



USAID  
Agribusiness  
Project

**Request for Proposals (RFP) No TFL\_3110**

**International Trade Fair Fruit Logistica Berlin 2010**

Date: October 31, 2009.

Dear Sir/Madam,

Development Alternatives, Inc. (hereinafter referred to as: DAI) is implementing the USAID funded Serbia Agribusiness Project.

The principal goal of the Agribusiness Project (hereinafter referred to as; the Project) is to increase sales by Serbian agribusinesses, either domestic or international, by making these businesses more competitive in their respective markets and to generate more jobs. Over the course of the first year the Project conducted in depth sub-sector analyses that have served to identify the best opportunities for Project intervention. The Project focuses on six selected sub-sectors which offer the greatest potential for growth over the project horizon: (1) tree fruit, (2) berry fruit, (3) vegetables, (4) herbs, spices and mushrooms, (5) dairy, and (6) livestock.

The Project intends to support the Fruits of Serbia group of agribusiness associations to exhibit at the 2010 Fruit Logistica International Trade Fair. Fruit Logistica Trade Fair is the leading European trade show for **fresh produce**. It is organized every year in Berlin, Germany at the Berlin Fair. In 2010, Fruit Logistica will last for 3 days, from February 3rd to February 5<sup>th</sup>. The Fruits of Serbia is a national group of agricultural producers' associations, established with the assistance of the USAID Agribusiness Project and the Government of the Republic of Serbia. The association is the Project's main partner in organizing the exhibition at the Fair as a joint National stand, with a separate display and meeting space for every co-exhibitor

DAI is soliciting proposals from qualified firms to provide the following specialized services:

1. **Stand Design and Branding;**
2. **Stand Construction/Production;**
3. **Design and Printing of Promotional Material.**

The required services/trainings are described in detail in the enclosed Scope of Work (SoW).

This solicitation includes the following:

- |      |                          |             |
|------|--------------------------|-------------|
| i.   | Instructions to Offerors | (Annex I)   |
| ii.  | Scope of Work (SoW)      | (Annex II)  |
| iii. | Proposal Submission Form | (Annex III) |

DAI intends to award a FFP (firm-fixed price) agreement or Purchase Order to one or more selected service provider firm to perform the services outlined in the SoW.

Yours sincerely,

Louis Faoro,  
Chief of Party

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[office@agrobiznis.net](mailto:office@agrobiznis.net)

## Annex I

### Instructions to Offerors

#### 1. General

The objective of the RFP is to identify firm/firms capable of providing specialized services related to organizing the exhibition at the Fruit Logistica International Trade fair 2010.

**All individuals and legal entities will have the right to participate in the RFP procedure providing they fulfill requirements set forth in the RFP, with the following exceptions:**

- a) Individuals or legal entities referenced in the Excluded Parties List (<http://www.epls.gov/>); those from Libya, Syria, Cuba, Iran, Sudan and North Korea, or from the countries with which commercial relations are prohibited by any law or standard act of Serbia are not eligible to take part in the tender procedures;
- b) No employee of DAI, or anyone who participated in the preparation of solicitation documents, Scope of Work or other documents related to this procurement may have participated in any activity with the Offeror in which the employee or consultant:
  - o Has any interest, financial or otherwise, direct or indirect;
  - o Participated in any business, transaction or professional activity; or
  - o Incurred any obligation of any nature, which is, or appears to be, or may be, perceived to be in substantial conflict with the proper discharge of the person's professional duties and execution by a person of an objective and independent professional judgment, and/or according to widely recognized professional norms of conduct.

Examples of conflict of interest may include: using confidential information for private advantage, participating in any action in which this person has a financial interest or to which they have a significant relationship, employment of a spouse or other relative of the Offeror, or holding a substantial portion of the shares of the Offeror; using the person's position to gain an advantage or benefit that a person is not otherwise entitled to; and bribery (including giving bribes to somebody and accepting bribes).

Firms wishing to submit proposals must disclose any potential or explicit conflict of interest to DAI prior to submitting a proposal.

#### 2. Cost of Proposal

The Offeror shall bear all costs associated with the preparation and submission of the Proposal, and DAI will under no circumstances be responsible or liable for those costs, regardless of the outcome of the solicitation.

#### 3. Contents of Solicitation Documents

Proposals must comply with all requirements of this RFP. Proposals partially complying with the requirements may be rejected. The Offeror is expected to examine all corresponding instructions, forms, terms and specifications contained in the solicitation documents. Failure to comply with these documents will be at the Offeror's risk and may affect the evaluation of the Proposal.

