



INVITATION FOR BIDS

Food Export – Midwest and Food Export - Northeast are seeking one or more individuals/companies to assist with the implementation and management of our generic seafood export promotion activities, primarily for seafood from the Northeast United States. The types of activities for which help is required include: Buyers Missions; Food Show PLUS!™; Focused Trade Missions; Evaluation and Outreach; and Special Projects. The contractor will work closely with and be supervised by the appropriate International Marketing Program Manager. The contractor will also be expected to liaise with our State Department(s) of Agriculture and In-Market Representatives (IMR), as appropriate. The selected contractor will be responsible for the aforementioned activities during our 2014 Fiscal Year (January 1 – December 31, 2014).

In the Scope of Work sections below are more details on the activities for which Food Export - Midwest and Food Export- Northeast are seeking assistance. Most activities are coordinated in close partnership with our member state staff at various state agricultural promotion agencies. The specific duties and responsibilities assigned to a contractor will vary by activity and by year. Such tasks will be assigned by an International Marketing Program Manager.

Attached please find the official Request for Proposal for details, requirements and deadlines. The deadline for proposals is 12:00 pm Central Time on Thursday, December 26th, 2013. Faxed or e-mailed proposals will be accepted.

Please forward to:

Food Export Association of the Midwest USA
Laura Buske, International Marketing Program Coordinator
309 W. Washington, Suite 600
Chicago, IL 60606
Tel: (312) 334-9200
Fax: (312) 334-9230
Email: LBuske@foodexport.org

Questions should be directed to:

Suzanne Milshaw, International Marketing Program Manager,
Food Export USA – Northeast at 215-829-9111 or smilshaw@foodexport.org

Request for Proposals

Activity Coordination - Seafood

Background

The Food Export Association of the Midwest USA (Food Export – Midwest) and Food Export USA – Northeast (Food Export – Northeast) are not-for-profit export associations and whose primary function is to develop export markets for midwestern and northeastern (respectively) producers and processors of value-added food and agricultural products. Our members include state agricultural promotion agencies from twelve midwestern and ten northeastern states.

Both groups are participants in the Market Access Program (MAP), a federal program handled by the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture. The MAP is intended to boost the export of value-added food and agricultural products from the U.S. through a partnership between FAS and approximately 75 other industry-based trade organizations. This includes primarily commodity-specific groups, as well as two other unaffiliated regional groups similar to Food Export - Midwest and Food Export - Northeast that handle the southern and western regions of the U.S.

The products covered for export promotion by Food Export – Midwest and Food Export – Northeast include a wide variety of processed and semi-processed products found throughout the retail, foodservice, and food processing sectors. These include products or derivations of meat, dairy, poultry, seafood, grains, fruits and vegetables, salty and savory snack foods, confections, beans, sauces and condiments, pet foods, beverages, canned foods, animal feeds, bakery products, pasta and many others. Marketing channels include mass market retail, specialty foods, convenience foods, private label, healthy/organic, food ingredients, frozen foods, and others.

Food Export - Midwest and Food Export- Northeast are independent organizations that have been engaged in a strategic alliance since April of 2000. Through this alliance, the strategy and tactics of the organizations have been aligned so that the activities and services of each group are very similar with differences based primarily on geographic focus. Food Export - Midwest focuses on midwestern exporters and a series of nine overseas target markets, including China, Hong Kong, Taiwan, Japan, Korea, Southeast Asia, South America, Mexico, and India. Food Export -Northeast targets northeastern exporters and seven overseas markets, including France, Germany, the United Kingdom, Central America, Canada, the Middle East and the Caribbean. By collaborating, the activities and services of each organization are open to participation by companies from the other region. The net effect is that exporters in the Midwest and Northeast have access to a larger range of export promotion opportunities, while the limited staff at Food Export - Midwest and Food Export - Northeast can focus on specific market development opportunities.

The states that are members of Food Export- Midwest include: Illinois, Wisconsin, Kansas, Minnesota, Michigan, Nebraska, North Dakota, South Dakota, Iowa, Indiana, Ohio, and Missouri. Food Export – Northeast encompasses: New York, New Jersey, Vermont, Delaware, Connecticut, Massachusetts, Maine, New Hampshire, Pennsylvania, and Rhode Island.

