



**Canadian
Manufacturers &
Exporters**

Request for Proposals

To Provide:

Professional services in respect of a
Pan Atlantic Export Roadshow for Building Products

Canadian Manufacturers & Exporters (CME)
Newfoundland and Labrador Division

July 27, 2015

Amended August 6, 2015

INTRODUCTION

Canadian Manufacturers & Exporters, Newfoundland and Labrador Division (CME-NL) working with the other CME Divisions in Atlantic Canada will undertake a Pan Atlantic Export Roadshow for Building Products beginning in early September 2015.

The objective of this Roadshow is to identify companies from the building products sector in Atlantic Canada who are exporting outside Canada or wish to export outside Canada and determine the types of support they wish to receive going forward. Ultimately the aim is to increase the number of exporters and the level of exports of building products from Atlantic Canada.

CME-NL has a requirement for the professional services of a consultant with expertise in international markets, and in particular that has prior experience with and/or the resources to obtain information with respect to the building products markets in the United States and the European Union. The consultant will be required to develop and deliver a presentation(s) during information/consultation sessions; facilitate the discussion with participating companies; and prepare a report on the findings from these sessions.

The project will consist of a series of all-day information/consultation sessions held throughout the Atlantic Provinces tailored to the building products sector in each province. During this Pan Atlantic Export Roadshow a minimum of four (4) to a maximum of seven (7) sessions will be held depending on the number of companies that express interest and their geographic location.

PURPOSE

The objective of this project is to identify companies from the building products sector in Atlantic Canada who are exporting outside Canada or wish to export outside Canada; provide them with general information about exporting, potential foreign market opportunities, and the regulatory, certification and other requirements that must be satisfied to access potential foreign markets; and to determine the types of support they wish to receive going forward. Ultimately the goal is to increase the number of exporters and the level of exports of building products from Atlantic Canada.

Specifically, the contractor will (i) develop and deliver a presentation(s) during the information/consultation sessions; (ii) facilitate the discussion with participating companies; (iii) conduct one-on-one interviews either in person or by telephone with key companies unable to attend sessions in person; and (iv) prepare a report on the findings from these sessions. Presentations delivered to the building product sectors in each of the provinces will have to be tailored as experience with exporting abroad and the level of export readiness of companies in the sector varies from province to province. The report will be used to develop future initiatives whether on a Pan Atlantic, provincial or regional basis to support exporters or potential exporters of building products.

STATEMENT OF WORK AND DELIVERABLES

The consultant will:

1. **Develop a presentation(s)** aimed at companies from the building products sector in Atlantic Canada for delivery at information/consultation sessions covering:
 - General information on exporting;
 - An overview of potential foreign markets for value-added wood products and other building products – especially in the United States and the European Union – and the regulatory, certification and other requirements to access those markets; and
 - An overview of the benefits of free trade agreements, including the Canada-EU Comprehensive Economic and Trade Agreement (CETA), for Atlantic Canadian companies in the building products sector.

The presentations will have to be tailored to the building product sectors in each of the provinces as experience with exporting abroad and the level of export readiness of companies in the sector varies from province to province. Officials from the federal or provincial level of government will be requested to give a presentation with respect to the CETA agreement, but the consultant will be expected to have general knowledge of trade agreements and the benefits to exporters.

2. Beginning in **early September 2015**, deliver the **presentation(s)** at all-day information/consultation sessions to be held throughout Atlantic Canada and **facilitate an open discussion** with participants regarding foreign markets of interest, their needs in terms of support, and next steps. There will be a **minimum of four (4) to a maximum of seven (7) sessions**, with the specific locations and number of sessions determined based on the number of companies that express interest and their geographic location. If all seven (7) sessions were to be held, it is anticipated that they would likely be distributed as follows:
 - Two (2) in Nova Scotia;
 - Two (2) in New Brunswick;
 - One (1) in Prince Edward Island; and
 - Two (2) in Newfoundland and Labrador.

CME-NL, with the support of the other CME Divisions in Atlantic Canada as well as federal and provincial government officials, will be responsible for the recruitment of companies and organizational aspects of the information/consultation sessions; however, input will be requested of the consultant with respect to the identification and recruitment of companies for the sessions.

3. **Conduct brief one-on-one interviews** either in person or by telephone with key companies that are unable to attend the information/consultation sessions to determine foreign markets of interest, their needs in terms of support, and next steps.
4. Work closely with CME-NL and the other CME Divisions in Atlantic Canada to ensure that project objectives are being met, concerns are being addressed and any issues or

problems are being resolved. Video or teleconference meetings will be carried out as required to discuss the progress of the project and interim findings; and

5. Deliver a report by November 30, 2015 covering:

- Number of seminars, locations, presentation outline, number of participants, cost outline;
- A summary of key findings by province from information/consultation sessions and one-on-one interviews with respect to foreign markets of interest and identified company needs;
- A list of building product companies exporting or interested in exporting with their contact information, identifying the foreign markets they are interested in pursuing and their specific needs; and
- Recommendations for additional initiatives during 2016-17.

