



February 3, 2010

Request for Proposal
International Marketing Logistic Support Coordinator
0EU16/0LA42/0AS37

The Organization

Southern United States Trade Association (SUSTA) is a non-profit international trade development organization which combines federal, state, and industry resources for export market development. SUSTA member states include Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Oklahoma, Tennessee, Texas, Virginia, West Virginia and the Commonwealth of Puerto Rico. SUSTA allies with the Departments of Agriculture in each of these states and territories to carry out programs aimed at increasing U.S. agricultural exports from the southern U.S. region. The state marketing staffs of the 16 states help implement SUSTA's marketing programs.

Background

Most of SUSTA's promotional activities are funded by the Market Access Program (MAP), which is administered by the U.S. Department of Agriculture's Foreign Agricultural Service (FAS). MAP funds are designed to develop overseas market awareness and demand for U.S. agricultural and food products and must be utilized according to federal regulations outlined by USDA. USDA also requires that SUSTA objectively evaluates the effectiveness of its activities, including an analysis of market constraints and performance measures.

Within the MAP program, SUSTA conducts two types of activities – "Branded" promotion and "Generic" promotion. Branded promotion assists individual companies carry out their own marketing activities internationally by reimbursing them for 50% of eligible promotional expenses. Companies must be small according to the Small Business Administration guidelines or be a farm cooperative to participate. Products to be promoted must be of at least 50% US agricultural origin, be marketed under a brand name, and be labeled and promoted as "Product of the USA" or "Made in USA". Eligible companies include regional processors, manufacturers, distributors, packers and producers. Products promoted on a branded basis have been as diverse as alligator hides, catfish, snack foods and hot sauce. Budgets are approved on a fiscal year basis, but recruiting for the branded takes place year-round.

Generic promotions are industry-wide projects managed by SUSTA staff and marketing specialists from the association's member State Departments of Agriculture. A generic activity benefits two or more companies, or a commodity that is not represented by another promotion organization. Any company or cooperative with products of 50% or more U.S. agricultural origin by weight is welcome to participate in SUSTA's generic activities. Types of activities include:

- Trade missions
- Reverse (or buyer's) trade missions
- Trade shows
- In-store promotions
- Foreign language marketing material
- Chef seminars
- Chef culinary training
- Hotel and restaurant promotions

Scope of Work

SUSTA is seeking an outside consultant to work hand-in-hand with State Department of Agriculture Activity Managers and In-country Consultants assigned to manage Generic activities.

International Marketing Logistic Support Coordinator duties and responsibilities would specifically include the following:

1. Assisting with recruitment by making follow-up calls to U.S. suppliers
2. Assisting U.S. suppliers on product selection for trade show/promotion
3. Organizing shipment of samples for trade show/promotion
4. Meet trade show deadlines by submitting company logos for signage and official show catalog
5. Coordinate and disseminate all pre-arrival information, shipping instructions, customs forms, hotel information, etc.
6. Respond to questions from U.S. Suppliers regarding logistics', customs, label requirements and other country-specific queries
7. Coordinate samples with SUSTA chef for trade show/promotion
8. Ongoing communication with State Department of Agriculture Activity Manager and In Country Consultant

For the following Generic activities:

Europe – 10EU16

1. Alimentaria trade show – Barcelona, Spain (March 22-26, 2010)
2. Gastronord trade show – Stockholm, Sweden (April 20-23, 2010)
3. SIAL Paris trade show – Paris, France (October 17-21, 2010)

China – 10AS37

1. SIAL China trade show – Shanghai, China (May 19-21, 2010)
2. China Outbound Trade Mission – Guangzhou and Chengdu (April 16-20, 2010)
3. Food & Hotel China trade show – Shanghai (November 11-13, 2010)

Activity Background

SUSTA is in its fourth year of major initiatives taking place in Europe and China. Each initiative includes multiple promotions that take place in one calendar year. This approach helps to generate follow-up activities and allows participating U.S. Suppliers to build a presence in these major markets. Taking on an endeavor with multiple activities includes proper planning, knowledgeable domestic and international consultants and logistic expertise. In most cases, the critical work to bring U.S. Suppliers on board to participate, keep them engaged and assist them in preparing for the activity can make the difference in the success of our Generic events.

Sufficiency of Response

Each proposal will be scored on the following measurements:

- Description of proposed activities and relevancy
- Measurable results of previous, similar programs managed by the respondent
- Approach to managing the activity
- Cost
- References (minimum of 3)

Proposals should be concisely written to respond to this RFP. Elaborate attachments are not necessary.

Acceptance of Proposal

The successful bidder's proposal will be the basis of a contract executed with SUSTA to perform all services at the specified costs contained in the bidder's proposal. SUSTA retains the right to negotiate with the successful bidder prior to final contract execution.

Subcontractors

If any service is to be performed by someone other than the contractor's permanent staff, all subcontractors and their addresses must be included in the proposal. These will be subject to approval by SUSTA.

Conflict of Interest

Each bidder must disclose any non-competition or other agreement or obligation that might prevent it from marketing, promoting or otherwise representing or advancing the interests of SUSTA or any SUSTA product. Further, the successful bidder will be

required to warrant and represent that throughout the time period when the contract is in effect, no conflict of interest or other circumstance prevents it from marketing, promoting or otherwise representing or advancing the interests of SUSTA or any of SUSTA's products.

Deadline for Proposal

All proposals from bidders must be submitted by **February 22, 2010** 4:30 P.M. (CST). The successful bidder will receive notification by **March 1, 2010**. The planned commencement of the project is **March 1, 2010**. Proposals may be emailed to bernadette@susta.org or submitted to the following:

SUSTA
Attn: Bernadette Wiltz, Deputy Director and International Marketing Director
701 Poydras Street
Suite 3725, One Shell Square
New Orleans, Louisiana 70139-7774
USA
Bernadette@susta.org

Questions

All questions in regard to this RFP should be directed to:

SUSTA
Attn: Bernadette Wiltz, Deputy Director and International Marketing Director
701 Poydras Street
Suite 3725, One Shell Square
New Orleans, Louisiana 70139-7774
USA
Bernadette@susta.org

Rejection of Proposals

SUSTA retains the right to reject all proposals submitted in response to this RFP.

The Southern United States Trade Association (SUSTA) does not discriminate in its programs on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation or marital/family status.