More information about Food Export – Midwest and Food Export - Northeast is available on the Internet at: www.foodexport.org.

Food Export – Midwest and Food Export - Northeast are seeking one or more individuals/companies to assist with the implementation and management of our generic seafood export promotion activities, primarily for seafood from the Northeast United States. As a “commodity” type program with many U.S. suppliers (harvesters/fishermen) but a limited number of exporters, the primary focus is to increase exports in the areas of Market Entry and especially Market Promotion.

The types of activities for which help is required include: A) Buyers Missions; B) Food Show PLUS!™; C) Focused Trade Missions; D) Evaluation and Outreach; E) Special Projects. The contractor will work closely with and be supervised by the appropriate International Marketing Program Manager. The contractor will also be expected to liaise with our State Department(s) of Agriculture and In-Market Representatives (IMR), as appropriate. The selected contractor will be responsible for the aforementioned activities during our 2014 Fiscal Year (January 1 – December 31, 2014).

In the Scope of Work sections below are more details on the activities for which Food Export - Midwest and Food Export- Northeast are seeking assistance. Most activities are coordinated in close partnership with our member state staff at various state agricultural promotion agencies. The specific duties and responsibilities assigned to a contractor will vary by activity and by year. Such tasks will be assigned by a International Marketing Program Manager.

Requirements & Submitting a Proposal

The contractor must be able to cite previous experience in planning and conducting similar activities for food and agricultural products, and working effectively with people and by telephone, email and in person. Previous experience with not-for-profit groups, international marketing, food and/or agricultural groups will be considered favorably. The proposal should also include the names of the individuals who will be conducting the work and the qualifications of the proposed individual / vendor. The proposal should also include references. The contractor must also be financially and legally capable of entering into and executing a contract for the above stated projects. In addition, please provide the following information:

1. Name of Entity (as it would appear on contract/invoices)
2. Complete Mailing Address
3. EIN/TIN/SS number (or if an overseas entity, the equivalent tax identification number in your country)
4. Type of Structure (choose one):
☐ Individual ☐ Corporation ☐ LLC ☐ Partnership ☐ Sole Proprietorship

Food Export – Midwest and Food Export - Northeast are not liable for any costs associated with any company’s response to this RFP. Food Export – Midwest and Food Export - Northeast reserve the right to not award this contract if, in the opinion of the evaluators, no suitable proposal is received. The awarded contract may be renewed for up to three (3) years.

The quotation(s) should be submitted as a rate per hour for assisting with the activities as outlined in the Scopes of Work below. Vendors may choose to submit different rates per hour for various aspects such as: activity coordination, recruitment of participants, on-site services during an activity, administrative tasks, etc. Typically, pre-approved direct,

eligible expenses related to carrying out the activity such as production of materials or travel costs are reimbursed separately.

The selected contractor must agree to abide by Food Export –Midwest and Food Export – Northeast Terms and Conditions:

Food Export - Midwest and Food Export - Northeast do not discriminate on the basis of age, disability, national origin or ancestry, race, gender, religion, sexual orientation, marital status, political affiliation or military status. Persons with disabilities who require alternate means of communication of program information should contact us. Food Export - Midwest and Food Export – Northeast do not tolerate fraud in their programs or services, and expect all participants to comply with our code of ethics (www.foodexport.org/codeofethics).

If you suspect any instance of fraud, please contact our Ethics Reporting Line at: www.foodexport.ethicspoint.com or 1-855-727-6715 (domestic toll-free.)

We reserve the right to deny services to any firm or individual which, in the sole opinion of Food Export – Midwest or Food Export – Northeast does not comply with MAP; FAS; Food Export – Midwest or Food Export – Northeast regulations or policies, or otherwise reflect positively on them; their members states; FAS; or USDA, in pursuit of their mission of increasing food and agricultural exports, or for continued public support for their programs. For more information please see our Terms and Conditions located at www.foodexport.org/termsandconditions.

The selected contractor must agree to abide by the provisions contained in Section 202 of Executive Order 11246 (30 Federal Register 12319) with regard to employment and contracting practices. In addition, Food Export – Midwest and Food Export – Northeast acceptance of proposal is conditional upon contractor disclosing all existing relationship with another party that has the potential of impacting and/or influencing the contractor’s ability to carry out the scope of work.

