

## ATTACHMENT B – STATEMENT OF WORK

### TRADE PROMOTION SERVICE PROVIDER (TPSP) FOR PREPARING AND COORDINATING THE SUMMER FANCY FOOD (SFF) SHOW 2024 AND ASSOCIATED EVENTS FOR SOUTHERN AFRICA DELEGATION.

#### INTRODUCTION

The USAID Africa Trade and Investment (ATI) program is designed to bolster the U.S. Government's ability to boost trade and investment to, from, and within the African continent. The continent-wide program is USAID's flagship effort in support of the Prosper Africa initiative and will expand and accelerate two-way trade and investment between African nations and the United States.

Driven by market demand, ATI embraces innovative approaches to achieve its goals. ATI is designed 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 USAID Missions and the private sector identify.

The USAID ATI Southern Africa Buy-in (the Project) is part of the larger USAID Africa Trade and Investment program. Building on the success of a previous USAID trade-promotion project (the USAID Southern Africa Trade and Investment Hub, concluded in 2022), the Project takes a market-systems development (MSD) approach to promoting regional economic growth, in line with USAID Southern Africa's 2020-2025 Regional Development Cooperation Strategy. To this end, the Project focuses on two main objectives:

1. Increasing agricultural exports from targeted Southern African countries to South Africa
2. Boosting sustainable utilization of the African Growth and Opportunity Act (AGOA) and Generalized System of Preferences (GSP) opportunities in the agriculture and agribusiness sector by targeted Southern African countries.

To meet these objectives, activities under the Project address market incentives, behaviors, and relationships that impede the region's trade competitiveness in three market systems:

1. Trade-promotion system
2. Trade-enhancing services system
3. Supply-chain management system.

The Project operates in the following Southern African countries: Angola, Botswana, Eswatini, Lesotho, Madagascar, Malawi, Mozambique, Namibia, South Africa, and Zambia.

#### PURPOSE AND BACKGROUND

The Summer Fancy Food Show has been earmarked as the premier food show in the United States for the Africa Fine Foods Pavilion. According to the State of the Specialty Food Industry Report <https://www.prnewswire.com/news-releases/specialty-food-and-beverage-sales-expected-to-reach-207-billion-in-2023-according-to-state-of-the-specialty-food-industry-2023-24-report-301858205.html> sales of specialty foods and beverages across all retail and food service channels neared \$ 194 billion in 2022, up 9.3 percent over 2021, and are expected to reach \$207 billion (about \$640 per person in the United States) by the end of 2023.

ATI's participation at the upcoming Summer Fancy Food shows in 2024 will be supported under the Prosper Africa Continental Services Buyer-Supplier workstream as the activity represents foundational work that will continue at a scale that exceeds any existing mission's geographic mandate. The continental mandate includes developing a continental partnership with a corporate partner; mobilizing export firms to respond to U.S. buyers' requirements, market intelligence to source U.S. buyers for international trade and leveraging co-funding options between Prosper Africa continental buyer-supplier services with regional and bilateral missions funding pools. ATI will also seek co-funding from regional and bilateral missions as well as African export firms to ensure that only credible and deal ready firms participate in the event.

To achieve this, ATI will build on its success at the June 2023 Summer Fancy Food Show by expanding participation to include export and deal ready firms from the continent that will be able to benefit from the exposure and access to buyers directly. This targeted approach will lead to increasing the average export transaction size by linking together export and deal ready firms with pre-selected and qualified U.S. buyers in specialty foods.

ATI will introduce major enhancements in the participation at the Summer Fancy Food June 2024 Show by partnering with industry experts in the United States to deliver greater export sales of \$100 million. This export performance will be attained by bringing in between 100 and 150 participating African export firms under an African Fine Foods Pavilion banner drawing export firms from North, West, East, and Southern Africa. ATI will also focus on engaging U.S. buyers across high potential specialty food sub-sectors to build deeper linkages between U.S. importers and African exporters.

This buyer-supplier activity will be supported by working with TPSPs that are focused on the buyer and supplier side working with African export firms to ensure that an integrated approach supports the latter before, throughout the event and after the event. **This Statement of Work relates to support on the supplier side and specifically for firms from the Southern Africa region.**

### **Intervention Mechanism**

ATI has secured a co-investment from USAID Southern Africa for the purposes of supporting 50 firms from the Southern Africa region to participate in the 68<sup>th</sup> Summer Fancy Food Show and the related events being organized by ATI and its partners. One or two U.S. buyer-focused TPSPs that will also be contracted to support business-to-business linkages at the show, will also be required to collaborate with the appointed Southern Africa TPSP.

