

May 1, 2016

## **Request for Proposal**

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

Solicitation: Contractor for implementation of export market development activity

Activity: Implementation of Ingredient Trade Show, Shanghai, China

CFAB seeks proposals from qualified contractors to: 1) implement the CFAB participation at the HI & FI Shanghai Ingredient Show, China (June 18-25, 2016). Selected contractor(s) will work with CFAB marketing staff to orchestrate all aspects of the ingredient show including:

- Planning of a venue to showcase fig products in the Chinese food industry.
- Logistics for promotional materials to the venue, including translation of ingredient.
- Staffing of booth (travel to Shanghai, China if necessary) with Chinese interpreter/agency/ who is familiar with Chinese ingredients trade and California dried figs and fig ingredients.
- Booth documentation of activity, making contact with ingredient companies and partners for future program development as well as social media program execution – E-Blasts, Facebook, Blog, etc.
- Follow-up with contacts, making recommendations to CFAB for further contact and action.
- Preparation of California fig ingredient samples to demonstrate use in foodservice, manufacturing and further processed items.
- Preparation of completion report to document activity.

### **Qualifications:**

- Must have experience in promotions of dried fruit ingredients to the Chinese and China ingredients market and social media program implementation.
- Will have an educational background in food or food related field, public relations and social media expertise; degree or experience required.
- Have a clear understanding of USDA/FAS Market Access rules and compliance regulations.
- Have contacts in the Chinese ingredients industry.
- Have a sound knowledge of dried fruits, especially California figs and will be knowledgeable of the California fig industry and California Fig Advisory Board.
- Background in food science, food industry, public relations and social media a must.

### **Inputs from CFAB:**

- CFAB will provide literature for the event for use in China, and if not, all printing costs in China will be added to end cost for reimbursement.
- CFAB will arrange for samples of dried figs and fig products to be delivered to contractor in advance of the show.
- CFAB will provide or contract with agency to create posters for booth decoration and utilize materials to decorate venue.
- CFAB will pay for the booth costs in advance.

**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. Contractors will be expected to source outside costs at a best quality and lowest cost basis. Travel must be booked through a United States owned airline. Hotel should be booked a US government rate whenever possible and should be at a lower than US Department of State per diem rates for the region. Award will be made in a manner covering all time and 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: May 1, 2016 and submissions must be received by CFAB by May 15, 2016. The successful contractor(s) will be notified of selection within one week after submission 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.