



**The East Africa Trade and Investment Hub, (The Hub)**

Request for Proposals (RFP)

No. RFP-NAI-0079

**Incubation of the recently launched East Africa Cross Border Traders Association**

**Issue Date: August 02, 2018**

**(Submissions date extended to Tuesday August 28, 2018 at 11.59pm East African Time)**

**WARNING:** Prospective Offerors who have received this document from a source other than the Hub (<http://www.eatradehub.org/opportunities>) should immediately contact [procurementTIH@eatradehub.org](mailto:procurementTIH@eatradehub.org) and provide their name and mailing address in order that amendments to the RFP or other communications can be sent directly to them. Any prospective Offeror who fails to register their interest assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation will be issued and posted on <http://www.eatradehub.org/opportunities> - offerors are encouraged to check this website periodically.

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**Synopsis of the RFP**

RFP No.	RFP-NAI-0079
Issue date	Thursday, August 02, 2018
Title	Incubation of the recently launched East Africa Cross Border Traders Association
Issuing Office	DAI Global LLC. Goodman Tower, Waiyaki Way, Nairobi, Kenya The Issuing Office and email address noted are the sole point of contact at DAI for purposes of this RFP. Any prospective offeror who fails to register their interest with this office assumes complete responsibility in the event that they do not receive direct communications (amendments, answers to questions, etc.) prior to the closing date.
Email address for submission of questions	<a href="mailto:procurementTIH@eatradehub.org">procurementTIH@eatradehub.org</a> The email address in the synopsis is the sole point of contact at DAI Trade Hub project for any questions.
Email address for submission of proposals	<a href="mailto:tendersTIH@eatradehub.org">tendersTIH@eatradehub.org</a> <b>We only accept email applications, no hard copies will be accepted</b>
Deadline for Receipt of Questions	Monday August 06, 2018 at 12.00pm East African Time
Deadline for Receipt of Answers to questions	Tuesday August 07, 2018 at 12.00pm East African Time
Deadline for Receipt of Proposals	Thursday August 09, 2018 at 11.59pm East African Time <b>(extended to Tuesday August 28, 2018 at 11.59pm East African Time)</b>
Anticipated Award Type	Firm Fixed Price Purchase Order. DAI anticipates awarding a Firm Fixed Price Purchase Order. This subcontract type is subject to change during the course of negotiations. A Firm Fixed Price Purchase Order is: An award for the provision of specific services, goods, or deliverables and is not adjusted if the actual costs are higher or lower than the fixed price amount. Offerors are expected to include all costs, direct and indirect, into their total proposed price.
Basis for Award	An award will be made based on the Trade Off Method. The award will be issued to the responsible and reasonable offeror who provides the best value to DAI and its client using a combination of technical and cost/price factors. Women led or women owned or women majority employed companies are encouraged to apply. 5 evaluation points will be automatically allocated to businesses that demonstrate they are women-led or employ majority women or women owned.

Interested Offerors may obtain a full copy of the RFP which contains detailed instructions for preparation of the proposal from the Trade Hub website <http://www.eatradehub.org/opportunities>

## **I.0 Scope of Work and Proposal.**

### **I.1 Purpose**

DAI Global LLC, the implementer of the USAID-funded, East Africa Trade and Investment Hub (the Hub), invites qualified offerors to submit proposals to provide the following service: *Incubation of the recently launched East Africa Cross Border Traders Association*. The specifications are detailed in the scope of work.

### **I.2 Scope of work for Services or Technical Specifications**

#### **A. Background**

The Hub is the U.S. Government's flagship project to promote U.S. and African cooperation. The Hub partners with East African and U.S. businesses to attract investment needed to drive economic growth and transform the East African private sector into a vibrant global trading partner. The project pursues these goals through four integrated components:

- Policy environment for EAC integration, trade and investment improved and implemented.
- Competitiveness of selected regional agricultural value chains increased.
- Exports and trade promotion, particularly with the U.S. under AGOA, increased.
- Investment and technology transfer between Eastern and Sub-Saharan Africa and global markets.

The Agriculture and Agribusiness component of the Hub works to increase intra-regional and global trade of agricultural commodities directly contributing to economic growth and consequently to the attainment of Feed the Future outcomes. The Hub's activities seek to support the formalization of cross border traders, facilitate access to their representation, financing and business support the traders need to participate in structured markets.

