REQUEST FOR PROPOSAL

SUBMISSION DEADLINE
12:00 PM CST, 9/15/2020

RFP TITLE: REGIONAL REPRESENTATIVE- MIDDLE EAST AND NORTH AFRICA

RFP CONTACT:
   Name: Amanda Lowrance
   Phone #: 1 (314)365-1395
   Email: alowrance@ussec.org

PROPOSAL DEADLINE: SEPTEMBER 15, 2020 12:00 PM CST

INTRODUCTION:

United States Soybean Export Council (USSEC) requests proposals to assist in the continued development and implementation of a Regional Representative for the Middle East and North African Region.

Through a global network of international offices and strong support in the U.S., USSEC helps build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

PURPOSE OF RFP:

USSEC’s standard practice is to RFP every 3 years. This helps to ensure we are staying abreast of current technology and fair market value. We encourage all that are interested to apply, including current contractors.

The purpose of this RFP is to seek proposals for a Regional Representative in the Middle East and North African region. The Regional Representative will promote U.S. Soy and engage key customers in the region. The contractor will also attend/host conferences, meetings, etc. as requested with approval by the Regional Director.
BACKGROUND & PURPOSE OF PROJECT:

Many target audiences along the value chain do not fully understand the value of U.S. soy’s nutritional bundle and instead may buy strictly on price or a combination of price and crude protein. Those that have some understanding of the value may still undervalue the superior quality of U.S. Soy, resulting in missed export opportunities when U.S. soy is priced moderately higher than that of other origins. A representative in region that can communicate the U.S. Soy Advantage and provide an on the ground presence to interface directly with key customers is invaluable.

TARGET AUDIENCE: Trade associations, governments, non-governmental agencies, traders, importers, integrators and processors. Travel and regular communications to and from these markets is expected. Due to government travel restrictions, the successful candidate will be able to provide a virtual solution to not being present in various settings.

SCOPE (SERVICES) OF WORK:

1) Core:

As a Regional Representative for the Middle East and North African region, your core services are to:

a. Direct Marketing to customers within your region on behalf of USSEC’s Regional Director of Europe, Middle East and North Africa, which includes but is not limited to:
   i. Differentiate the value, sustainability, and competitive advantage of U.S. soy to customers
   ii. Provide ongoing support to processors and importers by creating down-stream demand for their products
   iii. Provide education to processors and livestock producers to boost their economic viability
   iv. Establish key customer relationships for U.S. soy
   v. Maintain and strengthen the U.S. soy industry’s key customer relationships
   vi. Increase end-consumer knowledge on benefits of soy and soy products
   vii. Promote new soy product applications

b. Assist USSEC’s Regional Director of Europe, Middle East and North Africa with the strategic goals and objectives, which includes but is not limited to:
   i. Identify potential growth markets for U.S. soy
   ii. Identify areas of strengths to maintain
   iii. Identify areas of opportunities for increased support
   iv. Identify the major and targeted Customers
   v. Create a Customer Analysis for each of those targeted
   vi. Identify key Associations
vii. Create a Association Analysis for each of those targeted

2) USSEC/Regional Hosted Events:

As a Regional Representative for the Middle East and North African region, you will also be required to develop a trade team for two USSEC hosted Global Trade Exchanges, one hosted within the region and one hosted by USSEC HQ located in the United States.

a. Global Trade Exchange hosted within the region
   i. Identify a trade team of customers that should be targeted based on:
      1. Meeting topic(s)
      2. Strategic importance
      3. Customer impact
      4. Number of Customers (determined by Regional Director)
   ii. Complete an Event Summary Evaluation

b. Global Trade Exchange hosted within the United States
   i. Identify a trade team of customers that should be targeted based on:
      1. Meeting topic(s)
      2. Strategic importance
      3. Customer impact
      4. Number of Customers (determined by Regional Director)
   ii. Complete an Event Summary Evaluation

3) Representative Events:

As a Regional Representative for the Middle East and North African region, you will also be required to propose hosted and/or non-hosted events for approval from the Regional Director of Europe, Middle East and North Africa. The event type can fall under one of the following:

- Hosted Event
  - Conference
  - Seminar
  - Technical Training
  - Site Visits with Technical Consultant
  - Trade Team
  - Trade show with Booth
  - Feeding Demonstration

- Non-Hosted Event
For each event proposed you will have to complete an Event Proposal that contains an analysis of the event with information such as; targeted audience, anticipated impact and expected outcome.

If the proposed event is approved, you will be required to collaborate with a Regional Event Support Specialist and/or the Regional Project Manager for proper and timely event development prior to the event. This development must be in accordance with the policies and procedures and will utilize approved templates and forms. In addition, you will be solely responsible for the completion of the following reports/analysis after the event:

a. Event Summary Analysis
b. Success Story with Graphic from Event

For the purpose of this RFP, you will only be required to give a list of proposed events, hosted and/or non-hosted types, with estimated dates and an anticipated budget for your personal consulting fees for the time needed for analysis, design, development, implementation and evaluation of your specific regional events. The event budget and specified details will only be required in the form of an Event Proposal if the RFP is accepted.

