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## REQUEST FOR PROPOSAL (RFP)

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**RFP Subject: B2B Matchmaking Service in Kazakhstan**

**RFP#: PTC-038-2024**

**Issue Date:** Thursday 3<sup>rd</sup> of Oct 2024

**Response Deadline:** Saturday 12<sup>th</sup> of Oct ,2024

**Contact Information:**

Palestine Trade Center (PalTrade)

Mall of Palestine, 5<sup>th</sup> Floor

P.O. Box 883 Al-Balou, Ramallah, Palestine

Suha Waary

Procurement Officer

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### 1. Introduction

PalTrade is seeking proposals from qualified vendors (individuals or companies) to **provide Kazakhstan based buyer profiles and B2B matchmaking services**. This activity will be funded by an anticipated donor program, Our goal is to identify buyers interested in importing Palestinian products and **facilitate strategic business partnerships and opportunities for our clients via in-person meetings**

### 2. Company Background

PalTrade is a non-profit organization, mandated as the Palestinian National Trade Promotion Organization. PalTrade's mission is to lead the development and sustainable increase of Palestinian exports as a driving force for national economic growth. PalTrade has been instrumental in creating the National Export Strategy and supporting export development, market intelligence, export promotion, and export policy and advocacy.

This activity requires profiles of buyers interested in Palestinian products as well B2B matchmaking to forge deals/partnerships between the international buyers and Palestinian companies.

### 3. Project Objectives

The expert will work simultaneously on 1) Identifying and developing profiles for Kazakhstanis and international interested buyers 2) supporting B2B matchmaking, and (3) leading the development of business deals and partnerships.

**Phase I:** Scanning Kazakhstani market companies based on Palestinian products and participating companies (*PalTrade will provide the list of 8 participating Palestinian companies along with their companies' profiles*), in order to prepare a list of potential buyers.

**Phase II:** Preparing a total of **40** detailed buyers' profiles<sup>1</sup> (see buyers profile template in **Annex I** below):

- Prepare **40** buyer profiles using PalTrade-provided template.
- Note: The Palestinian companies are spread across Agricultural and processed food as Dates, Olive Oil, Sweets, Zatar, Freekeh,, Halawa , Nuts)

**Phase III:** Connecting, matchmaking, organizing and conducting B2B meetings:

- Conduct matchmaking between Palestinian companies and potential international buyers.
- Prepare meeting's agenda ensuring at **least 5 meetings** for each Palestinian company.
- Organize and conduct B2B meetings.
- Observe and collect information on every B2B meeting results and outcomes.
- Enhance networking opportunities through in-person and virtual B2B sessions and support the establishment of sustainable business relations.
- The service provider should aim to achieve as many deals as possible and partnerships between buyers and companies.

**Phase IV:** Follow up and reporting:

- Prepare a detailed report on the results of the B2B meeting event, including but not limited to:
  - List of participants on both sides.
  - The number of meetings that took place including their schedule.
  - Results and outcomes of every meeting.
  - Report any potential deals value in USD
  - Provide a summary of the major achievements and outcomes of the B2B event.
  - Provide recommendations based on the B2B meetings.
  - Pictures of the event or virtual record depending on the medium used to conduct the B2B meeting (i.e. In-person meetings, or virtual meetings).
  - Any additional information

#### **4. Scope of Work**

The vendor is expected to deliver the following services:

- **Activity Development, Customization, and Preparation**
  - Outline methodology for identifying buyers and completing their profile templates.
  - Review the profiles and needs of the Palestinian exporters and international buyers to understand their requirements
  - Develop detailed buyers' profiles (i.e. **total of 40**).
  - Manage and filter the potential buyer applications. Participating buyers should be identified and duly justified by the service provider and presented to PalTrade for final approval.
  - Organize and develop matchmaking schedule of individual meetings between Palestinian companies and potential buyers.
  - Develop or customize a B2B matchmaking event, the event will be:

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<sup>1</sup> **Buyers Profiles:** should be very detail as requested and should represent companies who are interested in buying Palestinian products/services and take part in the planned B2B meetings, and that their contact person is available for any future follow up either from PalTrade or Palestinian Companies.