#### 4. Clarification of Solicitation Documents

A prospective Offeror may request clarifications or ask questions in writing through e-mail: **office@agrobiznis.net** or fax number 011/344 53 63. DAI will respond **in writing by posting on the Project web site [www.agrobiznis.net](http://www.agrobiznis.net)**, to any request for clarification of the Solicitation Documents which is received earlier than **three days** prior to the deadline for the submission of Proposals. **Prospective Offerors are advised to visit the web site regularly.**

If the prospective Offeror request additional information, DAI would endeavor to provide information expeditiously, but any delay in providing such information will not be considered a reason for extending the submission date of Proposals.

## 5. Amendments of Solicitation Documents

DAI reserves the right to modify RFP at any time prior to Proposal submission deadline. Deadline for submission may be extended depending on the scope of a modification. Proposal validity extension may be requested as well. In special circumstances, a modification may take place after the proposals are received and opened, such as when USAID cancels the project or there is a stop-work order issued to the DAI under the project. Modifications after the receipt of Proposals will be communicated only to those Offerors who submitted Proposals.

## 6. Documents and Language of the Proposal

The Proposals prepared by the Offeror and all correspondence and documents relating to the Proposal exchanged by the Offeror, DAI shall be written in both English and Serbian language. Any printed literature e.g. proof registration and similar furnished by the Offeror may be written in Serbian language.

### Qualification Documents required to be submitted as part of the Proposal:

- Registration documents – Firm’s/Agency registration; Tax ID/registration; and documents issued by the respective competent authorities certifying that the Offeror:
  - has not declared bankruptcy nor is the subject of pending bankruptcy proceedings;
  - does not have any outstanding financial obligations to the relevant Tax Department

### The Proposal should contain the following sections:

#### **A. Technical Proposal**

- **Stand Design and Branding** – A 3d model preview drawing of the proposed stand design with basic technical data. The design should incorporate all Fruits of Serbia brand graphics and signage (e.g. posters, logos, banners, etc).
- **Stand Construction/Production**– A detailed timeline proposed stand construction (including assembling and dismantling at the Fair) with a break down of elements and materials to be used for stand construction. A clear, brief description of how each of the specific requirements listed in the Scope of Work will be approached: drawings, samples, etc.
- **Design and Printing of Promotional Materials**– Proposed design layouts of the required promotional materials – brochure, fliers, invitations etc.
- **Company profile**, to include overall description of business and the main business activity.(**Not more than 1 page**)
- **References** - Descriptions of a minimum 3 similar projects conducted or 3 similar services provided in Serbia in the past five years (**not more than 1 page per project**). The description should include:
  - project /service title,
  - client and client’s contact information,
  - approximate project value (mandatory),
  - what exactly your company did at this project (task and product / result), and
  - names and titles of key personnel on these projects.
- **CVs of Key Personnel** offered for this assignment. A brief description, **not more than 2 pages**, of key professionals’ respective roles in the assignment. (*Note: The personnel offered in the proposal are supposed to work on the project/task, and the proposal should state that the personnel included in the proposal will be working on the project/task.*)

#### **B. Cost Proposal**

The Cost Proposal for performing this assignment shall include all cost elements necessary to perform the activity, and must be presented in the following formats:

- Cost Proposal Format

Service	Quantity	Unit Cost (USD)	Total Cost per Item (USD)
Stand Design and Branding			
Stand Construction/Production			
Design and Printing of Promotional Materials			
TOTAL All Services			Total Cost (USD)

- Detail Cost Proposal

Cost category	Rate	Quantity	Cost (USD)
STAFF SALARIES	USD/day	# of days	
DIRECT COSTS	Unit cost per item(s)	Quantity	Cost (USD)
<List each item in a separate row, such as: material used for stand construction; travel, accommodation, printing material, data, etc. >			
PROFIT (if applicable)			Cost (USD)
TOTAL			Cost (USD)

For stand construction elements, Prospective Bidders shall clearly specify whether the prices quoted are for per lease or purchase basis.

- Detailed Cost Proposal Narrative (**Not more than 1 page**)

The Cost Proposal Narrative shall provide sufficient detail and the explanation on each cost category so that the reasonableness of the proposed costs can be assessed as part of the evaluation of the proposal (e.g. employee compensation, firm-specific loading, including statutory loadings; brief explanation of how the other cost items were determined). All local taxes and benefits to be paid pertaining to labor related to this assignment should be included in the Cost Proposal.

