

USAID AFRICA TRADE AND INVESTMENT PROGRAM
Continental Services Scope of Work (SOW): RFP ATI 046
Buyer-Supplier Facilitation & Participation at Summer Fancy Food Show 2024
Request for Proposal (RFP)

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.

Purpose & Background

The USAID Africa Trade and Investment Activity aims to generate higher levels of export sales between Africa and the U.S. in line with the Prosper Africa objectives. One mechanism is through trade promotion activities via a fully integrated array of support services provided before, during, and after trade fair events such as the Summer Fancy Food Show 2024 exhibition.

The specialty foods sector represents a growth segment in the U.S. which offers the opportunity for exports at scale from Africa to the U.S. The Summer Fancy Food show is hosted annually in New York and has been in operation for over 60 years with the 2023 show featuring over 2,200 makers /manufacturers from six continents and over 30,000 professionals attending. It also presents an opportunity to highlight products designed or made by women owned or operated companies, contributing to spotlighting women's economic empowerment.

Building on previous work and successes under the ATI participation at Summer Fancy Food Show 2023, Prosper Africa and USAID will harness the trade shows to create a comprehensive database of verified buyers in the U.S. in the targeted sectors who can easily be accessed by high quality exporters across the African continent, enabling the firms to close deals with minimal support. This initiative will target US buyers in specialty food sectors.

The aim of this activity is to engage in this high priority trade fair to achieve \$100 million in export deals over 12 months, as well as provide support before, during, and after the events to ensure that export ready African firms in the specialty food sectors are positioned in the best way possible to generate large export orders. U.S. firms that are interested in sourcing from Africa will be identified and matched with the appropriate African factories or exporters.

To provide this support to firms and to build out the US Buyer network, the Africa Trade and Investment platform is seeking to recruit a Trade Promotion Service Provider (TPSP) to carry out the following activities.

Objectives and Activities

The approach for this work is envisioned in three components:

Component 1: Identify, vet and onboard US Buyers in the specialty foods sector that are seeking opportunities to source from African markets.

Expected deliverables:

- Identify and vet a list of US buyers with interest in sourcing from Africa.
- Compile company profiles (Buyer Profiles) for each US Buyer, detailing import requirements from African Suppliers and other technical requirements or specificities they are seeking, including, if any, relevant supplier gender diversity and inclusion requirements.
- Facilitate and participate in three (3) pre-event webinars to inform importing companies and/or virtually connect the buyers with African exporters prior to the Summer Fancy Food Show 2024.
- Create a database of US Buyers with the identified companies for this sector, including vetting status and whether they were identified for further outreach and participation at Summer Fancy Food Show 2024.
- Participate in joint webinars with ATI to prepare African firms to meet the U.S. buyers.

Component 2: Facilitate participation of US Buyers in the Summer Fancy Food trade show in June 2024.

Expected deliverables:

- In collaboration with ATI, develop and distribute event marketing materials to US Buyers.
- Confirm participation of US Buyers and finalize Buyer profiles for the event.
- Provide a workplan of activities engaging US buyers pre, during, and post Summer Fancy Food Show 2024.
- Collaborate with TPSPs from the African continent to develop a detailed matchmaking plan focused on US buyers' requirements identified in Component 1 with selected exporting firms. The plan should focus on identifying matches with a high likelihood of leading to deal closure, highlighting, when possible, matches with women owned or operated firms. TPSPs such as women support organizations should be engaged if and when possible.
- Provide a calendar of planned visits and meetings by vetted U.S. buyers at the Summer Fancy Food Show 2024 trade show and coordinate event activities, receptions, speaking engagements, tours for US buyers.
- Set up and host the matchmaking between US and African firms, collecting notes and/or leads during the meetings.

Component 3: Provide follow-up support to deals identified during the Summer Fancy Food Show 2024, as well as recommendations on next steps.

Expected Deliverables:

- Produce a post- event report with data on deals identified, closed, or in the pipeline, including information on gender disaggregation if possible (such as if a deal closed or pipeline deal is with a woman owned/operated business).
- For six months following the trade fair, develop a monthly activity report on success stories, business pipeline opportunities/challenges, and action plans to lead to deal closure. Women-related success stories, opportunities, and challenges would be particularly welcome.

The offeror 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. Given the broad range of sectors and types of entities supported under this activity, performance metrics will be defined for each engagement individually and included as part of each workplan under Component 2. The offerors should propose a methodology to establish an engagement-level performance fee structure that reflects the broad range of sectors and types of entities that it anticipates will be supported under this activity. All compensation for this work will be per the terms of this contract.

General Implementation Structure

Upon review of the proposal and award, ATI will work closely with the awardee to determine the contract structure including final timelines, deliverables, and associated costs based on performance-based milestones. Additionally, ATI and USAID will also work closely with the awardee 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.

Given the evolving nature of transactions, alternative transactions may be considered during implementation should new transactions become a better opportunity than the initially proposed transactions.

Monitoring, Evaluation & Learning (ME&L)

DAI will work closely with the subcontractor to define appropriate indicators, notably including investments, increased sales/exports, and jobs for the overall interventions based on applicable ME&L indicators as identified by ATI and the USAID stakeholders. ATI will work with the subcontractor to develop the ME&L plan at the kickoff, 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 will be in the United States and Africa. The offerors should provide details on their approach to working in relevant countries as the activity requires. Where offerors have U.S. presence, they should anticipate the need for frequent engagement with African export firms. Offerors should provide details on their approach to working in relevant countries as the activity requires. The selected firm(s) will report to the ATI Senior Technical Director- Africa and work closely with the ATI team based in Washington.

Implementation Timeframe

The activities outlined above are estimated to take place over a 12-month period starting around February 2024 and coming to completion by January 2025, although offerors may propose a timeline commensurate with their technical approach. In response to this solicitation, offerors may propose alternate timelines, work plans, and level of effort associated with the various components of the activity in line with their proposed approach.