

March 1, 2016

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)
Solicitation: Contractor for implementation of market development activity
Activity: Implementation of ingredient seminar event in conjunction with ATO Tokyo

CFAB seeks proposals from qualified contractors to execute a highly successful ingredient seminar for the California fig ingredient program 2016 (May 2016) in Tokyo, Japan. Selected contractor will work with CFAB marketing staff to orchestrate all aspects of the fig program including:

- Planning and coordination of an event to showcase fig ingredients through product development in the Japanese food industry.
- Coordinate all fig logistics for event, including coordination with ATO team and details related.
- Preparation of a Japanese materials through translation to be used during program.
- Schedule and/or participate in meetings with brokers, importers, end users and manufacturing companies making purchasing and product development decisions.
- Follow up to trade interest and product development opportunities for long term development in Japan market.
- The CFAB will pay all expenses to execute the fig event and arrange for professional chef/baker to demonstrate and educate the use of fig ingredients at seminar.

Qualifications:

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

Funding:

- \$3,500 – 15,500

Qualifications:

Contractor(s) must have an advanced degree and experience in food science and technology; and, in-country relationships and experience with trade relations, public relations and fluent in Japanese with understanding of the culture in Japan.

Proposals should be submitted electronically to the California Fig Advisory Board:

kstockli@californiafigs.com Open date for this solicitation is: March 1, 2016 and submissions must be received by March 30, 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.