ATI is also in the process of securing corporate sponsors that work with export firms and see value in co-sponsoring an Africa Pavilion. Potential corporate sponsors may include, but not limited to, financial lending institutions that have a vested interest in supporting SMEs and export ready firms with trade finance.

To maximize impact, ATI will work mostly with export ready firms which are defined as Tier One firms that are already exporting to key markets such as the United States, Europe, South Africa, and seek to scale their exports. Such firms should have existing formal management structures and exhibit a readiness to cost share. These firms should have scope to expand their production capacity and have in-house capabilities to expand exports with some light support. Export ready firms are further recognized by their, relatively, more experienced management teams, enhanced processing capacity, and product certifications.

ATI will roll out the trade fair activity in three parts. Firstly, it will secure exhibition space to enable African export firms to be housed in one location to demonstrate the scale and capabilities of African exhibitors to meet U.S. buyers' demands. Second, ATI will recruit U.S. based specialist TPSPs to identify U.S. buyers in specific product categories to ensure that African exports firms can have curated B2B events with those identified buyers while in the United States. These TPSPs will also follow up on post trade show deal grooming to ensure that as many deal leads as possible are converted into export sales. Third, export firms will be required to pay their way to the SFF Show on a competitive basis with skin in the game. The costs that firms' need to cover include flights, accommodation, ground transport, visas, shipping samples and \$500 toward the cost of the ready-to-use, branded 50SQF booth space.

### **Southern Africa Buy-in Delivery Model**

In FY 2023 at least 32 brands were exposed to the U.S. market at Summer Fancy Food (SFF) Show in New York under the USAID Southern Africa Trade and Investment Southern Africa Buy-in Activity (the Project) as part of the Africa Fine Foods Pavilion. The exhibitors generated estimated deals valued at \$23 million. Building off the successes of the FY 2023 Summer Fancy Food Show, USAID and Prosper Africa have extended participation to the rest of Africa, making participation truly continental. USAID Africa Trade and Investment Southern Africa Buy-in Activity will manage the Southern Africa region participation, as part of the Africa Trade and Investment Program-hosted Africa Fine Foods Pavilion.

USAID Africa Trade and Investment Southern Africa Buy-in Activity seeks to coordinate with at least 15 trade promotion service providers (TPSPs) to support 50 specialty food firms from 10 countries to exhibit in-person at Summer Fancy Food Show 2024 (<https://www.specialtyfood.com/shows-events/2024-summer-fancy-food-show/>) taking place from June 23-25, 2024, at the Jacob K. Javits Convention Center, New York, United States.

The Specialty Food Association (SFA) ([www.specialtyfood.com](http://www.specialtyfood.com)) is the organizer of the Summer Fancy Food and the Winter Fancy Food Shows. The USAID Africa Trade and Investment Activity is an affiliate member of the Specialty Food Association (SFA) (via DAI membership) giving it a pavilion organizer status that allows it to accommodate many exhibitors. This membership has been renewed for FY 2024 to enable a smooth procurement process with the organizers.

The Project is promoting various specialty food products such as dried fruits and nuts, coffee, culinary oils (e.g. olive oil, avocado oil, etc.), honey and honey products, ingredients (e.g. moringa, baobab, marula, chilis, etc.), indigenous/herbal plants, sauces and condiments, spices (incl. spiced salts), soy products (flakes, vegan), and beverages (incl. herbal teas, juices, alcohol-free wines) fish/seafood, meat and meat products, and dairy products from ten Southern Africa countries, to access the U.S. market under AGOA.

In FY 2023, the Project established an active trade promotion service provider (TPSP) working group that provided input on the recruitment and selection of firms, side events in New York (retail tour program, market intelligence session), the preparatory webinars and coordinating with exhibitors on travel, shipping samples, artwork, and other arrangements. The Project led the TPSP working group activities and played the secretarial role. In FY 2024, this dependency on the Project should be reduced through the appointment of a Southern Africa TPSP. The appointed service provider will hence need to play this coordination role. Given the continental focus, the commercial TPSP role will not include contracting with the show organizers or the booth build-out company.

