



USAID
FROM THE AMERICAN PEOPLE

Regional Trade Liberalization
and Customs Project (RTLК)

REQUEST FOR PROPOSALS

for the Event Management Services of

TRADE FORUM

to be organized between August, 11 – 13, 2011 in BISHKEK

under the RTLК Export Partnerships Initiative

Issue Date: 5 May 2011

Proposal Due: 25 May 2011



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TABLE OF CONTENTS

1. BACKGROUND.....	3
2. EVENT DESCRIPTION.....	3
3. SCOPE OF WORK	5
4. QUOTATION FORMAT	6
5. TECHNICAL GUIDELINES & CONDITIONS.....	6
6. SUBMISSION OF PROPOSALS	6
7. QUESTIONS.....	7
8. SELECTION CRITERIA AND AWARD(S)	7
ANNEX A. BUSINESS ORGANIZATION AND OWNERSHIP	8
ANNEX B. ITEMIZATION OF THE COST PROPOSAL.....	9
ANNEX C. ADDITIONAL INFORMATION ON EXPORT PARTNERSHIPS INITIATIVE	



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1. BACKGROUND

The USAID Regional Trade Liberalization and Customs Project (RTLС) is implemented by AECOM International. We work in Kazakhstan, Kyrgyzstan, and Tajikistan to foster economic growth and improve competitiveness through improving the conditions for international and cross-border trade and transit. The RTLС Project seeks to help host Governments and the private sector to pursue and capitalize on the advantages of greater regional and global economic integration. The project should increase transparency, clarity, predictability and certainty in the trading environment, allowing importers, exporters and producers to trade more effectively and efficiently with a minimum of government intrusion.

Export Partnerships Initiative (EPI) is an intensive program launched by the RTLС Project. The program aims at improving readiness of business practitioners and leaders of business associations to develop profitable export operations through high-quality training, creating mentoring networks and encouraging dialogue with policy makers. The program helps businesses to enter new export markets through practical assistance and co-operation. Business associations are equipped with skills and tools to enhance their efforts to improve the business environment in Central Asia.

The training phase of the RTLС Export Partnerships Initiative is already completed. 60 export professionals from Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan and Afghanistan were trained on international business practices and logistics management. Three EP-collaboration groups are being formed and other tangible results have been achieved. Majority of the participants have found new business contacts that they expect to materialize into new business transactions. The program will now concentrate on practical assistance of the EP's, which are collaboration groups of companies, which join their forces to gain synergies. As culmination point of the Export Partnerships Initiative, the USAID RTLС Project will organize a three-day **Trade Forum**.

2. EVENT DESCRIPTION

The Trade Forum will be the main event under the EPI. We will disseminate the existing EPI achievements to a greater audience and at the same time enhance the export mentoring networks through high-quality business consulting and partnering. Other key objectives are to:

- disseminate EPI deliverables such as the New Silkroad Export Guides;
- identify and discuss challenges that CA exporters have; create an action plan;
- work out recommendations for governments for successful export promotion strategy;
- provide entrepreneurs a possibility to find a trading partners;
- support cooperation of CAR Exporters;
- promote CA export to local and international buyers.

The Trade Forum will consist of several sessions targeted to different audiences. The plenary session will be the main event having also the highest political participation. The first plenary session will be chaired by a remarkable political figure in Kyrgyzstan. Also an



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internationally well-known investor or a business leader should be invited in order to draw public interest to the event.

Master Classes will be targeted events for restricted number of participants, who will be selected among interested applicants. There will be five different workshops under following themes: 1) Export co-operation in textiles, 2) export co-operation in agriculture, 3) Exporting to Afghanistan, 4) Exporting to the EU, 5) Cross border supply chain management. The interaction will be iterative and result in development of practical business tools.

Companies will have an opportunity to present their products in Trade Fair (one day), which will be the part of the Trade Forum.

For all three events participants will be involved before, during and after the event to ensure maximum effect and sustainability as shown in the below table.

	Preparatory	During the event	Follow-up
Trade Fair	Export Promotion support packs for EP-Groups	Operational level approach: Export Promotion, networking	Further use of the EP support packs
Master Classes	Selection of participants, customized preparation	Tactical level approach: Professional group consulting	Dissemination of management tools
Plenary Sessions	Ongoing in EPI trainings, involving 3 EP groups	Strategic level approach: Success stories, Culmination of EPI	Culmination of EPI, Proceedings, policy recommendations, media activities

We expect approximately 200 active participants. In addition, the trade fair will attract visitors locally. The members of previously formed EPI groups will be invited (Textiles, Agriculture, Afghanistan), approximately 50 persons. Other stakeholder groups will be: Central Asian exporters, potential buyers from Russia, Kazakhstan, business associations and other private companies. We also expect high-level participation from Kyrgyz ministries and Customs. The preliminary schedule is as following:

Friday	August 11 morning:	Plenary Session I
Friday	August 11 afternoon:	Master Classes
Saturday	August 12 morning:	Plenary Session 2
Saturday	August 12 afternoon:	Master Classes
Sunday	August 13 all day:	Trade Fair

All events will take place at the Kyrgyz National Opera in Bishkek.