- In-Person: to be held on the side of ExpoFood Exhibition in Kazakhstan including **an agenda, venue, technology setup, and other logistical arrangements.**
    - Secure and guarantee a minimum of **4 meetings** per Palestinian company.
  - **Logistics:**
    - For In-Person Event: Handle venue coordination, to include the following:
      - Handle booking a suitable venue in Almaty, Kazakhstan including all below arrangements:
        - Venue must fit at least **65 persons**,
        - Provide meeting tables and chairs in the standard B2B Meeting set-up,
        - Provide fast & reliable Wi-Fi connection,
        - Facilitate requirements for the selected venue and coordinate other physical arrangements for the B2B meetings,
        - Ensure availability of sound system, lighting facilities, screen projector and other logistical requirements,
        - Provide options for catering including coffee breaks, finger food, lunch...etc.
    - Provide efficient personnel to manage the preparations, planning, coordination, and ensure smooth flow of the event.
    - Facilitate B2B meeting schedules/appointments between potential buyers and Palestinian exporters.
    - Provide creative assistance for event materials required as, company names and tables #, photos, buyers and seller's manual, notepads and pens, banner, rollup.
  - **Monitoring and reporting**

The service provider shall monitor metrics throughout the project to ensure maximum impact and effectiveness. The service provider is expected to produce a final report analyzing all the results of the event. This final report must include the following:

    - A list of participants with contact details (company name, contact person, phone number, email)
    - 40 Buyers' profiles
    - Quantitative data of the B2B matchmaking event with detailed breakdowns. This data may include, but is not limited to analytics tracking the number of unique attendees and activity between Palestinian participants and potential buyers, e.g. number of meetings, exchanges of contacts, etc.
    - Report must include details on any deals or agreements between Palestinian companies and potential buyers with values if possible.
    - Recommendations for future similar activities, based on the data compiled.

### **Expected Level of Effort**

The technical consultant is expected to work for a period of a total of One (1) month

### **Location of the Assignment**

Almaty, Kazakhstan

## **5. Proposal Requirements**

Proposals should include the following:

- **Company profile, experience and qualifications of the project team**
    - Must be an organization or an individual capable of providing Special events conceptualization and management of logistical requirements
    - Must have at least 3 years of experience in organizing small to medium to large scale events
    - Must have expertise in planning, implementing, and managing business matching events
    - **Must have an extensive database, knowledge, and network of Kazakhstani and international companies. To allow for effective targeting of potential buyers, develop buyers' profiles, and conduct effective matchmaking with Palestinian exporters.**<sup>2</sup>
  - **Executive Summary**
    - Brief overview of the service provider's company with a valid company registration certificate; Individuals' consultants are requested to include their full details, CVs, cover letter, a copy of their ID/ Passport
  - **Technical Proposal:**
    - Detailed description of the proposed activities and methodology
    - Detailed Action plan including timeline and milestones
  - **Experience and References:**
    - Examples of similar projects completed
    - Client references and testimonials (at least 3 references or 3 certificates of accomplishment)
  - **Team Qualifications:**
    - Bios and qualifications of the team members who will work on the project
    - Fluency in oral and written English and Arabic
  - **Financial Proposal:**
    - Detailed **pricing** with budget breaks down:
      - **Technical:**
        - Identification of potential buyers.
        - Developing buyers' profiles.
        - Matchmaking schedule.
        - Invitation and guaranteeing attendance of identified potential buyers.
        - Conducting and overseeing B2B event.
        - Follow up and final reporting.
      - **Logistics and arrangements:**
        - Venue booking and needed arrangements – **with options for catering and other preparations.**
- Note: your technical and financial offers should be made separately**
- Price shall be in **USD including value added tax (VAT).**
  - Price proposal filled, signed, and stamped in separated PDF file
  - Payment terms and conditions

## 6. Evaluation Criteria

<sup>2</sup> Note: The database and knowledge of companies/buyers – must be actual – and not A.I generated.