**Currency: All costs must be expressed in US Dollars.**

Taxes: USAID Agribusiness Project is exempted from the VAT in accordance with the Law on Value Added Tax. All costs must be proposed net of VAT.

### C. Proposal Submission Form (Please see Annex III)

#### 7. Period of validity of Proposals

Proposals shall remain valid for 60 (sixty) days after the Proposals' opening. A Proposal valid for a shorter period may be rejected by the Program as non-responsive.

In exceptional circumstances, DAI may solicit the Offeror's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. Offerors will not be required nor permitted to modify their Proposals.

#### 8. Deadline for submission of Proposals

Sealing and marking of proposals.

The Offeror shall seal the Proposal in one outer and two inner envelopes, as detailed below.

(a) The outer envelope shall be:

Addressed to –

**DAI – USAID Agribusiness Project  
(Attn. Procurement Manager)  
Internacionalnih brigada 57  
11000 Beograd**

And,

Marked with -

**“RFP No. TFL\_3110”  
“NOT TO BE OPENED BY REGISTRY”**

(b) Both inner envelopes shall indicate the name and address of the Offeror. The first inner envelope shall contain the Technical Proposal. The second inner envelope shall contain Cost Proposal

Note: if the inner envelopes are not sealed and marked as per the instructions in this clause, DAI will not assume responsibility for the Proposal’s misplacement or premature opening.

Proposals must be submitted in a hard copy and on a CD which must be marked accordingly and submitted along with the Technical Proposal in the sealed envelope.

Proposals must be submitted at the above stated address in a manner described above, **no later than November 16, 2009, 5:00 PM CET.**

Delivery to the post by 5:00 PM CET on November 16, 2009 will be considered as timely delivery.

DAI may, at its own discretion, extend Proposals’ submission deadline. The Offerors will be informed in writing of such extension through Project web site.

**9. Late Proposals**

Any Proposal received by DAI after the deadline for submission of proposals will be rejected.

**10. Modification and withdrawal of Proposals**

The Offeror may withdraw its Proposal after the Proposal’s submission, provided that written notice of the withdrawal is received by DAI prior to the deadline prescribed for submission of Proposals.

**11. Opening of Proposals**

**Proposals shall be publicly opened at 2:00 PM CET, on November 18, 2009 at DAI Office, Internacionalnih brigada 57, 11000 Belgrade.**

At the opening, DAI shall declare the names of the Offerors. Proposals that have not been opened and declared during the opening procedure will not be admitted for further evaluation regardless of any circumstances.

**After the opening of Proposals, DAI shall determine and announce dates for evaluation of Proposals and final selection.**

**12. Clarification of Proposals**

To assist in the examination, comparison and evaluation of Proposals, DAI may at its discretion, ask the Offeror for clarification of its Proposal. The request for clarification and the response shall be in writing and no change in price or substance of the Proposal shall be sought, offered or permitted.

**13. Preliminary examination**

DAI will examine the Proposals to determine whether they are complete, whether any computational errors have been made, whether the documents have been properly signed, and whether the Proposals are in compliance with the requirements of this RFP.

Arithmetical errors will be rectified on the following basis: If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If the Offeror does not accept the correction of errors, its Proposal will be rejected.

DAI’s determination of a Proposal’s responsiveness is based only on the materials included in the Proposal and their applicability and relevance to the proposed work, and responsiveness to the RFP requirements.

## 14. Evaluation of Proposals

DAI conduct a selection of the most competent service provider to deliver services required in the SoW.

Evaluation will be based on both technical merits and cost. The award will be made to the Offeror with the highest overall score. **The maximum points obtainable for technical merits and cost are 100.**

A two-stage procedure will be utilized in evaluating the Proposals, with evaluation of the Technical Proposal being completed prior to any Cost Proposal being reviewed and compared.

The Cost Proposal will be reviewed only for those Offerors whose Technical Proposal meets the requirements for the assignment.

The Offerors who's Technical Proposal achieves 70% of each evaluation criteria obtainable points, will qualify for the Cost Proposal evaluation.

