

Attachment A: Request for Proposal

To: Offerors
RFP: ATI-057
Issuance Date: March 7, 2024
From: Procurement and Partnerships Team, Africa Trade, and Investment (ATI) Program; Implemented by DAI Global LLC
Subject: Request for Proposals (RFP) ATI-057 TPSP for preparing and coordinating SFF show for Southern Africa delegation.
Due Date: March 26, 2024

Dear Offerors:

Enclosed is a Request for Proposals (RFP) and Statement of Work (Attachment B: SOW) to support the implementation of DAI's ATI project funded by Prosper Africa and the United States Agency for International Development (USAID). DAI invites Offerors to submit a proposal to support work under the Trade Promotion Service Provider (TPSP) for preparing and coordinating the Summer Fancy Food (SFF) show and associated events for Southern Africa delegation Activity.

- I. RFP Process and deadlines:** This solicitation will result in the award of a firm fixed price subcontract. We anticipate issuing one (1) Firm Fixed Price (FFP) Subcontract Award, with a budget range of between **USD \$80,000-USD \$100,000** resulting from the implementation of this scope of work.

Note: ATI funds will not support construction activities.

- a. Submission of Questions – Questions must be submitted no later than **6:00PM East Africa Time (10:00AM Eastern Daylight Time) on March 18, 2024**, via email to ATI_Procurement@atiprogram.com
- b. Submission of Proposal – Proposals must be submitted no later than **6:00PM East Africa Time (10:00AM Eastern Daylight Time) on March 26, 2024** via email to ATI_Procurement@atiprogram.com, copying ATI_Partnershipteam@dai.com. The subject line of the email should be your organization name, followed by **'RFP-ATI-057 TPSP for preparing and coordinating SFF show for Southern Africa delegation'**. Please certify in your submission email a validity period of 60 days for the price(s) provided and include your organization's Unique Entity Identity Number (UEID 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. (1) 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. (2) Please provide a copy of your cost proposal in Excel format; offerors should use the attached cost/budget template (Attachment C: 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 Attachment B: Statement of Work (SOW).

The Proposals will be objectively evaluated on the basis of the quality of an innovative technical approach, well thought-out methodology, and relevant, effective, and efficient deliverables, to convene, coordinate and support regional firms in preparing for their participation in the 68th Summer Fancy Food (SFF) Show as a Trade Promotion Service Provider (TPSP).

2. **Institutional Capacity** – Offerors should provide details about the experience, expertise, and capacity of their firm to implement their proposed approach detailed in their proposal. This should also include past performance information to convene and coordinate trade promotion events at a continental level. Offerors who have specific experience in coordinating trade events for southern Africa countries and the US at continental level will be added advantage.

Further details can be reviewed in the accompanying Attachment B: Statement of Work (SOW).

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/deliverable schedule. Personnel should demonstrate strong experience in the priority sectors noted above. Further details can be reviewed in the accompanying Attachment B: Statement of Work (SOW).

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 (i.e., case studies) 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 any fees or applicable taxes 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. 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. **Cost proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost/price (shown below), when combined, are considered significantly more important than cost/price factors.**

- 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 Proposals will be objectively evaluated on the basis of the quality of an innovative technical approach, well thought-out methodology, and relevant, effective, and efficient deliverables. The Technical Proposal will be evaluated against the following criteria:
 - a. Technical Approach (25 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 methodology of well-planned and sequenced activities that attains the objectives of this activity and also incorporates the offeror's competencies. The successful offeror shall demonstrate they are well-versed and have expertise to convene, coordinate and support regional firms in preparing for their participation in the 68th Summer Fancy Food (SFF) Show or similar trade promotion events as a Trade Promotion Service Provider (TPSP).
 - b. Institutional Capacity (40 Points):** Points for this section will be awarded based on information presented in the corresponding section and any submitted examples of successful past performance examples of coordinating trade promotion events. The Offerors should demonstrate their past experience in coordinating regional trade events, proving input on the recruitment and selection of firms, side events (retail tour program, market intelligence session), preparatory webinars and coordinating with exhibitors on travel, shipping samples, artwork, and other arrangements.
 - 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 proposed staff, and the demonstrated efficacy and clarity of the management plan. Proposals should provide a clear management plan in narrative form for the implementation, review, and submission of all

associated deliverables, including a proposed milestone schedule. The offeror should clearly demonstrate that they can work in or travel in relevant geographies as the activity and proposal requires. The management plan should outline:

- 1) Clear roles and responsibilities for all staff outlined in the proposal with demonstrated industry experience and qualification in coordinating trade events. The plan should indicate where the staff are located and, if any portion of the team or consortium will be remote,
- 2) Clear mechanisms for collaboration and coordination with industry stakeholders, USAID, and ATI's technical team.

Provide detailed CV(s) of any individuals proposed in the staffing plan to conduct this activity (Limited to two (2) pages per individual).

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, specifically a **Unique Entity ID (SAM)**. There is a **mandatory** requirement for the Offeror to provide a Unique Entity ID (SAM) to DAI. Without a Unique Entity ID (SAM), DAI cannot deem an Offeror "responsible" to conduct business with and therefore, DAI will not enter into a subcontract/purchase order or monetary agreement with any organization. The determination of a successful offeror/applicant resulting from this RFP is contingent upon the winner providing a Unique Entity ID (SAM) DAI.

Obtaining a Unique Entity ID (SAM) may take up to 3 weeks or more. Therefore, offerors are strongly encouraged to initiate the process to obtain a Unique Entity ID (SAM) prior to submitting an offer. It is preferred that **the Unique Entity ID (SAM) is submitted along with the Technical and Cost Proposals**. If an offeror is selected for award but does not have a Unique Entity ID (SAM), DAI reserves the right to deem the offeror ineligible for award or apply additional conditions in any resultant subcontract/purchase order. A copy of the instructions for obtaining a Unique Entity ID (SAM) - DAI'S Vendors, Subcontractors is attached to this RFP. 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



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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@atiprogram.com