The contractor must agree to abide by Food Export – Midwest and Food Export – Northeast invoicing guidelines which include:

- Invoice must contain a unique invoice number
- Individual invoices per project or activity
- Each invoice must include the current hours being invoiced, the hours already invoiced on the project, and the total number of hours agreed upon for the vendor to carry out the project
- Invoices must be submitted no less-frequently than at the completion of each project phase
- Final invoices must be submitted within 30 days of completion of the project.
- The Scope of Work for a specific project as agreed to by the vendor, Food Export – Midwest and/or Food Export – Northeast must be included as a basis to track the actual work performed against the agreement.

The contents of this Request for Proposal and Scopes of Work are confidential and business proprietary. They may not be re-used for any purpose, in whole or part, including any text, or related concepts, strategies or tactics described, without written permission from Food Export – Midwest and/or Northeast.

The deadline for proposals is Monday, December 26th, 2013, 12:00pm Central time. Faxed or E-Mailed proposals will be accepted. Please forward to:

Laura Buske, International Marketing Program Coordinator
Food Export Association of the Midwest USA
309 West Washington, Suite 600
Chicago, Illinois 60606
Tel (312) 334.9200
Fax (312) 334.9230
E-mail: Lbuske@foodexport.org

Questions should be directed to the following:

Suzanne Milshaw, International Marketing Program Manager,
Food Export USA – Northeast at 215-829-9111 or smilshaw@foodexport.org

Scope of Work: Buyers Missions

Buyers missions are activities in which a team of foreign buyers is invited to travel to the U.S. The purpose of these activities is to encourage and facilitate the purchase of U.S. products. Buyers missions may involve a stop in one or more Midwest or Northeast cities for one-on-one meetings with U.S. suppliers. The team visits the Seafood Expo North America, where the buyers walk the show and may have additional one-on-one meetings. Port tours are also often planned for the team.

The responsibilities of the individual(s) that are contracted under this RFP include:

Project Phase: Activity Planning and Preparation (approximately 25%)

Primary Tasks:

- Development and submission of activity plan and project budget
- Liaise with Food Export staff, states and In-Market Representatives
- Solicitation of buyer nominations from In-Market Representatives and FAS offices / Posts
- Collect buyer nominations, review and recommend buyers for selection
- Assist with the development of recruitment materials for U.S. suppliers

Project Phase: Activity Execution (approximately 50%)

Primary Tasks:

- Confirm buyer participation and create Buyer Profiles
- Communicate buyer information to travel coordinator
- Assist with securing a tradeshow booth and requests for proposals for vendors (i.e. meeting room, hotel), as needed
- Development and/or execution of retail store tour or other site tour (when applicable)
- Collect supplier meeting preferences and profiles; follow up with unpaid participants on fees
- Ongoing communication with buyer and supplier participants
- Develop meeting matrix
- Monitoring of activity budget
- Provision of information for buyer newsletter to Food Export staff
- Ensure that all activities and expenses are in compliance with all MAP regulations, and Food Export – Midwest/Food Export- Northeast policies and procedures
- Cross-selling of Food Export programs and services, as appropriate
- Coordination and communication with Food Export staff, states and In-Market Representatives, show organizers, travel coordinator and others as requested

Project Phase: Post-Event Wrap-Up (approximately 25%)

Primary Tasks:

- Collect outstanding initial evaluations
- Ensure all expenses are submitted to Food Export within 30 days after activity completion
- Follow up on post-event supplier and buyer inquiries

- Participate in wrap-up call with Food Export staff and provide reporting on activity as directed
- Provide activity photos and other written material for use by Communications (i.e. blog post)
- Document success stories and submit to program staff

Additional duties such as recruitment, on-site coordination and additional services to be defined will be assigned on a case-by-case basis with pre-authorization by the International Marketing Program Manager.

Based on our experience, we estimate an average-sized Buyers Mission activity (typically 10 buyers traveling in the mission and 30 suppliers participating) will require approximately 65 hours of work, exclusive of on-site coordination and recruitment.