### A. Technical Evaluation Criteria

**The maximum number of points obtainable for the Technical Proposal is 60 points.**

The technical proposal will be evaluated on the basis of its responsiveness to the Scope of Work (SoW) using the following criteria:

Summary of Technical Proposal Evaluation Forms		Points Obtainable	Company / Other Entity				
			A	B	C	D	E
1.	Proposed Design, Branding, Construction/Production	30					
2.	Qualifications and Experience of the Company	20					
3.	Qualifications and Experience of Key Personnel	10					
<b>Total</b>		<b>60</b>					

### B. Cost Evaluation

**The maximum number of points obtainable for the cost proposal is 40.**

The maximum number of points will be allotted to the lowest Cost Proposal of technically qualified Proposals (i.e. Proposals which obtained the threshold points in the evaluation of the technical component). All other price proposals will receive points in inverse proportion to the lowest price; e.g.,

$$[\text{Total points Cost Proposal}] \times [\text{US\$ lowest}] / [\text{US\$ other}] = \text{points for other Offeror's Cost Proposal.}$$

Cost/Price analysis and reasonableness assessment will be performed as a part of Proposals' evaluation.

## 15. Award Criteria and Proposals Rejection

The award will be issued based on the above stated evaluation criteria.

DAI reserves the right to accept or reject any Proposal, and to terminate the solicitation process at any time prior to award, if:

- a. Funding is not available for this activity;
- b. No proposals have been submitted in response to the RFP within the specified date;
- c. None of the Offerors' proposals meets the requirements of the RFP; and
- d. Other urgent and unforeseen reasons.

In addition to the considerations above, DAI reserves the right to reject any Proposal if:

- o The Offeror's qualification or Proposal data are proven to be false;
- o The selected Offeror refuses to enter into a subcontract; or
- o The Offeror commits a proven unfair or dishonest act in order to acquire rights for the award.

In case of termination, DAI shall notify all Offerors as soon as practicable of the decision to terminate. DAI is not obligated to provide the Offerors with detailed information or specific reasons for terminating the RFP.

**16. Right to vary requirements at the time of award**

DAI reserves the right at the time of award, to vary the quantity of services specified in the RFP without any change in unit price or other terms and conditions.

**17. Payment**

DAI will hire the selected service provider(s) to deliver requested services through FFP (Firm Fixed Price) agreement. There is a possibility of co-funding of the services between DAI and the association Fruits of Serbia. The percentage of such co-funding shall be determined based on the mutual agreement; however it is expected that DAI participation will be at least 50% of the total costs of services.

It is DAI's policy not to issue advance payments to vendors. Payment shall be made upon completion of the assignment and/or upon completion of specific deliverables. Currency of the Firm Fixed Price (FFP) agreement or Purchase Order will be US Dollar. Payments will be executed in Serbian dinars based on valid buying exchange rate of the NBS.

## Annex II

### SCOPE OF WORK

#### **International Trade Fair Fruit Logistica Berlin 2010- services related to organizing the exhibition of Serbian firms a the Fair**

##### *Background*

The Project will support the exhibition of Serbian companies at the Fruit Logistica International Trade Fair 2010, along with the Project's partner the Fruits of Serbia a group of agribusiness associations. The International Fair Fruit Logistica is the leading European trade show for **fresh produce**. It is organized every year in Berlin, Germany at the Berlin Fair. In 2010, Fruit Logistica will last for 3 days, from February 3rd to February 5<sup>th</sup>.

The Fruits of Serbia is a national group of agricultural producers' associations, established with the assistance of the USAID Agribusiness Project and the Government of the Republic of Serbia. The Association will organize the exhibition as a joint National stand, with a separate display and meeting space for every co-exhibitor.

The USAID Agribusiness Project will support the exhibition also by paying for 100sqm of exhibition space rental, in hall 23 of the Berlin Fair (Messe Berlin). The Project and the Fruits of Serbia's exhibitors will possibly also co-fund the design and construction of the stand and promotional material to be used at the Fair.

##### *Description of Required Services*

The service provider will render the following specialized services:

1. **Stand Design and Branding;**
2. **Stand Construction/Production;**
3. **Design and Printing of Promotional Material.**

##### *Specific Requirements*

###### *1. Stand Design and Branding*

Stand design:

Subcontractor will design Fruits of Serbia's exhibition stand for the Fruit Logistica 2010 trade show.

The exhibition will take place in Hall 23 of Messe Berlin. The stand shall have the following required characteristics: **island position (4 sides open); dimensions 10m x 10m**. The Prospective Offerors may download stand location maps from the project website; <http://www.agrobiznis.net/serbian/31/nabavke/>

The stand must host **12 individual exhibitors**, with each exhibitor to have their own branded display space for sample products (fresh fruits and vegetables).

Stand amenities must include:

- a) A separate branded display area for each exhibitor, with display counter/showcase customized for fresh produce samples;
- b) A meeting area with seating for each exhibitor; and
- c) A joint storage area with shelves and kitchenette with sink, fridge and electric burners.