The TPSP working group will continue to operate with participation from TPSPs that provide a cost-share contribution or exhibit at the Summer Fancy Food Show. The TPSP working group will be led and managed by the appointed commercial TPSP. This will include coordinating closely with the South Africa Consulate General: New York on the retail tour, market intelligence session and buyer reception. In addition, members of the working group will also be involved with identifying and supporting exhibitors under their jurisdiction and representing and exhibiting on behalf of their members. Other areas that TIPAs and firms will be required to cost share include:

- Booth build-out (\$500)
- Shipment of goods
- Own flights, accommodation, ground transport, meals, and visa costs.
- Exhibitor liability insurance (estimated at \$100) paid directly to the insurance agent.
- Any additional items which are not part of the standard booth package, such as fridges, individual scanners.

## **OBJECTIVES AND ACTIVITIES**

The purpose of the partnership between the Project and the appointed Southern Africa TPSP is to convene, coordinate and support regional firms in preparing for their participation in the 68th Summer Fancy Food (SFF) Show. This market actor is intentionally included as a means of laying the groundwork for a market actor to play this convening role in the future (in the absence of the Project). The service provider will be responsible for the following tasks:

1. Convening a SFF Show 2024 Working Group, in collaboration with the Project.
2. Identifying, vetting, and onboarding up to 50 Southern African export-ready specialty food firms in collaboration with the Project in coordination with national and provincial TPSPs.
3. Arranging and coordinating participation of exporting firms in learning events that are being held before, during and after the event. These will be organized by the working group and Project at no cost to the appointed TPSP under this contract.
4. Coordinate shipments including all necessary materials for the booth equipment and marketing materials to the SFF Show in New York in accordance with deadlines set by show organizers. Where necessary, the TPSP will coordinate shipment of samples.
5. Collecting high resolution photos, logos, and company information from exhibitors in collaboration with national and provincial trade promotion service providers and export firms for inclusion in the Africa Fine Foods Pavilion brochure and for preparing the artwork for each customized booth.
6. Drafting and finalizing deal notes (partnership agreements) between ATI and each of the 50 exhibitors that are being supported by ATI.
7. Coordinating with the ATI Communications team on the development of an Africa Fine Foods Pavilion brochure.
8. Identifying partner sponsors such as banks, provincial/national TPSPs and other institutions.
9. Collecting information during and after the show on meetings that took place between the 50 exhibitors and prospective buyers using the format prescribed by ATI's Monitoring, Evaluation and Learning department.
10. Profiling the 50 Southern Africa firms and coordinating with the appointed U.S.-based TPSP to secure B2B meetings with U.S. buyers and other actors in the value chain such as distributors.

11. Conducting relevant meetings or coordination sessions with the delegation to prepare the group for the Summer Fancy Food show.
12. Harvesting highlights or success stories, with related evidence and photos, during and after the show for sharing with ATI Communications for the purposes of posting on ATI and USAID social media platforms.
13. Supporting the exhibitors during the SFF Show with queries, advice on their booth set-up and buyer interactions and troubleshooting issues on the show floor.

**Below is a schedule of planned activity timelines:**

<b>Deliverable(s)</b>	<b>Deliverable description</b>	<b>Due date</b>
1. Vet and onboard of firms	Vet and onboard the selected firms to confirm export readiness and ensure familiarity with the process and expectations.	April 05, 2024
2. Deal notes signed	Draft a deal note, disseminate to 50 selected firms, and collect them	April 15, 2024
3. Folder with firm photos, logos and other content needed	Collect logos, high resolution pictures, company description and contact details from the 50 selected firms, develop and print the Africa Fine Food pavilion brochure and for developing the artwork for the booths	May 15, 2024
4. Pre-departure webinars reports	In collaboration with U.S.-based TPSP, schedule and host pre-departure webinars to prepare the 50 selected firms, provide pre-departure webinar reports	June 10, 2024
5. Cost-share contribution report and evidence	Coordinate the collection of the \$500 cost share contribution from each selected firms and provide a tracker of proof of payment for each exhibitor. Exhibitors that have not paid will not be allowed to participate.	April 30, 2024
6. Track and ensure the payment of exhibitor liability insurance to the provider	Provide information to all exhibitors on the compulsory insurance required and the payment information. Follow-up to ensure all exhibitors have paid insurance and that the SFA have the needed evidence.	May 15, 2024
7. Track and record all export deals (facilitated and closed) in partnership with the U.S. based TPSP	In collaboration with U.S.-based TPSP, prepare profiles and supply information to enable suitable matchmaking of suppliers with U.S. buyers, collect and capture data during the show. Follow up with all exhibitors on the buyer linkages established and deals closed, and request supporting documents to verify. Closed and prospective deals should amount to at least \$35 million in value.	July 31, 2024

