



REQUEST FOR PROPOSAL (RFP)

SUBMISSION DEADLINE
February 15, 2023 - 12:00 PM SGT (GMT +8)

RFP TITLE: PROJECT SUPPORT SPECIALIST, VIETNAM

RFP CONTACT:

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PROPOSAL DEADLINE: February 15, 2023 - 12:00 PM SGT (GMT +8)

INTRODUCTION:

U.S. Soybean Export Council (USSEC), Inc. formally requests proposals for the delivery of services and costs of engaging a **Project Support Specialist, Vietnam** to provide professional services for the Vietnamese market.

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, advocates for the use of soy in livestock and aquaculture feed and human consumption, promotes the benefits of soy use through education and connects industry leaders through a robust membership program.

To drive consistencies and share best practices amongst multiple groups, documentation of processes and procedures have been underway. Our next step is to make the information available to everyone that needs it and present it in a logical and informative format.

PURPOSE OF RFP:

USSEC's standard practice is to RFP every 3 years in an openly and competitive manner. This type of cost analysis will assist in determining the fair market value for the work to be performed and allows USSEC the opportunity to evaluate various proposals and select the best contractor for the job based on experience, availability, expertise, approach, and cost.

The purpose of this RFP is to seek proposals to take the collection of documentation and create library of easy-to-understand training guides.

BACKGROUND & PURPOSE OF PROJECT:

Under the direction of USSEC Singapore, the Contractor will provide administrative, marketing, and program management support for projects and activities in Vietnam and the regional participation of Vietnamese customers and key accounts in regional and



international activities and events under USSEC S.E. Asia's Unified Export Strategy (UES) every season.

The Contractor is required to develop close relationships, maintain active and regular contact so as to build a good rapport with key customers, industry and trade representatives, relevant institutions, government bodies etc. for the purpose of achieving USSEC's mission. The Contractor must ensure that USSEC has a clear strategic presence in Vietnam that is favourable and advantageous to USSEC's mission and that is to develop a strong preference for U.S. Soy in applications for food and feed uses thus leading to an increase in U.S. Soy exports into the country.

The Contractor will work closely with USSEC's other in-country trade representatives to interface with industry decision-makers and influencers, buyers and sellers of food, feed, and livestock industry sectors, leading industry and company representatives, as well as related institutions, trade associations and NGOs, related government ministries/departments in the country etc.

SCOPE (SERVICES) OF WORK:

- Liaise and coordinate his/her efforts and responsibilities closely with USSEC's Vietnam In-Country Representative as well as with USSEC's team of contractors in the coordination, organization, and implementation of USSEC's programs.
- Conduct trade servicing, an essential networking and intelligence gathering activity virtually, and promote the development of relationships between USSEC and members/stakeholders of the U.S. Soy Family with key local industry and government contacts.
- Provide project support for USSEC's major regional buyer support programs and country-level programs and activities physically and virtually directed at building preference and or increasing the exports of U.S. Soy.
- Ensure that the major regional conferences, workshops and trade missions under/backed by USSEC, are well-attended and supported by key representatives/decision-makers of the Target Audience within the country.
- Liaise and coordinate his/her marketing efforts closely with USSEC Southeast Asia staff and Contractors, as well as provide full support to USSEC's Regional Focus Areas (i.e., Human, Animal, Aquaculture, and Market Access) Program Managers (Contractors) and USSEC management in organizing country-specific targeted workshops, seminars, round table discussions, etc.
- Plan, arrange, co-ordinate, and provide assistance for trade and industry meetings, virtually or in-person, for the Regional Director, Regional Marketing and Technical Contractors, U.S. Farmer Leadership and Trade Teams, USSEC member exporter companies, U.S. Soy Exporters, etc. as directed by USSEC's S.E. Asia Regional Director or USSEC Management.
- Provide timely and accurate responses to inquiries and questions from U.S. exporters, importers and processors of U.S. soy, trade organizations, government officials, etc. on subjects and matters that relate directly or indirectly to U.S. Soy or on the local agricultural

industry as a whole.

- When requested by USSEC Singapore, the Contractor may be required to provide assistance and travel with USSEC staff, regional technical Contractors, and or U.S. Soy Producers etc. but in accordance with USSEC's latest travel and safety protocols and regulations.
- As directed by USSEC Singapore, the Contractor will be required to coordinate closely with USSEC's Contractors to prepare visitation schedules, arrange for industry meetings, and other necessary arrangements. Strictly adhering to USSEC's latest travel and safety protocols and regulations.
- As a member of USSEC's regional project management team, he/she may be called upon to provide assistance to USSEC's S.E. Asia Regional Director or USSEC Management as and when needed.