**ADDITIONAL CONSIDERATION (if applicable)**

Submitter must have the following technological requirements:

- Reliable internet access
- Internet Explorer (version 11 or greater)
- Microsoft Office Suite (2013, 2016 or 365), which include:
  - Outlook
  - Excel
  - Word
  - PowerPoint
### DELIVERABLES:

<table>
<thead>
<tr>
<th>Completion Date</th>
<th>Description of Deliverables</th>
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<tbody>
<tr>
<td>As incurred</td>
<td>Provide applicable event support documents, forms and templates for the proper implementation of events.</td>
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<td>• Provide to the Regional Event Support Specialist required and approved USSEC documents, forms and templates for review and approval.</td>
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<td>• All documents, forms and templates provided by the Regional Project Manager.</td>
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<td>• All documents, forms and templates will be turned in according to the task timeline provided by the Regional Project Manager.</td>
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<tr>
<td>As incurred</td>
<td>Provide applicable event support documents, forms and templates for the proper evaluation of events.</td>
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<td>• Provide to the Regional Project Manager required and approved USSEC documents, forms and templates for evaluation of event(s).</td>
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<td>o  This includes Event Summary(s) and Success Story(s)</td>
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<td>• All documents, forms and templates provided by the Regional Project Manager.</td>
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<td>• All documents, forms and templates will be turned in according to the task timeline provided by the Regional Project Manager.</td>
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<tr>
<td>Monthly, or as incurred</td>
<td>Provide invoice of personal fees for payment.</td>
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<td>• Provide with the invoice any materials, presentations, trip reports, etc. created and utilized for any applicable services that were accomplished.</td>
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<td>• Ensure all applicable invoices are submitted within 30 days of transaction and are compliant with USSEC policies and procedures.</td>
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<td>• Ensure invoice is submitted to <a href="mailto:ap@ussec.org">ap@ussec.org</a>.</td>
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<td>Monthly, or as incurred</td>
<td>Provide reimbursable expenses for payment.</td>
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<td>• Provide with the expenses any materials, required receipts, presentations, trip reports, etc. created and utilized for any applicable services that were accomplished.</td>
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<td>• Ensure all applicable expenses are submitted within 30 days of transaction and are compliant with USSEC policies and procedures.</td>
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<td>• Ensure expenses are submitted via Concur.</td>
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By the 5th calendar day of each month

Detailed report of monthly activities and events attended with expected impact(s) and outcome(s).

- Ensure Report Template is utilized.
- Ensure report details all events with critical discussion of results for any applicable services that were accomplished.
- Provide inside or along with the report any insights gained that can improve the execution of the activities and events.
- Provide to Regional Director and Regional Project Manager.

September 30, 2021

Detailed summary of year’s events, key issues, alliances, and recommended actions.

- Ensure Report Template is utilized.
- Ensure report details all events with critical discussion of results for any applicable services that were accomplished.
- Provide inside or along with the report any insights gained that can improve the execution of the activities and events.
- Provide to Regional Director and Regional Project Manager.

PROJECT TIMELINE:

The term of the Regional Representative- Middle East and North Africa position will last from 10/1/2020 to 9/30/2021 with possibility to extend as appropriate.

RFP TIMELINE:

- RFP Distribution: August 13th, 2020
- Last Day to Submit Questions: August 30th, 2020
- Project Proposals Due: September 15th, 2020 by 12:00 PM Central Time
- Selections Made By: September 18th, 2020
- Prospective Contractors Notified By: September 20th, 2020

REQUIRED INFORMATION:

- Credentials or CV
- Experience
  - Length of experience
  - Major emphasis of services provided
  - Nature of past and present clients
• Detailed budget proposal of estimated professional fees and personal travel expenses required broken down by Scope of Work as a detailed budget.
  o Note: USSEC will only reimburse actual expenses in according to USSEC’s policies and procedures. Expense details will be used as an estimate for contractual purposes as a not to exceed amount.
  o Expenses to implement a proposed listed event is not required for the RFP.
• Please note if you have any special requirements that need to be considered.

INSTRUCTIONS:

1. Please email the proposal to RFP@ussec.org by 12:00PM Chicago time on September 15th, 2020. Instructions to Prospective Contractors:

   A. Proposals must contain at a minimum the specific criteria listed in the Request for Proposal:
      1. A description of the Prospective Contractor’s capabilities, resources and experience. Emphasis should be placed on experience related to this RFP.
      2. Resumes for each of the Prospective Contractor’s personnel assigned to work directly on the implementation of the contract.
      3. References from a minimum of two clients who have used your services for similar project.
      4. Detailed Fee and Expense Breakdown
         - All bids for services must provide a breakout of how the fee was derived including but not limited to a breakdown of daily rate and the amount of effort anticipated to do the work.
      5. Proposals should be no longer than 10 pages (8 ½” x 11”).