- Proposals will be evaluated based on the criteria outlined in the table below.

<b><u>Technical Competence</u></b>	
<b>Methodology, quality and feasibility of the proposed activities</b>	<b>35%</b>
<b><u>Experience</u></b>	
<b>Relevant experience and past performance</b>	<b>25%</b>
<b><u>Cost</u></b>	
<b>Value for money and cost-effectiveness</b>	<b>30%</b>
<b><u>References</u></b>	
<b>Feedback from previous clients</b>	<b>10%</b>

## 7. Required Qualifications

- Experience in event planning, project management or any other related fields
- Proven record in identifying interested buyers in the requested sectors and closing business deals.
- Experience and ability to plan, coordinate, and manage multiple tasks and timelines and proficiency in creating and managing detailed schedules and organizing events
- Proven experience in organizing and leading B2B sessions
- A clear understanding of the challenges and opportunities in both the Palestinian and Kazakhstani market
- Effective communication and relationship-building with participants, and proficiency in Arabic and English languages
- Proficiency in writing clear and professional emails, reports, and other documents
- Ability to guide discussions and ensure smooth interactions during sessions. Facilitation of discussions to help participants reach mutually beneficial agreements.
- Deep understanding of the specific sectors involved in processed and agricultural food sector, and established connections within the relevant industry to facilitate matchmaking
- Skills in collecting, managing, and analyzing participant information and feedback and experience in conducting and interpreting needs assessments for participants
- Comprehensive knowledge of the Kazakhstan landscape, including business and market trends, regulations, key players, and emerging opportunities
- Experience of working with USAID projects is desirable

## 8. Submission Instructions

Please submit your proposal electronically in PDF format (two separated files technical and financial ) to [procurement@paltrade.org](mailto:procurement@paltrade.org) , by indicating **RFP-PTC-038-2024** in the subject by **Saturday 12<sup>th</sup> of Oct, 2024** Midnight Palestine time . Late submissions will not be considered.

## 9. Questions and Clarifications

For any questions or clarifications regarding this RFP, please contact the Procurement Officer, Suha Waary at [procurement@paltrade.org](mailto:procurement@paltrade.org) by indicating **RFP-PTC-038-2024** in the subject

## 10. Confidentiality

All information provided in this RFP and received in proposals will be treated as confidential and used solely for the purpose of evaluating potential vendors.

## **11. Terms and Conditions**

1. The submitted proposals shall be valid for the period of **60 days** from the date of submission.
2. Submitted proposals languages shall be English.
3. Prices should be in **USD and include VAT**.
4. In submitting a proposal, the proposer acknowledges that PalTrade is not liable for any costs incurred for the preparation of and/or submission of the proposal.
5. PalTrade may cancel, postpone, divide, or extend this RFP or any part of it without any reasons, and the service provider does not have the right to ask for any compensation or price differences.
6. PalTrade will not be bound to the least price submitted, and without stating any reason for this noting that the evaluation will be technical, and if succeeded, financial.
7. PalTrade has the right to withhold the names of the participants in this RFP and their corresponding proposals.
8. PalTrade reserves the right to reject any or all proposals, to waive any informality in the RFP process, and to accept the proposal deemed to be in the best interest of our company.

