

REQUEST FOR PROPOSALS

Title: Regional Program Management
Program: Emerging Markets Program
Organization: WISHH, a program of the American Soybean Association

Background of the Emerging Markets Program

The World Initiative for Soy in Human Health (WISHH), a program of the American Soybean Association, has received funding from the United States Department of Agriculture (USDA) through the Emerging Markets Program (EMP). This program aims to promote U.S. high quality protein products. WISHH's proposal to USDA included completing activities in the following four areas:

- the provision of assistance to targeted individuals from emerging markets to travel to the United States to become familiar with US technologies and agribusiness
- the provision of assistance to targeted individuals to travel to emerging markets to transfer their knowledge and expertise to identified entities
- the provision of technical assistance to implement the recommendations and/or opportunities that have been identified by completed market/research
- the completion of market research for targeted countries new to the EMP program.

WISHH's EMP program covers three countries, Cameroon, Burkina Faso and Cote d' Ivoire. WISHH seeks to complete a market assessment in the latter part of the 2nd quarter or beginning of the 3rd quarter of FY11. Travel will be required to countries throughout the West African region. The duration of the contract being offered is approximately nine months. However, the project duration and thus the position duration may be extended depending on the success of the EMP project. While not a necessity, a physical presence in Africa will strengthen proposals.

Team Purpose

Responsible for the following:

- Escort a team of assessors/market researchers to Burkina Faso and possibly Cote d' Ivoire. Provide interpretations, trip logistics and meeting setup. Assist WISHH in preparing a Scope of Work for the Market research project as well as securing quotes in said work should it be needed
- Assist with the identification of businesses to receive technical assistance. This will involve conducting outreach and meeting with food manufacturers that may have an interest in using value added soy products.
- Draft scopes of work for technical consultants (approximately 5), indicating when visits will take place, which companies should be visited, where consultants are to travel to, how many days consultants should provide training, and the overall aim of the consultant's visit. This will include arranging logistics, escorting and providing interpretations for technical consultants on their missions.

- Assist with organizing technical assistance visits for targeted businesses. Identify appropriate consultants, determine a company's needs, and set up a training schedule.
- Organize training events as necessary. This includes identifying the location, speakers, and making arrangements for the site, lunch/ breaks, invitations, and other necessary materials.
- Organize and manage a regional conference. Conference costs will be budgeted separately. The event will allow traders, processors, suppliers, government staff, NGOs, and the general public to learn more about the benefits of soy protein. The event should highlight the health benefits of soy protein, the functional properties of soy protein, market research, ways to incorporate soy into the local diet, etc. Presenters should include company/organizational representatives, as well as technical experts from the U.S. This may include food technologists, as well as U.S. suppliers that have an interest in conducting business in targeted countries. Tentatively, this event will take place in Burkina Faso.
- Identify candidates and handle invitations for trainings in the United States. This will involve coordinating with the St. Louis Headquarters.
- Liaise with stakeholders, including targeted businesses receiving technical assistance, WISHH staff, USDA, USAID, multi-lateral agencies, and private companies and consultants that WISHH may be contracting with.
- Participate in conference calls including monthly consultant conference calls scheduled the first Friday of each month, address telephone and email communication throughout out the year with the WISHH team and potential partners (businesses, WFP, PVOs, USDA, USAID, etc.) as necessary.
- Maintain budgets for activities.
- Preparing submissions for various reports, including bi-monthly updates, quarterly reports, and semi-annual donor reports.
- It is estimated that the number of days spent traveling in the region will be 30. Travel costs will be reimbursed on an actual cost basis requiring submission of original receipts. Per diem will be given for meals and incidental expenses.

Other Skills/Knowledge

Business administration and management of multi-organizational projects.

Excellent communication skills in both verbal and written English. The ability to convey information accurately and clearly at meetings or in reports, to personnel and clients with different backgrounds or levels of technical qualification.

The ability to network with various companies to identify needs and training possibilities.

Computer literacy and knowledgeable in the use of word processing software as well as in use of the internet.

Experience

Experience in report writing.

Experience in U.S. government funded project management and administration is essential.

Special competencies and personal qualities

Motivated, self-driven and able to work independently

Willingness to travel to African countries

Passion for people and networking

Tolerance for stress

Decisiveness

Ability to converse in French is highly advantageous

Ability to be flexible and meet strict deadlines

Notes:

While not a necessity, WISHH believes the winning bidder needs to have a physical presence in Africa.

Deliverables:

Please submit an abbreviated proposal response that includes a summary of proposal including company background and relevant experience, responses to scope items listed, and proposed pricing to wishh2011@yahoo.com. Abbreviated proposals are due by Wednesday, April 20, 2011. All responses should include a company capacity statement and a daily rate. Following an initial review of the abbreviated proposals, WISHH will request full proposals.