NOTES:

• Prospective Contractors are hereby notified that proposals will be duplicated for internal review only. Every effort will be made to maintain confidentiality of all information presented. The appropriate representatives from staff and legal counsel will review proposals. Proposals will not be returned.
• USSEC reserves the right to retain all proposals submitted. Submission of a proposal indicates acceptance by the submitter of the conditions contained in the request for
proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between USSEC and the contractor selected.

- Confidentiality - Without USSEC’s prior written consent, Prospective Contractors and its officers, employees, agents, representatives, affiliates, and subcontractors shall not disclose to any third party any documents, materials or information that the Prospective Contractors learns from or is provided in relation to the RFP request.

- During the evaluation process, USSEC reserves the right to request additional information or clarifications from proposers, or to allow corrections of errors and omissions.

- USSEC reserves the right to reject any proposal that is in any way inconsistent or irregular. USSEC also reserves the right to waive proposal defects or deficiencies, to request additional information, and/or to negotiate with the Prospective Contractor regarding the proposal.

- Prospective Contractor agrees that Fees are in lieu of any and all other benefits, including, but not limited to, repayment of any and all taxes related to contractor service fees, health and life insurance, administrative costs and vacation.

- Prospective Contractor agrees that any income taxes, value added taxes or any other form of direct or indirect taxes on compensation paid under the contract shall be paid by Contractor and not by USSEC or Funding Sources.
  - Prior to any payment to a Contractor, a contractor must provide a W-9, W-8, or W-8BEN upon agreement signature

- Non-Competition. Contractor shall not act as agent or representative for any product or service directly or indirectly competitive with U.S. soybeans or soybean products for the length of the contract.

- USSEC and Prospective Contractor agrees to comply with the provisions of Equal Employment Opportunity (EEO). USSEC provides EEO to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.

SUPPLEMENTAL INFORMATION AND BACKGROUND USSEC

BUILDING A PREFERENCE FOR U.S. SOY

USSEC’s strategy can be found here: http://ussec.org/about-ussec/vision-mission/

USB’s Long Range Strategic Plan can be found here: http://unitedsoybean.org/about-usb/strategic-planning/
We are a dynamic partnership of key stakeholders representing soybean producers, commodity shippers, merchandisers, allied agribusiness and agricultural organizations.

Through a global network of international offices and strong support in the U.S., we help build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

Our 15-member board of directors is comprised of four members from the American Soybean Association (ASA), four members from the United Soybean Board (USB), and seven members representing trade, allied industry, and state organizations.

New board members are seated annually. We are receiving funding from a variety of sources including soy producer checkoff dollars invested by the USB and various state soybean councils; cooperating industry; and the American Soybean Association’s investment of cost-share funding provided by the United States Department of Agriculture’s (USDA) Foreign Agriculture Service.

The United Soybean Board, created by the 1990 Farm Bill to manage and direct the National Soybean Checkoff, is dedicated to marketing and research for the soybean industry. USB is comprised of 73 volunteer soybean farmers representing the interests of fellow growers nationwide. Each board member is nominated by Qualified State Soybean Boards (QSSBs) and appointed by the U.S. Secretary of Agriculture.

Because of the limitations on administrative and salary costs established in the Act, USB outsources the majority of its program management responsibilities to USB’s three primary contractors:

1. SmithBucklin-St. Louis for domestic marketing, new uses, production research and Board initiative activities;
2. Osborn & Barr Communications for communications/public relations activities and;
3. United States Soybean Export Council (USSEC) for international marketing and global opportunities activities.

As one of these three primary contractors USSEC may also undertake initiative activities on behalf of USB. USB considers primary contractor staff (approximately 60 people) as core USB staff. These three primary contractors use a number of subcontractors and, together, these entities carry out approximately 450 projects each year for USB. USB also manages approximately 10 subcontractors.
Non-Discrimination Statement

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at How to File a Program Discrimination Complaint and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov.

USDA is an equal opportunity provider, employer, and lender.
Civil Rights Clause

Contractor agrees that during the performance of this Agreement it will not discriminate against any employee or applicant for employment because of race, color, religion, gender, national origin, age, disability, political beliefs, sexual orientation, marital or family status, parental status or protected genetic information. Contractor further agrees that it will fully comply with any and all applicable Federal, State and local equal employment opportunity statutes, ordinances and regulations, including, without limitation, Title VII of the Civil Rights Act of 1964, the Americans with Disabilities Act of 1990, the Age Discrimination in Employment Act of 1967, and the Equal Pay Act of 1963. Nothing in this section shall require Contractor to comply with or become liable under any law, ordinance, regulation or rule that does not otherwise apply to Contractor.