#### **B. Objective and Scope of Work**

Over 60 % of trade in East Africa is largely informal and majority of cross border traders fall in this category. Cross border trade in East Africa is characterized by inefficiencies, high transaction costs and low competitiveness that are a reflection of existing barriers to formal trade, poor enabling environment and restrictive trade policies and practices. Other studies have shown that cross border traders lack business management skills as well as knowledge on the requirements of cross border trade between countries. The country level cross border associations also suffer from institutional as well as jurisdictional weaknesses that hinder their effective service to its membership.

Between March 1st, 2017 and February 28th, 2018, the Hub in partnership with the Agricultural Market Development Trust (AGMARK) implemented the Regional Traders Association Project. The project was aimed at forming an East Africa Cross Border Traders Association (EACBTA) to provide cross border traders voice at the regional level. During this grant the Hub & AGMARK also built the capacity of cross border traders in Busia, Malaba, Mutukula, Isebania and Gatuna borders. The Hub is currently partnering with The Agribusiness Focused Partnership Organization (AGRIFOP) to build the capacity of women cross border traders in the Kagitumba, Mirima, Rusumo and Nemba borders. The activity also aims at strengthening their associations to enable the cross border traders join and participate in the recently launched East Africa Cross Border Traders Association.

On December 7th 2017, the Hub in partnership with AGMARK launched the EACBTA. The objective of the launch event was to provide an opportunity for stakeholders both from the public and private sector to know about the new association, for them to share their insights and it was also an opportunity for interested stakeholders to identify areas they could support the association. The East Africa Community Secretariat participated in the launch and highlighted that the EACBTA is key as it will provide a platform through which cross border traders can lobby and advocate for a better trade environment at the EAC level.

The Hub is looking for an organization that can incubate the recently launched EACBTA. Execution of this assignment requires an organization with the right combination of skills and relevant experience. Interested organizations should provide information demonstrating that they have the required qualifications and relevant experience to undertake this assignment. The identified organization will work with the elected interim officials to;

1. Provide office space for the association with all the necessary infrastructure, mentorship and support needed for the association to run effectively
2. Create awareness about the association to relevant stakeholders such as the EAC Secretariat and cross border traders from across East Africa
3. Conduct a membership drive to ensure that cross border traders join the regional association
4. Facilitate fund raising and donor support coordination for the new association.

### **C. Main Tasks and Deliverables**

#### Main Tasks

This assignment will involve the following main tasks:

1. Provide office space for the association with all the necessary infrastructure, mentorship and support needed for the association to run effectively. This will involve;
  - a) Support the recruitment of the Executive Director e.g. advertising, vetting and hiring
  - b) Finalize any remaining legal regulatory compliance matters
  - c) Support the first AGM where the board will be elected
2. Create awareness about the association to relevant stakeholders and cross border traders from across East Africa. This will involve;
  - a) Meeting with relevant stakeholders who will be key to the institutionalization of the EACBTA e.g. the EAC Secretariat
  - b) Meet with all national and border cross border traders association representatives to create awareness on the new association and highlight how they stand to benefit
3. Conduct a membership drive to ensure that cross border traders join the association
  - a) Create a membership database
  - b) Conduct registration of all new members
4. Facilitate fund raising and donor support coordination
  - a) Together with the new Executive Director, meet with potential donors to discuss opportunities for partnership with the EACBTA
  - b) Introduce the new partners to the interim officials as well as the newly elected board

#### Deliverables

It is expected that the following deliverables will be realized:

1. A detailed inception report which will include a work plan, schedule of activities, timelines and explicit methodology for carrying out the assignment
2. Report and evidence of office set up with the Executive Director in place, finalization of all legal and regulatory matters and election of the first Board of Directors
3. Report from meetings with relevant stakeholders such as the EAC as well as national and border cross border traders associations.
4. Established membership database
5. List of at least 500 members who will have joined the association
6. Report highlighting various fundraising meetings with various donors and potential partners
7. At least two signed contracts with potential partners providing funds to support the EACBTA

#### **D. Indicative Methodology**

Applicants for this assignment are required to develop a detailed methodological approach and a plan/schedule of how the assignment will be executed. In particular, they are expected to do the following:

- Clearly demonstrate how each of the tasks will be accomplished by elaborating on the activities and other resources needed;
- Highlight specific constraints that may be faced in the course of executing the tasks and/or assumptions to be made;
- Provide clear timelines for each of the tasks/activities;
- Provide cost estimates for each of the task/activity; and, mobilize for the execution of the tasks/activities as per the timelines.