The appointed service provider/s will be required to:

1. Submit all required documentation to ATI including:
  - a. Deal tracker containing information on meetings held, prospective deals and closed deals between Southern Africa suppliers and U.S. buyers.

- b. Photographs of the side events and the SFF Show featuring Southern Africa exporters and their products.
  - c. Signed partnership agreements with each exhibitor.
  - d. Proofs of payment of cost share contribution from each exhibitor or their supporting TPSP (e.g. FoodBev SETA, Wesgro, NIPDB).
  - e. Meetings of all TPSP working group meetings including a table of agreed actions and progress.
2. Provide monthly reports of the status of progress in line with the agreed deliverables and work plan.
3. Provide updates to the export firms on all arrangements leading up to the SFF Show.
4. Submit invoices based on approved deliverables linked to performance against agreed milestones.
  - a. The service provider shall submit invoices, which should be in line with the agreed deliverables and reports.
  - b. ATI will initiate payment for service provider as agreed under the contract issued to the service provider.
5. Submit event/activity reports in ATI format.

## GENERAL IMPLEMENTATION STRUCTURE

ATI will work closely with the service provider to determine the delivery structure including final timelines, deliverables, and associated costs. Additionally, ATI and USAID will also work closely with the service provider 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.

## PLACE OF PERFORMANCE

The service provider must be able to complete their proposed approach across the United States and Africa, and support will be provided through a combination of remote support with in-person activities possible where relevant. The subcontractor will report to ATI team members based in Southern Africa, Africa and/or Washington, DC., in coordination with the USAID Regional Missions in Southern Africa.

## IMPLEMENTATION TIMEFRAME

The activities outlined above are estimated to take place over a period of four months coming to completion by July 31, 2024.

### Deliverables Structure

The offeror will be expected to provide monthly progress updates and quarterly performance feedback for incorporation into the Project quarterly performance reports.

Deliverable(s)	Deliverable description	Due date
1. Overall activity implementation strategy	Submit an overall implementation strategy for review and input from the Project. The strategy should cover how the TPSP will best prepare and support the exhibitors for the	April 05, 2024

	Show as well as track and ensure all deals facilitated are recorded.	
2. List of firms selected	Vet and onboard the selected firms. Selected firms must export-ready, demonstrating capacity to export to the United States.	April 05, 2024
3. Minutes of TPSP working group meetings	Establish and lead a SFF Show Working Group comprised of participating TIPAs/TPSPs. Coordinate with TPSPs on preparatory webinars, events to be held on the sidelines of the show and other preparations with firms in their constituencies. The final meeting should focus on lessons learned and any next steps related to closure.	At least monthly starting March 31, 2024 and ending July 31, 2024
4. Fifty signed partnership agreements with firms	Share partnership agreements with each firm indicating the roles and responsibilities for the exhibitor and for ATI. Collect signed partnership agreements and collate in a folder for submission to ATI. Share fully executed agreement with the firms.	April 15, 2024
5. Folder of marketing collateral for all 50 firms	Folder made-up of a sub-folder for all 50 firms containing all marketing collateral for the lookbook and booth artwork.	May 15, 2024
6. Monthly progress reports	Provide detailed monthly reports on progress with all activities with export firms.	Last workday of each month
7. Pre-departure webinars reports	In collaboration with U.S.-based TPSP, schedule and host pre-departure webinars to prepare the 50 selected firms, provide pre-departure webinar reports.	June 10, 2024
8. Cost-share contribution report and evidence	Support the collection of the \$500 cost share contribution from each selected firms and provide a tracker of proof of payment for each exhibitor. Exhibitors that have not paid will not be allowed to participate.	April 30, 2024
9. Tracker of exhibitor liability insurance payments	Provide information to all exhibitors on the compulsory insurance required and the payment information. Follow-up to ensure all exhibitors have paid insurance and that the SFA have the needed evidence.	May 15, 2024
10. Three weekly highlights	Content for three weekly highlights on final selection of firms and preparation, the preparatory events in New York and the show itself featuring deals facilitated	April 30, 2024 June 24, 2024 June 28, 2024
11. Social media content	Content for five social media success stories including evidence and photos, during the Show.	Five between June 20-27, 2024