Scope of Work: Food Show PLUS!™ and Trade Shows

Food Show PLUS!™ describes Food Export – Midwest/Food Export- Northeast’s approach to assisting U.S. exhibitors at key international trade shows with the main objectives of preparing them and helping maximize their experience at the show. We do not pursue a traditional approach of buying booth space from the show organizer and reselling it to exhibitors at a discount. Instead, we try to add value for exhibitors by focusing our efforts on maximizing their potential for developing leads, securing an importer/distributor, and realizing sales from the show.

Food Show PLUS!™ targets key international trade shows where we can offer a package of appropriate services to exhibitors. The services offered vary by show, and are selected based on: the requirements of the market; services offered by the show organizers; services offered by the local FAS office; and our ability to provide effective support. Every attempt is made not to duplicate services offered from another source. Our Food Show PLUS!™ services are performed primarily by our network of foreign in-market representatives who are located in 19 markets around the world.

The types of services considered for each Food Show PLUS!™ include:

- Assisting exhibitors with registration with the show organizers;
- Pre-show product research regarding pricing, import regulation, competitor analysis;
- Targeted invitation of qualified buyers;
- Setting up introductions between buyers and suppliers;
- Translation of exhibitor material into appropriate language(s) for show visitors;
- Providing technical (food industry) interpreters at the show booth;
- On-site show assistance by the local in market-representative;
- In-market briefing and local industry tours, as appropriate;
- Qualifying exhibitor leads from the show, and conducting checks on the top few;
- Writing and sending a generic follow up letter in the local language to all contacts; and
- Assisting eligible exhibitors with obtaining Branded Program reimbursement.
- Providing a final report;

In addition to offering Food Show PLUS! Services at trade shows, the contracted party will also be responsible for the organization of a pavilion or industry representation at major seafood shows such Seafood Expo Global, , Asia Seafood Show, China Fisheries, etc. This also entails U.S. domestic as well as overseas travel.

The responsibilities of the individual(s) that are contracted under this RFP include:

Project Phase: Activity Planning and Preparation (approximately 25%)

Primary Tasks:

- Development and submission of activity plan and project budget
- Liaise with Food Export staff, states and In-Market Representatives
- Solicitation of buyer nominations from In-Market Representatives
- Assist with the development of recruitment materials for U.S. suppliers
- Coordination with show organizer

Project Phase: Activity Execution (approximately 50%)

Primary Tasks:

- Assist with participant exhibit inquiries
- Create activity instructive for participants
- Collect supplier profiles and information for pre-show research; follow up with unpaid participants for fees
- Ongoing communication with supplier participants
- Prepare supplier profiles for submission to IMRs
- Assist with securing a tradeshow booth and requests for proposals for vendors (i.e. meeting room, hotel), as needed
- Monitoring of activity budget
- Deliver pre-show research to participants as prepared by the IMRs
- Coordination and Communication with Food Export staff, states and In-Market Representatives, show organizers, FAS Post (travel notification) and others as requested
- Ensure that all activities and expenses are in compliance with all MAP regulations, and Food Export – Midwest/Food Export- Northeast policies and procedures
- Cross-selling of Food Export programs and services, as appropriate

Project Phase: Post-Event Wrap-Up (approximately 25%)

Primary Tasks:

- Collect outstanding initial evaluations
- Ensure all expenses are submitted to Food Export within 30 days after activity completion
- Follow up on post-event supplier or IMR inquiries
- Participate in wrap-up call with Food Export staff and provide reporting on activity as directed
- Provide activity photos and other written material for use by Communications (i.e. blog post)
- Document success stories and submit to program staff

Additional duties such as recruitment, on-site coordination and additional services to be defined will be assigned on a case-by-case basis with pre-authorization by the International Marketing Program Manager.

Based on our experience, we estimate a Food Show PLUS!™ activity will require approximately 45 hours of work exclusive of on-site coordination and recruitment.

Scope of Work: Focused Trade Missions

The Focused Trade Mission is designed to offer U.S. exporters both a sales opportunity and educational experience. Often, cost and time prohibit U.S. tradeshow exhibitors from the opportunity to study the market outside the tradeshow walls.