#### **E. Technical Direction**

This assignment will be undertaken under the overall supervision of the Hub's Director of Agriculture and Agribusiness.

#### **F. Eligibility**

The organization/firm must be/provide the following;

1. The organization / firm should hold a valid practicing license in any East African Community Partner State (provide evidence for example certificate of registration and business license or legal opinion indicating ability to provide services in the region).
2. Provide evidence of three years of experience relevant to this assignment in the EAC region - experience in working closely with the EAC Secretariat and the East African governments is a requirement.
3. Provide three (3) past client referral letters for similar assignments: demonstrate evidence of undertaking similar projects successfully and provide references for each project. The letters must have name of contact person, their email and telephone numbers. Include copies of the signed contracts and scopes of work undertaken.
4. Provide CV's of key management and operational staff proposed for this assignment - key personnel should be familiar with the regional agriculture sector and cross border trade in East Africa.

#### *How to Apply*

If eligible and interested in this RFP, please submit the following via email address, [tendersTIH@eatradehub.org](mailto:tendersTIH@eatradehub.org) before **Thursday August 09, 2018 at 11.59pm East African Time;**

1. A copy of your organization's/firm's registration certificate
2. Detailed organization /firm profile
3. Provide a technical proposal which should include a summary of:
  - Your organization/firm's technical approach to handle the tasks as outlined in the scope of work
  - Your organization/firm's prior performance in performing similar assignments in the EAC region.
4. Your organization/firm's personnel capabilities and THREE (3) referees' letters where the organization/firm provided such services in the region.
5. CV's of Key management and operational staff proposed for this assignment.

**G. Period of Performance**

The period of performance is anticipated to be six (6) months from the date of contract award (anticipated to commence in September 2018).

**H. Place of Performance**

The place of performance under this contract is East Africa Community Partner States; Burundi, Kenya, Rwanda, Tanzania, and Uganda.

**I. Confidentiality and Ownership of Intellectual Property**

All documentation produced and data collected during this assignment will be the sole property of USAID and Development Alternatives Incorporated (DAI) for the East Africa Trade and Investment Hub. It may not be reproduced, disseminated or discussed with other parties, apart for the purpose of completing the deliverables required.

**1.3 Deliverables**

Upon award of a subcontract, the deliverables detailed in the below table will be submitted to DAI. All of the deliverables must be submitted to and approved by DAI before payment will be processed.

No.	Description	Due Date
1	A detailed inception report which will include a work plan, schedule of activities, timelines and explicit methodology for carrying out the assignment	10 days after contract signature
2	Detailed report on, and evidence of, office set up with the Executive Director in place (including provision of office space, desk and telephone for one year for EACBT), finalization of all legal, financial, and regulatory matters, and election of the first Board of Directors	3 month after contract signature
3	Report from at least 10 face to face meetings with relevant stakeholders such as the EAC, relevant government ministries, as well as national cross border traders associations, to introduce the leadership of the EACBTA and its objectives, among other details	4 months after contract signature
4	Established membership database based on a digital platform that captures membership details of at least 100 members who will have joined the association - the membership should portray both regional and gender representation and balance	4½ months after contract signature

No.	Description	Due Date
5	Report highlighting at least 10 fundraising meetings with various USG compliant donors and potential partners - this should include evidence of contracted donor support worth at least USD. 250,000 from partners providing support to the EACBTA	5 months after contract signature
6	Final close-out report – to include status report on the EACBTA; statement of accounts; incubation management transition plan; analysis on the way forward for EACBTA; recommendations to be implemented	6 months after contract signature

#### **I.4. Instructions for the Preparation of Technical Proposals**

Technical proposals shall be submitted via email only to [tendersTIH@eatradehub.org](mailto:tendersTIH@eatradehub.org) Technical proposals shall include the following contents;

- a) Technical Approach - Description of the proposed services which meet or exceeds the stated technical specifications or scope of work. The proposal must show how the Offeror plans to complete the work and describe an approach that demonstrates the achievement of timely and acceptable performance of the work.
- b) Management approach – Description of the Offeror’s staff assigned to the project. The proposal should describe how the proposed team members have the necessary experience and capabilities to carry out the Technical Approach.
- c) Past Performance – Provide a list of at least three (3) recent awards of similar scope and duration. The information shall be supplied as a table, and shall include the legal name and address of the organization for which services were performed, a description of work performed, the duration of the work and the value of the contract, description of any problems encountered and how it was resolved, and a current responsible and knowledgeable representative of the organization, their official email address and official contact phone number. See Attachment F.
- d) References – At least three (3) written references specifically referencing assignments of similar nature to this scope.
- e) Evidence of woman-owned/managed organization/firm, or employs a majority of women will attract additional scores.