12. Export deal tracker on all deals (facilitated and closed) in partnership with the U.S. based TPSP	In collaboration with U.S.-based TPSP, prepare profiles and supply information to enable suitable matchmaking of suppliers with U.S. buyers, schedule B2B meetings between selected firms and U.S. buyers or other supply chain actors, collect and capture data during the show, provide a deal tracker and a report. Closed and prospective deals should amount to at least \$35 million in value.	June 28, 2024 (first draft) July 5, 2024 (revised draft) July 12, 2024 (final draft)
13. Event report	Event report including the attendance registers, photos and feedback from participants	July 5, 2024 (draft) July 31, 2024 (final)

**GENERAL IMPLEMENTATION STRUCTURE**

*Onboarding and Work-Planning*

- Partner Onboarding: ATI will work closely with the appointed commercial TPSP and the export firms to provide the service provider with all necessary contexts.

*Project Implementation*

- The service provider will implement the work as prescribed by this SOW. ATI will provide management support and technical oversight throughout all activities and anticipates working closely with the service provider and maintaining ongoing communications through periodic check-ins / reporting, including regularly scheduled management calls as well as possible onsite meetings. Pre-submission review of deliverables as well as management calls to certify deliverable scope and quality may be required prior to formal deliverable approval.

**MONITORING, EVALUATION & LEARNING (MEL)**

DAI will work closely with the subcontractor to define appropriate indicators for the overall interventions based on applicable Monitoring, Evaluation and Learning (MEL) indicators as identified by ATI and the USAID stakeholders. ATI will work with the subcontractor to develop the MEL plan which will feed into the overall ATI Approved 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 on a quarterly basis. 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).

The subcontractor will provide data on developed indicators on a monthly/quarterly basis to ensure that all achievements are reported in line with standard ATI reporting guidelines. The contractor will be obliged to provide evidence for all actions undertaken as part of standard reporting requirements.

**Monitoring Performance:**

To ensure that the service provider’s overall objectives are met, and to meet ATI requirements for monitoring performance results, the subcontractor is to provide ATI with results data as shown in Table 1 below. The ATI’s Monitoring, Evaluation, and Learning (MEL) team may work directly with the service provider to assist in analyzing performance and fully reflecting the impacts of ATI support.



Key performance indicators	Frequency of reporting	Evidence Required
Content for three weekly highlights on final selection of firms and preparation, the preparatory events in New York and the show itself featuring deals facilitated	April 30, 2024 June 24, 2024 June 28, 2024,	Photos, attendance registers, deal information from firms.
Content for five social media success stories including evidence and photos, during the Show.	Five times between June 20-27, 2024	Email confirmation of deals, photos
Event report including the attendance registers, photos, and feedback from participants	July 5, 2024	Attendance registers, feedback forms, photos.
Deal tracker information (capturing deals facilitated during the events). Export deals facilitated to the United States attributed to this support: valued at, at least \$35 million.	June 28, 2024 (first draft) July 5, 2024 (revised draft) July 31, 2024 (final draft)	Deal tracker: Excel sheet in ATI format including but not limited to buyer, supplier, product, volume of deal, estimated value of deal, deal status, next steps, and likely timing of shipment.

**REQUIREMENT**

This is a Performance Based Agreement, where payments will be made based on results achieved. The service provider shall, during the period specified in this Agreement, provide/perform the services outlined in the Deliverables section in accordance with all applicable terms and conditions of this Agreement.

**APPROVAL**

The ATI Project Chief of Party (COP) or his designated representative will supervise this activity and be responsible for approval of all deliverables. Key deliverable review by the ATI Team will be conducted prior to client presentation and/or review and will be incorporated as part of scheduled check-in meetings.

*Communicated approval (in writing) will be required prior to invoice acceptance and payment.*

[END OF ATTACHMENT A]