## **12. Mandatory Clauses**

### **1. Prohibition against Support for Terrorism:**

- (a) The Contractor is reminded that U.S. Executive Orders and U.S. law prohibit transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the Contractor to ensure compliance with these Executive Orders and laws.
- (b) One of the applicable orders is Executive Order 13224, dated September 24, 2001. The website of the Office of Foreign Assets Control (OFAC) of the Department of Treasury contains the text of that order and a list of the individuals and entities designated thereunder. It also contains lists of individuals and entities designated under other anti-terrorism statutes, regulations and Executive Orders. See <http://www.treasury.gov/offices/enforcement/ofac/sdn/>.
- (c) USAID, via Chemonics, reserves the right to review, and either approve or reject, the following subawards if proposed under this contract/agreement: (i) any contract or subcontract in excess of \$25,000 with a non-U.S. organization or individual; and (ii) any grant or subgrant to a non-U.S. organization or individual, regardless of the dollar value. Furthermore, the written consent of USAID is required before certain other forms of assistance may be provided to a non-U.S. organization or individual. These include in-kind assistance such as renovation of an NGO's facilities, repair or replacement of a company's equipment, and certain training activities. The details of these requirements are described in notices issued by USAID/West Bank & Gaza from time to time. No approval (or failure to disapprove) by USAID shall relieve the Contractor of its legal obligation to comply with applicable Executive Orders and laws.
- (d) USAID and Chemonics reserve the right to rescind approval for a subaward/grant under contract or sub-contract in the event that USAID subsequently becomes aware of information indicating that the subaward/grant under contract or sub-contract is contrary to U.S. law or policy prohibiting support for terrorism. In such cases, USAID's Contracting Officer will provide written instructions to the Contractor to terminate the subaward.
- (e) USAID reserves the right to terminate this contract/agreement if USAID determines that the Contractor is involved in or advocates terrorist activity or has failed to comply with any of the

requirements of this provision.

- (f) This provision, including this paragraph (f), shall be included in all contracts, subcontracts, grants and subgrants issued under this contract/agreement. Upon request, the Contractor shall promptly provide Chemonics a copy of the pages from each subaward that contains this provision and Chemonics in turn will provide to USAID's Contracting Officer.
- (g) The Contractor agrees to promptly notify Chemonics in the event of any change in the identity of its "key individuals" or in the identity of "key individuals" of any recipient of a subaward described in paragraph, and Chemonics will in turn notify USAID's Contracting Officer Representative (COR) (c). For purposes of this requirement, "key individuals" means (i) principal officers of the organization's governing body (e.g., chairman, vice chairman, treasurer and secretary of the board of directors or board of trustees); (ii) the principal officer and deputy principal officer of the organization (e.g., executive director, deputy director, president, vice president); (iii) the program manager or chief of party for the USAID-financed program; and (iv) any other person with significant responsibilities for administration of USAID-financed activities or resources. Note that this definition differs from the definition of "key personnel" under contracts and cooperative agreements.

## **2. Prohibition Against Cash Assistance to the Palestinian Authority:**

- (a) U.S. legislation provides that none of the funding under this Award may be "obligated or expended with respect to providing funds to the Palestinian Authority". In accordance with that prohibition, the Contractor shall not provide any cash to the Palestinian Authority; to any ministry, agency or instrumentality of the Palestinian Authority; to any municipality or other local government unit; or to any full-time or part-time employee or official of any of the foregoing entities. This restriction applies to payments of any kind, including salaries, stipends, fees, honoraria, per diem, and so forth.
- (b) This restriction does not prohibit the provision of in-kind assistance, such as technical assistance, training, equipment, supplies, or the construction of public works to the extent it is not otherwise prohibited by U.S. law or the terms of this contract.
- (c) This provision shall be included in all contracts, subcontracts, grants and subgrants or any other instruments or awards issued under this contract, subcontracts, grants and sub grants. Upon request, the Contractor shall promptly provide to Chemonics a copy of the pages from each subaward that contains this provision and Chemonics will in turn provide to USAID's Contracting Officer.

## **3. Restriction On Facility Names:**

- (a) No assistance shall be provided under this contract/agreement for any school, community center or other facility that is named after any person or group of persons that has advocated, sponsored or committed acts of terrorism. This includes any facility that has "shuhada" or "shaheed" ("martyr" or "martyrs") in its name, unless an exception is approved by the USAID Mission Director. In any case where assistance is proposed for a facility that is named after, or is planned to be named after, a person or group of persons, the Contractor shall provide to USAID's Contracting Officer Representative (COR) via Chemonics written information about the person(s) or group and shall not proceed with the assistance unless or until the COR has provided written approval therefore. This restriction applies to all forms of cash or in-kind assistance, including construction services, equipment, supplies, technical assistance, and training.
- (b) In case of any failure to comply with this restriction, Chemonics/ USAID may disallow any or all costs incurred by the Contractor with respect to the facility and, if necessary, issue a bill for collection for the amount owed. This is in addition to any other remedies that maybe available to USAID for

such noncompliance.

