. Points will be awarded to firms describing their thoughtful approach to addressing the statement of objectives. The offeror will be scored based on its presentation of a clear approach which reflects the requirements of this specific activity and incorporates the offeror's unique competencies to provide training program tailored to Cabo Verde focused on AGOA benefits, rules of origin, customs, export procedures, and documentation, as well as FDA or phytosanitary standards and labeling requirements for the U.S. market as per the statement of objective.
  - b. **Institutional Capacity (35 points)** - Points for this section will be based on information presented in the corresponding section. Preference will be given to firms that have past performance in timely and successful delivery of similar services as well as relevant experience in the in the capital city Praia (Santiago Island) and in the city of Mindelo (São Vicente Island). Offerors should demonstrate past credentials in similar assignments offering customized training.
  - c. **Management Plan/Staffing Structure (30 points)** – Points for this section will be based on the qualifications and appropriate size of proposed staff, in line with the criteria outlined in the previous section. Points will be given based on the team's range of relevant experience, including experience with delivering in-person training sessions of approximately two hours, in the capital city Praia (Santiago Island) and in the city of Mindelo (São Vicente Island). Points will also be based on the demonstrated efficacy of the management plan, including the proposed timeline for achieving key milestones such preparation of training materials, delivery of training, delivery of training reports, facilitation of procurement of interpretation services and coordination with the U.S. Embassy in Praia, facilitate the hiring of a venue for the training, as well as basic conference support services, such as providing refreshments and printing for the trainings and a schedule of deliverables that is aligned with the requirements of the SOO. Preference will be given to offerors with a local presence in Cabo Verde. If the offeror is submitting a proposal along with partners, the proposal will also evaluate the added technical value of each proposed partner.
2. **Price Proposal:** Price will be evaluated separately from the technical approach, with consideration for price reasonableness and allowability consistent with US (United States) government cost principles. Evaluation for this section will depend on all information presented by the Offeror in their deliverable table, budget with cost breakdowns, and supporting cost information, and its alignment with the proposed technical approach. Budgets will be analyzed for cost reasonableness of the deliverable prices as well as the cost build-up.

- 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 cost 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 cost). 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](mailto:ATI_Procurement@dai.com)