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3. SCOPE OF WORK AND DELIVERABLES SCHEDULE

Vendors are encouraged to present detailed proposal for design, management and cost of the above described event. In addition following areas should be covered:

- Attract and manage domestic and international media coverage for the event
- In close coordination with RTLС, participate in identifying presenters and facilitators for all the sub-events and trainers for the Master Classes, arrange practicalities
- Prepare event materials (Banners, folders, pens, roll-ups, badges, pointers, t-shirts)
- Organize food and refreshment during the event
- Organize conference equipment and translation services during the event
- Organize airport pick up for the participants and presenters/facilitators
- Make security arrangements
- Decorate appropriately for the event

The final Event Plan will be prepared in detailed co-operation with RTLС. The preliminary schedule for deliverables is as follows:

Date	Deliverable
June 1, 2011	Planning meeting
June 15, 2011	Status control meeting
June 29, 2011	Status control meeting
July 13, 2011	Status control meeting
July 27, 2011	Status control meeting
Aug 3, 2011	Status control meeting
Aug 10, 2011	Launch meeting
Aug 11, 2011	Morning: Plenary Session I, Afternoon: Master Classes
Aug 12, 2011	Morning: Plenary Session II, Afternoon: Master Classes
Aug 13, 2011	Trade Fair
Aug 14, 2011	Event clean-up
August 24, 2011	Submission of final expense report



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4. QUOTATION FORMAT

In order for AECOM to conduct the most efficient and thorough bid analysis, vendors are requested to format their offering in English or Russian languages as follows:

- a) **Letter of Transmittal (one page)**
- b) **Technical proposal**
- c) **ANNEX A: Business Organization and Ownership**
- d) **ANNEX B: Itemization of the Quotation (Cost/Price Proposal)**
- e) **ANNEX C: Curriculum Vitaes of proposed trainers etc.**
- f) **ANNEX D: Past Performance Table (reference letters with contact info)**

5. TECHNICAL GUIDELINES & CONDITIONS

AECOM will compare prices from all bidders and requires that RFP responses cover the same items. Please complete the tables provided in Annex B "*Itemization of the Quotation*". Prices are to be valid for 60 days. Include all taxes and duties, (separately identify VAT). You must provide a breakout of costs in any identified category of supplies and/or services. AECOM will not accept lump-sum totals for any categories.

Bidders are requested to submit a staffing plan, that includes plans to use both skilled staff (Customer Service, Event Management) and unskilled staff (Clean, etc.) to provide service. The staffing plan must include a highly skilled full-time Project Manager and a Deputy Project Manager.

If the execution of work to be performed requires the hiring of sub-contractors bidders must clearly state this in the proposal. Sub-contractors must be identified and the work they will perform must be defined.

6. SUBMISSION OF PROPOSALS

Quotations are due at AECOM's project office on 25 May 2011 by 5:00 pm Kyrgyz time. All documents can be submitted electronically to Ruslan Saralinov at following email address: r.saralinov@rtlc.net

Recipients of this solicitation not responding with a quote should not return this solicitation. Instead they should advise AECOM by letter, or electronic mail, whether they want to receive future solicitations for similar requirements. If a recipient does not submit a bid and does not notify AECOM that future solicitations are desired, the recipient's name may be removed from the applicable mailing list.



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7. QUESTIONS

Technical inquiries and/or requests for clarification to this offering must be made in writing via email to r.saralinov@rtlc.net

Any question from a potential bidder with an answer will be submitted to all the other potential bidders.

8. SELECTION CRITERIA AND AWARD(S)

Award will be made to the bidder providing best overall value to the project for the supplies and services. AECOM will evaluate offers and award one contract without discussions with the bidders. Therefore, the bidder's initial offer should contain the bidder's best terms from a price and technical standpoint. Award will be made based on price and following technical criteria.

Technical Criteria	Weight (%)
Quality of the proposal and compliance with requirements	40
Proven experience of involved key personnel	20
Organizational capacity	20
Evidence of experience on similar, successful events	20
Total	100

AECOM reserves the right to conduct discussions if later determined by AECOM to be necessary. AECOM also reserves the right to order all, some, or none of the services in this RFP.

A written notice of award or acceptance of an offer, mailed or otherwise furnished to the successful bidder within the time specified in the offer, shall serve as award notice.





ANNEX A. BUSINESS ORGANIZATION AND OWNERSHIP

NAME: _____

ADDRESS: _____

TELEPHONE NO. _____ e-mail _____

PRINCIPAL CONTACT _____ TITLE _____

DATE FOUNDED _____ NO. OF EMPLOYEES _____

Check all that apply.

SIZE

Less than 10 employees

More than 50 employees

BUSINESS/ORGANISATION TYPE

- U.S. Owned
- Government Affiliated
- Part Government Owned
- Private Voluntary Organization.
- NonProfit Organization
- Private Individual
- Unaffiliated, private non-profit organization
- Registered to conduct business in Sudan
- Joint Venture between:

SIGNED _____ DATE _____

TITLE _____

SERVICE/COMMODITY
(type) _____

INCLUDE CAPABILITY STATEMENT AND DESCRIBE ANY INTERNATIONAL EXPERIENCE.



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ANNEX B. ITEMIZATION OF THE COST PROPOSAL

Request for Proposals for Event Management Services: Trade Forum to be organized
11 - 33 AUG in BISHKEK

	Number of units	Price, \$/unit	Price, \$ Subtotal
Venue cost (unit: day)			
Deliverables to event participants (unit: participants)			
Personnel cost (unit: day)			
Catering, lunch			
Catering, dinner			
Catering, coffee break			
International travel expenses, estimate (unit: persons)			
Domestic travel expenses (unit: persons)			
Security arrangements (unit: days)			
Decorations			
Emergency service (unit: days)			
Presenters' fees (unit: presenters)			
Photographing, video-recording			
Other materials			
Cleaning (unit: man-days)			
Overhead cost			
Total			

SIGNED _____ **DATE** _____

TITLE _____



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