

July 15, 2019

## Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)  
Solicitation: Contractor for implementation of export market development activity  
Activity: California Fig and Ingredient Workshops & Meetings to Trade  
Market: Beijing, Guangzhou and Hong Kong

CFAB seeks proposals from qualified contractors to execute trade ingredient workshops and meetings for the California fig ingredient program 2019 in China.

Selected contractor(s) will work with CFAB marketing staff to orchestrate all aspects of the fig program including:

- Planning and coordination of workshops in each city to showcase fig ingredients through product development in the Chinese food industry.
- Coordinate all fig logistics for event, including coordination with ATO team and details related.
- Preparation of Chinese 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 Chinese market.
- The CFAB will pay all approved out-of-pocket expenses, including travel from the U.S.A. for qualified contractors to assist with this program activity.

### Qualifications:

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

### Funding:

- \$3,500 – \$60,000 (includes venues in 3 markets and in-country costs)

### 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: July 15, 2019 and submissions must be received by August 15, 2019. 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.