- (c) This provision, including this paragraph (c), shall be included in all contracts, subcontracts, grants and subgrants issued under this contract/agreement. Upon request, the Contractor shall promptly provide to Chemonics a copy of the pages from each subaward that contains this provision and Chemonics will in turn provide to USAID's Contracting Officer.

**4. Prohibition on Assistance to the Palestinian Broadcasting Corporation**

- (a) U.S. legislation provides that none of USAID's funding "may be used to provide equipment, technical support, consulting services, or any other form of assistance to the Palestinian Broadcasting Corporation." In accordance with this prohibition, the Recipient shall not provide any assistance to the Palestinian Broadcasting Corporation.
- (b) This provision, including this paragraph (b), shall be included in all contracts, subcontracts, grants and subgrants issued under this grant.

**5. Choice of Law**

This contract and all questions relating to its formation, validity, interpretation and performance, shall be governed by the federal law of the United States of America. By the execution of this contract, the Supplier expressly agrees to waive any rights to invoke the jurisdiction of local national courts where this contract is performed and agrees to accept the exclusive jurisdiction of the United States Armed Services Board of Contract Appeals and the United States Court of Federal Claims for the hearing and determination of any and all disputes that may arise under the Disputes clause of this contract.

**6. 22 USC 2378c-22 USC 2378c-1(a)(1) TAYLOR FORCE ACT**  
During performance of this agreement the Contactor shall comply with the limitation on use of funds in





the “Taylor Force Act” (See 22 USC 2378c-1(a)(1)). This provision flows down to all subcontractors and subgrantees.

- **END OF RFP** -

### 13. Annex I: Buyers Profiles Template

#### **Company Brief**

**[Insert Company Logo]**

[Provide brief about company, including but not limited to its history, establishment, facilities, number of employees, website, etc.]

#### **Contact Details**

Name and Title: (note: contact person should be in a position to conduct, negotiate, and settle or give recommendation to settle deals and establish relationship with new suppliers)

E-mail:

Mobile:

Tel:

#### **Distribution Channels**

[Provide in details the company's distribution channels, such as: wholesale, retail, e-commerce, hypermarkets, etc.]

#### **Current Suppliers**

[Elaborate on the company's current suppliers either on country basis or company basis, also what type of products, estimated annual quantities they obtain from them]

#### **Interest in Palestinian Products**

[Elaborate on the Palestinian products they are interested in, and special requests they may have on them – if possible, provide details on the estimated quantities they need per product and their average import rates (i.e., purchasing costs)]

#### **Customer Profiling/Preferences**

[Customer traits and preferences]

#### **Main factors of interest from buyer's perspective**

[Elaborate on the main factors that the buyer focuses on when selecting new suppliers and products]

#### **Registration Requirements**

[Elaborate on the registration requirements for the Palestinian products of interest]

#### **Applicable Taxes and Standards**

[Per product]

#### **Packaging Requirements**

[Elaborate on the packaging requirements for the products]

#### **Potential Supplier Recruitment Process**

[This section should cover the recruitment process the buyers have for new suppliers, such as contact via email, sending brochures and photos of products, explaining available packaging, availability of certifications, sending samples if needed, conducting face to face meetings, agreeing to shipping and payment terms, etc.]

#### **Shipping Terms**

[Explain the shipping terms the buyer prefers]

**Payment Terms**

[Explain the payment terms the buyer is willing to agree on with new suppliers, and with established suppliers if possible]

**B2B Meetings**

[Explain the interest of the buyer to take part in B2B meetings with Palestinian companies]

**Testing and certifications**

[Explain any testing and certifications the buyer is requiring for imported products]

**Any necessary additional info**

[Such as special requirements]