

**USAID AFRICA TRADE AND INVESTMENT PROGRAM**  
**Continental Services Scope of Work (SOW): RFP ATI**  
**Trade Fairs – Summer Fancy Food Show 2024**  
**Request for Proposal (RFP)**

**North Africa Buyer-Supplier Facilitation & Participation at Summer Fancy Food Show 2024**

**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 \$15 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 North Africa Supplier network, in preparation for securing export deals to the United States, the Africa Trade and Investment platform is seeking to recruit one or more Trade Promotion Service Providers (TPSPs) to carry out the following activities. **The TPSP(s) must mobilize firms from all of the following countries: Morocco, Algeria, Tunisia, Libya, and Egypt.**

## **Objectives and Activities**

The approach for this work is envisioned in three components:

### **Component 1: Identify, vet and onboard North African firms in the specialty foods sector that are seeking opportunities to sell to US markets.**

Expected deliverables:

- Identify and vet a list of North Africa suppliers seeking to export to US markets.
- Compile company profiles (Supplier Profiles) for each supplier, detailing export requirements for North African Suppliers to the US and other technical requirements or specificities that must be met, including, if any, relevant supplier gender diversity and inclusion requirements.
- Facilitate and participate in three (3) pre-event webinars to inform exporting companies and/or virtually connect the suppliers with US buyers prior to the Summer Fancy Food Show 2024.
- Create a database of North African 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 North African suppliers in the Summer Fancy Food trade show in June 2024.**

Expected deliverables:

- In collaboration with ATI, develop and distribute event marketing materials to North African suppliers.
- Confirm participation of North African suppliers and finalize supplier profiles for the event.
- Provide a workplan of activities engaging North African suppliers pre, during, and post Summer Fancy Food Show 2024.
- Collaborate with TPSPs from the African continent, and in particular, North Africa 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 between North African suppliers and vetted U.S. buyers at the Summer Fancy Food Show 2024 trade show and coordinate event activities, receptions, speaking engagements, tours for buyers.
- Set up and host the matchmaking between US suppliers and North 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 subcontractor 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 subcontractors 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 subcontractor 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 subcontractor 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 subcontractor 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 North Africa and the United States. The subcontractor should provide details on their approach to working in North Africa as the activity requires. Where offerors have U.S. presence, they should anticipate the need for frequent engagement with North 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 Morocco and 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 the subcontractor should propose a timeline commensurate with their technical approach. In response to this solicitation, the subcontractor may propose alternate timelines, work plans, and level of effort associated with the various components of the activity in line with their proposed approach.

### **Qualifications**

- Registered trade promotion firm with proven record of match making services for North Africa firms in the specialty foods sector with U.S. buyers.
- Offerors must be able able to demonstrate a strong network of firms in Algeria, Tunisia, and Libya, in addition to Morocco and Egypt.
- Demonstrated experience with U.S. and international specialty trade shows, resulting in closed sales deals with U.S. buyers.
- Proven track record of increasing U.S. market penetration of foreign specialty food products companies, as evidenced by winning repeat business and increasing value of export transactions.
- Demonstrated experience with securing export orders for artisanal food products or specialty foods and full package producers.
- Current contract to source on behalf of U.S. buyers is a plus.
- At least 5 years of demonstrable industry experience promoting new sources to U.S. specialty foods sector.
- A current management structure with CVs of engaged personnel.