ROLES AND RESPONSIBILITIES:

- The Contractor will take his/her direction/instructions directly from USSEC Singapore.
- The Contractor will dedicate time and attention to meet the Services, Deliverables and KPIs as required in accordance with the terms of the Master Agreement and Addendum contained within. In addition, the Contractor will;
 - Conduct oneself in a manner consistent with USSEC's core values, e.g. respectable image, reputation and credibility representative of USSEC, and refrain from engaging in activities which reflect adversely on USSEC;
 - Provide full and complete cooperation with USSEC in order to maximize USSEC's success within the Region.
- The Contractor will have a direct reporting line to USSEC's S.E. Asia Regional Director.
- The Contractor will continue to work closely with and give his/her full co-operation and support to members of USSEC's Program Management and Accounting Teams in S.E. Asia.
- The Contractor must be fully prepared, equipped, and has the technical know-how to work and operate from home or in a remote location as and when needed or required by USSEC management. Remote activities include but is not limited to conducting virtual or online meetings, engaging customers via other means of telecommunication etc

ADDITIONAL CONSIDERATION (if applicable)

Additional Considerations to include any specific information regarding the proposal that could affect the Prospective Contractors ability to submit a proposal.

Additional considerations for the video creation and development include:

- *Video should be between 15-20 minutes long*
- *Videotaping with farmers must occur in St. Louis during the week of December 7th*
- *We will try to schedule the videotaping of the Economist on the same date with the farmers if their schedules permit or on a different date*
- *If your company also provides live streaming services please provide your fee schedule under ancillary services in the Detailed Budget section of your proposal.*

DELIVERABLES:

Monthly

- Submit invoice and Monthly Report to the Regional Director in format as directed and using latest prescribed USSEC format. Details in the monthly report to include but not limited to:
 - Contractor's interactions with soy industry contacts
 - Timely reporting of latest market updates and developments – especially events that impact the trade and preference for U.S. Soy
 - Communications that cover inquiries and questions from U.S. exporters, importers and processors of U.S. soy, trade organizations, government officials, etc. on the application, availability and sourcing of soybeans and soybean products from the U.S. etc.
- Submit monthly budget tables on the latest investment estimates for projects and activities under the Contractor's responsibility on or before the 20th of every month and or upon USSEC's management request.
- Submit ad hoc reports to USSEC Management upon request.

Responsibilities

- Provide program management support and assistance to USSEC's team of contractors in Vietnam:
- Keep track and work with each Contractors to ensure that their activities planned is executed according to USSEC's accounting, administrative, compliance, and operational requirements and guidelines, as well as abide by USSEC's corporate core values.
- Provide assistance to Contractors in the preparation of all the necessary documents that comes with organizing activities in Vietnam that is required for expense submissions, reimbursements, reporting and compliance purposes etc.

PROJECT TIMELINE:

- For this contract, our expectation is for the 'Project Support Specialist – Vietnam' contract to start from January 1, 2023 and end on September 30, 2023. After which, subject to regular contract reviews and an annual performance evaluation, this contract may be renewable on a 12-monthly basis according to the term of each marketing season or tenure of the funding source.

RFP TIMELINE:

- **RFP Distribution:** January 20, 2023
- **Last Day to Submit Questions:** February 8, 2023 by 5:00PM SGT (GMT +8)
- **Project Proposals Due:** February 15, 2023 by 12:00 PM SGT (GMT +8)
- **Selections Made By:** February 22, 2023
- **Prospective Contractors Notified By:** February 28, 2023

INSTRUCTIONS:

Proposals must contain at a minimum the specific criteria listed below:

1. Please email the proposal to RFP@USSEC.ORG and chtan@ussec.org by **12:00PM SGT (GMT +8) on February 15, 2023.**
2. A description of Prospective Contractor's capabilities, resources and experience. Emphasis should be placed on experience related to this RFP.
3. A thorough proposal outlining Prospective Contractors planned work, deliverables and timeline to complete the work.
3. Resumes for each of the Prospective Contractor's personnel assigned to work directly on the implementation of the contract.
4. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
5. Detailed Budget
 - All bids for services must provide a breakout of how the fee was derived including but not limited to a breakdown of hourly rate and the amount of effort they anticipate to do the work.
6. 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

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:

- SmithBucklin-St. Louis for domestic marketing, new uses, production research and Board initiative activities;
- Osborn & Barr Communications for communications/public relations activities and;
- U.S. Soybean Export Council (USSEC), Inc. 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.

END OF DOCUMENT