#### **I.5. Technical Evaluation Criteria**

Each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below. Cost/Price proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost/price, when combined, are considered approximately equal to cost/price factors.

**Mandatory Requirement:**

- a. *Certified copy of Certificate of Incorporation or registration document*
- b. *Detailed Company Profile*

	<b>Evaluation Criteria</b>	<b>Points</b>
1.	Technical Approach – Description of the proposed services which meet or exceeds the stated technical specifications or scope of work. The proposal must show how the Offeror plans to complete the work and describe an approach that demonstrates the achievement of timely and acceptable performance of the work.	40 Points
2.	Management approach – description of the offeror’s staff assigned to the project. The proposal should describe how the proposed team members have the necessary experience and capabilities to carry out the Scope of work (attach the team members CVs).	35 Points
3.	Experience: Citation of experience in handling similar or related assignments or studies (the proposal should include details on the work completed, country focus, impact, contract value, date of completion etc.), and provision of three (3) written references specifically referencing assignments of similar nature to this scope	15 points
4.	Evidence of woman-owned/managed organization/firm, or employs a majority of women	5 points
	<b>Total</b>	<b>100 Points</b>

**I.6. Past Performance**

Include assignments / projects that best illustrate your work experience relevant to this RFP, sorted by decreasing order of completion date.

Projects should have been undertaken in the past three years. Projects undertaken in the past six years may be taken into consideration at the discretion of the evaluation committee.

Example of a Past Performance Table

#	Name of organization and contact information for whom services were provided	Start and End Dates	Assignment undertaken title (Brief description of tasks done)	USD or KES Value of contract	Countries covered in the assignment
1					
2					
3					
4					

### 1.7. Instructions for the Preparation of Cost/Price Proposals

Price proposals shall be sent via email to [tendersTIH@eatradehub.org](mailto:tendersTIH@eatradehub.org) as part of your response to this RFP

Provided in the below table is an example Price Schedule for firm-fixed price awards.

A detailed budget should accompany the price schedule. It is important to note that Value Added Tax (VAT) and any other applicable taxes shall be included in the budget on a separate line, it should also be noted which line items the taxes has been applied to.

If the contract is issued from Nairobi, Kenya, these services are eligible for VAT exemption under the DAI prime contract with USAID. The Offeror's invoices will bill DAI inclusive of VAT, based on the invoice DAI will seek VAT exemption through USAID within 30 days of the date of the invoice. DAI will seek VAT exemption from the government per each Invoice and Electronic Tax Receipt (ETR) provided after successful completion of the assignment tasks and deliverables. Once approved by the Government of Kenya DAI will provide the successful Offeror with VAT exemption documentation. Based on these documents repayment of the VAT portion will be made to DAI Global LLC.

The offeror is responsible for all applicable taxes and fees, as prescribed under the applicable laws for income, compensation, permits, licenses, and other taxes and fees due as required.

#### Price schedule

No.	Description	Due Date	% Payment	Price (USD/KES)
1	A detailed inception report which will include a work plan, schedule of activities, timelines and explicit methodology for carrying out the assignment	10 days after contract signature		
2	Detailed report on, and evidence of, office set up with the Executive Director in place (including provision of office space, desk and telephone for one year for EACBT), finalization of all legal, financial, and regulatory matters, and election of the first Board of Directors	3 months after contract signature		
3	Report from at least 10 face to face meetings with relevant stakeholders such as the EAC, relevant government ministries, as well as national cross border traders associations, to introduce the leadership of the EACBTA and its objectives, among other details	4 months after contract signature		
4	Established membership database based on a digital platform that captures membership details of at least 100 members who will have joined the	4½ months after contract signature		

No.	Description	Due Date	% Payment	Price (USD/KES)
	association - the membership should portray both regional and gender representation and balance			
5	Report highlighting at least 10 fundraising meetings with various USG compliant donors and potential partners - this should include evidence of contracted donor support worth at least USD. 250,000 from partners providing support to the EACBTA	5 months after contract signature		
6	Final close-out report – to include status report on the EACBTA; statement of accounts; incubation management transition plan; analysis on the way forward for EACBTA; recommendations to be implemented	6 months after contract signature		
VAT and any other applicable taxes				
<b>Total</b>				

*\*The budget should be detailed and portray the following information (among other details): Staff numbers, titles/roles, and Level of Effort (LoE) of staff; budgets for travel, communications, documentation, workshops etc. The budget should be accompanied by detailed budget notes providing rationale for the cost items.*

## 2.0 General Instructions to Offerors

“Offeror” and/or “Bidder” mean a firm proposing the work under this RFP. “Offer” and/or “Proposal” means the package of documents the firm submits to propose the work.

