

July 11, 2010

## **Request for Proposal**

Organization: [California Fig Advisory Board](#) (CFAB)

Solicitation: Contractor for implementation of market development activity

Activity: Implementation of Food Science exhibition (Health Ingredients Japan) and trade meetings.

CFAB seeks proposals from qualified contractors to implement the CFAB participation at the [Health Ingredients Japan](#) (HI), which will be held at [Tokyo Big Sight](#), October 13-15, 2010.

Selected contractor will work with CFAB marketing staff to orchestrate all aspects of the foodservice show including:

- Planning of a venue to showcase fig products in the Japanese food industry.
- Logistics for shipping samples, and promotional materials to the venue.
- Preparation of a Japanese language health ingredients guide to be used at the show.
- Travel to Japan and staffing of the CFAB booth.
- Staffing of booth with Japanese interpreter, business advisor who is familiar with Japanese health ingredients trade.
- Making contact with editors and industry channel partners to advise of the activity and seek participation, meetings and cooperation.
- Preparation of fig samples to demonstrate figs in gourmet foodservice dining.

### **Qualifications:**

- Contractor must: have extensive experience in promotions of ingredients to the Japan and Japanese health ingredients market.
- Understanding of USDA/FAS Market Access rules and compliance regulations.
- Contacts in the Japan health ingredients industry.
- High level of knowledge of dried fruits, especially figs.
- Background in food science, food service or allied field.

### **Submissions:**

Contractor will provide a statement of qualifications, a detailed proposal of implementation of this activity and proposed costs. Contractors are encouraged to provide recommendations for strategies and implementation. Award will be made in a fixed cost manner covering all time and production expenses.

Proposals should be submitted electronically to the California Fig Advisory Board: [kstockli@californiafigs.com](mailto:kstockli@californiafigs.com) Open date for this solicitation is: July 11, 2010 and submissions must be received by CFAB by July 31, 2010. The successful contractor(s) will be notified of selection within two weeks of the closing date.

This solicitation is open to all individuals without regard to race, color, national origin, gender, religion, age, disability, sexual orientation, marital or family status, political beliefs, parental status, or protected genetic information.