The consultant will present a draft report to CME-NL via video or teleconference for feedback two weeks prior to delivery of the final report.

SCHEDULE

The consultant will begin work immediately upon signing the contract with CNE-NL. The information/consultation sessions will begin in **early September 2015** with the report due by **November 30, 2015**.

SELECTION CRITERIA

The successful candidate will be determined based upon the following:

- the extent of knowledge and experience in relation to the proposed work as well as resources to obtain the required information;
- an understanding of the scope and objectives of the proposal;
- organization and content of the proposal, including proposed approach, eg. content of presentation(s) and creativity of proposed approach to delivery of presentations and facilitation of discussion; work plan; and schedule; and
- Cost.

The consultant must clearly articulate that they have adequate time and resources to devote to the project.

While cost is one of the selection criteria, determination of best value may not result in the lowest cost being accepted.

BUDGET AND PAYMENT

The total value of any contract(s) emanating from this RFP will be \$30,000.00 (CAD) **NOT including Harmonized Sales Tax (HST), and also** excluding travel expenses.

The consultant's travel expenses will be paid by CME-NL to a maximum of \$4,500.00 (CAD), **excluding HST.**

CME-NL will be responsible for the organizational aspects of the information/consultation sessions and associated costs, including hiring venues and renting audio-visual equipment as needed, and printing of materials for distribution to participants.

To the extent required, CME-NL will also be responsible for any costs associated with providing French translation in respect of services provided to companies in the Province of New Brunswick, including translation of materials and simultaneous translation of presentations during information/consultation sessions.

Payment will be made upon the consultant submitting electronic invoices with supporting documentation in a form satisfactory to CME-NL, with work to be invoiced as follows:

- 25% upon signing of contract;
- 25% following completion of information/consultation sessions;
- 25% upon submission of the report; and
- 25% paid upon approval of the report.

Failure to meet any of the conditions outlined in the contract will result in an adjustment to final payment/holdback.

Payment of invoices will be made in Canadian Dollars within sixty (60) days of receipt.

PROPOSAL REQUIREMENTS

Proposals must:

- include a lead name and contact information; company prospectus, services offered and details on the qualifications of the firm and key personnel, including previous experience in similar type work and knowledge of international markets and in particular the US and EU markets. Knowledge and experience with the building products sector in Atlantic Canada is not a requirement but would be an asset. A consultant that does not have prior experience in both the US and EU markets will not be disqualified but the proposal must outline the resources the consultant has available to obtain information with respect to both those markets. The consultant will be expected to have general understanding and knowledge of the benefits of free trade agreements.
- include details on the background and experience of the project lead and other personnel that will be involved in the project, including any subcontractors;
- include names of former clients for whom similar or relevant work has been performed presented as references, as well as a description of the work completed (minimum of 3 references required); and

- quote a minimum of four (4) to a maximum of seven (7) information/consultation sessions, with the budget showing a breakout per session.

Proposals, including attachments, must not exceed fifty (50) pages in length.

CME-NL is not obliged to accept the proposal with the lowest price or any other proposal for this project. CME reserves the right to terminate at any time the contract for the services contemplated in this proposal upon 10 days written notice, provided that payment will be made for any services completed up to the date of termination.

No payments will be made for costs incurred in the preparation and submission of a proposal in response to this request.

Any contract entered into in respect of this RFP and payment of fees will be subject to receipt of funding approval.

INQUIRIES

Inquiries may be directed to:

**Carol Osmond, Special Advisor, Advocacy and Member Relations
Canadian Manufacturers & Exporters, Newfoundland and Labrador Division
Tel: (709) 730-5999 Email: Carol.Osmond@cme-mec.ca**

Or alternatively:

**Jackie Field, Operations Manager
Canadian Manufacturers & Exporters, Newfoundland and Labrador Division
Tel: (709) 237-8711 Email: Jackie.Field@cme-mec.ca**

SUBMISSION OF PROPOSALS

One copy of your Proposal, clearly marked **RFP- Pan Atlantic Export Roadshow for Building Products** must be received **VIA EMAIL** no later than 12:30 p.m. Newfoundland Daylight Time (12 noon Atlantic Daylight Time) on **Monday, August 17, 2015** submitted to:

**Canadian Manufacturers & Exporters, Newfoundland and Labrador Division
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Canada, A1B 2C7
Email: Jackie.Field@cme-mec.ca**