Offerors wishing to respond to this RFP must submit proposals, in English, in accordance with the following instructions. Offerors are required to review all instructions and specifications contained in this RFP. Failure to do so will be at the Offeror’s risk. If the solicitation is amended, then all terms and conditions not modified in the amendment shall remain unchanged.

Issuance of this RFP in no way obligates DAI to award a subcontract. Offerors will not be reimbursed for any costs associated with the preparation or submission of their proposal. DAI shall in no case be responsible for liable for these costs.

Proposals are due no later than **(extended to Tuesday August 28, 2018 at 11.59pm East African Time)**, to be submitted via email to the address provided in the instructions. (Late offers will be rejected except under extraordinary circumstances at DAI’s discretion.) All proposals submitted shall reference the RFP Number RFP-NAI-0079 and the RFP title in the email subject line.

The submission to DAI of a proposal in response to this RFP will constitute an offer and indicates the Offeror's agreement to the terms and conditions in this RFP and any attachments hereto. DAI reserves the right not to evaluate a non-responsive or incomplete proposal

## 2.1 Basis of Award

### 2.1.1 Best Value Determination

DAI will review all proposals, and make an award based on the technical and cost evaluation criteria stated above, and select the offeror whose proposal provides the best value to DAI. DAI may also exclude an offer from consideration if it determines that an Offeror is "not responsible", i.e., that it does not have the management and financial capabilities required to perform the work required.

Evaluation points will not be awarded for cost. Cost/price will primarily be evaluated for realism and reasonableness. DAI may award to a higher priced offeror if a determination is made that the higher technical evaluation of that offeror merits the additional cost/price.

Cost realism will be based on considerations such as the following:

- Are proposed costs realistic for the services to be performed?
- Do the costs reflect a clear understanding of the scope of work?
- Does the proposal meet at a minimum the DAI requirements/specifications?
- Are the costs consistent with the various elements of the offerors technical proposal?

DAI may award to an Offeror without discussions. Therefore, the initial offer **must contain the Offeror's best price and technical terms.**

### 2.1.2 Responsibility Determination

DAI will not enter into any type of agreement with an Offeror prior to ensuring the Offeror's responsibility. When assessing an Offeror's responsibility, the following factors are taken into consideration:

1. Provide Business registration certificate.
2. Evidence of a DUNS number (explained below and instructions contained in Attachment D).
3. The source, origin and nationality of the products or services are not from a Prohibited Country (explained below).
4. Having adequate financial resources to finance and perform the work or deliver goods or the ability to obtain financial resources without receiving advance funds from DAI.
5. Ability to comply with required or proposed delivery or performance schedules.
6. Have a satisfactory past performance record.
7. Have a satisfactory record of integrity and business ethics.
8. Have the necessary organization, experience, accounting and operational controls and technical skills.
9. Have the necessary production, construction and technical equipment and facilities if applicable.
10. Be qualified and eligible to perform work under applicable laws and regulations.

## 2.2 Proposal Cover Letter

A cover letter shall be included with the proposal on the Offeror's company letterhead with a duly authorized signature and company stamp/seal using Attachment B as a template for the format. The cover letter shall include the following items:

- The Offeror will certify a validity period of sixty (60) days for the prices provided.
- Acknowledge any solicitation amendments received.

### **2.3 Questions regarding the RFP**

Each Offeror is responsible for reading and complying with the terms and conditions of this RFP. Requests for clarification or additional information must be submitted in writing via email or in writing to the Issuing Office as specified in the Synopsis above. No questions will be answered by phone. Any verbal information received from a DAI or the Hub's employee or other entity shall not be considered as an official response to any question regarding this RFP.

Copies of questions and responses will be distributed in writing to all prospective bidders who are on record as having received this RFP after the submission date specified in the Synopsis above.