**Stand equipment available for potential Offerors:** The Offerors **MUST** use existing 10 (ten) USAID Agribusiness Project's trade show counters, size 90cm x 70cm x 110cm, as shown in attached picture No.1. The project owns total of 10 counters previously used at 2009 Fruit Logistica Trade Fair the counters are

modular and easily adjustable to meet the needs of exhibitors. Accordingly, the Offerors are required to build additional counters, as needed. The counters can be examined at the following address:  
DAI – USAID Agribusiness Project Internacionalnih Brigada 57, 11000 Beograd.

Stand branding:

The contractor shall also utilize Fruits of Serbia's brand identity to develop stand branding scheme including stand graphics and signage (posters, banners, graphic panels, logos, etc). The identity can be found at the following project website address: <http://www.agrobiznis.net/serbian/31/nabavke/>

Display area for each individual exhibitor shall be branded with each exhibitor's name/ logo/identity and poster **in a manner consistent** with the overall visual identity of the stand. Winning bidder shall design the design graphics and/or posters for each individual exhibitor, as deemed appropriate by the design. Winning bidder shall purchase any and all photos required for graphics and secure all necessary licensing.

## ***2. Stand construction/production***

The winning bidder shall provide and/or construct all stand elements as defined by the approved stand design, including printing of necessary branding graphics/elements, and providing all furnishings. This includes walls, floorings, platforms, electrical and water installation, lights, graphic panels and banners, shelves, furniture, presentation and multimedia equipment, displays, refrigeration or cooking equipment etc.

**Electrical and water connection fees will be paid for by the Project directly to the Fair.**

The winning bidder shall assemble the stand according to the approved design at the designated exhibition spot in Hall 23 of Messe Berlin in time for exhibition, and in line with rules and regulation of Messe Berlin. The Winning Bidder shall secure all the necessary permits, passes and visas for their staff.

For the duration of the show the Winning Bidder shall provide all-round technical support and daily cleaning of the stand. The Winning Bidder shall also be responsible for the security of all the stand furnishings and exhibition samples.

After the show, the Winning Bidder shall dismantle the stand and safely bring the elements owned by USAID Agribusiness Project (and all other elements as agreed with the Project) back to storage in Belgrade.

## ***3. Design and Printing of Promotional Materials***

Design and printing of promotional material for the Fair shall be offered, in line with the Fruits of Serbia brand identity, for the following promotional material:

- a) Promotional brochure for the Fruits of Serbia's exhibition at Fruit Logistica, presenting basic information about the association and a directory of exhibiting companies, with the following requirements: 300 copies; maximum 16 pages plus covers.
- b) Electronic invitation for the international buyers.
- c) Promotional fliers in 1,000 copies.
- e) Name tags for exhibitors.

The design and production specs are to be proposed by the Prospective Offerors. The Winning Bidder shall develop the design and copy in coordination with the Project and the association Fruits of Serbia. Winning bidder shall purchase any and all photos required for the promotional materials and secure all necessary licensing.

The bidder shall deliver the promotional materials to the stand in time for the exhibition.

## ***Expected number of participants***

The Project expect maximum of 12 (twelve) individual participants at the Fair. DAI reserves the right to vary the number of participants.

## ***Location of Services***

Belgrade, Serbia (design and printing); Berlin, Germany (stands' construction/production )

### ***Level of Effort***

The prospective service providers are free to offer the appropriate level of effort having in mind the above described requirements.

### ***Deliverables***

- Stand Design;
- Stand Construction
- Promotional Materials

### ***Information to be provided to the selected provider by the Project and the Association Fruits of Serbia:***

- Number of participants and their details;
- Visual identity of the Fruits of Serbia;
- Counters for stand construction

**Annex III**

**PROPOSAL SUBMISSION FORM**

Dear Sir / Madam,

Having examined the Solicitation Documents, the receipt of which is duly acknowledged, we, the undersigned, offer to provide Professional Services for the International Trade Fair Fruit Logistica 2010: services related to organization of the exhibition of Serbian companies at the Fair, for the sum as may be ascertained in accordance with the Cost Proposal attached herewith and made part of this Proposal.

We undertake, if our Proposal is accepted, to commence and complete delivery of all services specified in the final agreement or Purchase Order in the time frame stipulated.

We agree to abide by this Proposal for a period of 60 days from the date fixed for opening of Proposals in the Request for Proposal, and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

We understand that you are not bound to accept any Proposal you may receive.

Dated: month /day/year

\_\_\_\_\_  
(In the capacity of)

\_\_\_\_\_  
Duly authorized to sign Proposal for and on behalf of