The Focused Trade Mission will combine aspects of the following services and service providers: FAS Overseas office, In-Market Representative, aspects of the Market Builder service, the Branded Program and member state representatives to offer U.S. companies a first-hand experience of the target market and highlight opportunities and constraints. This program provides market analysis of the potential export products, meetings with buyers, market briefings, retail tours and assistance with following-up on sales leads. Coupled with the educational component of this mission, there will be a tabletop reception to put U.S. exporters in contact with potential buyers.

The responsibilities of the individual(s) that are contracted under this RFP include:

Project Phase: Activity Planning and Preparation (approximately 20%)

Primary Tasks:

- Development and submission of activity plan and project budget
- Liaise with Food Export staff, states and In-Market Representatives
- Assist with the development of recruitment materials for U.S. suppliers

Project Phase: Activity Execution (approximately 60%)

Primary Tasks:

- Collect supplier profiles and information for pre-event research; follow up with unpaid participants for fees
- Prepare supplier profiles for IMR submission
- Assist with requests for proposals for vendors (i.e. meeting room, hotel), as needed
- Create activity instructive for participants
- Coordinate shipping of event samples to market
- Deliver pre-event research to participants, as prepared by the IMRs
- Monitoring of activity budget
- Coordination and Communication with Food Export staff, states and In-Market Representatives, FAS Post, freight logistics and others as needed
- Ongoing communication with supplier participants
- Take photographs of activity participants and U. S. Pavilion
- Ensure that all activities and expenses are in compliance with all MAP regulations, and Food Export – Midwest/Food Export- Northeast policies and procedures
- Cross-selling of Food Export programs and services, as appropriate

Project Phase: Post-Event Wrap-Up (approximately 20%)

Primary Tasks:

- Collect outstanding initial evaluations

- Ensure all expenses are submitted to Food Export within 30 days after activity completion
- Follow up on post-event supplier or IMR inquiries
- Participate in wrap-up call with Food Export staff and provide reporting on activity as directed
- Provide activity photos and other written material for use by Communications (i.e. blog post)
- Document success stories and submit to program staff

Additional duties such as recruitment, on-site coordination and additional services to be defined will be assigned on a case-by-case basis with pre-authorization by the International Marketing Program Manager.

Based on our experience, we estimate a Trade Mission activity will require approximately 50 hours of work exclusive of on-site coordination and recruitment.

Scope of Work: Evaluation and Communications/Outreach Work

Three elements that are critical to our programs are our Activity Evaluations, our Database of Companies and continue Outreach to US Seafood companies regarding our programs and services.

Upon the completion of each service that we provide, i.e., Buyers Missions, Food Show PLUS!™, Focused Trade Missions, trade lead dissemination, etc., we ask the U.S. supplier participants to complete an initial evaluation of our services. This evaluation includes information on the sales and other results that they expect from the activity. Four-to-Six months after the activity has been completed, we ask the participant to complete another evaluation. It is anticipated that this evaluation will be more accurate as more time has been allowed to work with buyers and generate sales.

These evaluations are critical to our ability to assess the success of our individual activities as well as to obtain future funding from the U.S. Department of Agriculture for our programs. However, evaluation return rates can be low, particularly for our six-month evaluations, without the support of additional resources.

The Food Export - Midwest and Food Export- Northeast database system contains more than 9,000 companies. This on-line system is used for a variety of purposes. One of the most important aspects is to help us identify potential candidates for our activities. A complete and up-to-date system is critical to this effort.

Increasing industry awareness of Food Export-Northeast and Food Export – Midwest’s initiatives are key to a successful program. Below are some of those key elements:

- 1) Development of key messages for advocacy efforts with USDA/FAS, member states, state and local government offices, seafood trade associations/organizations, and other stakeholders
- 2) Development and dissemination of communication materials, press releases and success stories to communicate key messages to stakeholders
- 3) Participation at Food Export Annual events to highlight recent successes and bolster industry awareness and recognition of Food Export’s efforts

It is anticipated that the work associated with this portion of the RFP would be conducted primarily by telephone. The responsibilities of the potential contractor may include the following:

- 1) Upon completion of each activity on Food Export - Midwest and Food Export-Northeast’s calendar of events, contact the appropriate activity coordinator and/or staff to identify what initial evaluations were collected. The contractor will then contact U.S. supplier participants to collect any evaluations that are missing.
- 2) Four-to-six months after each activity is completed, the contractor will send U.S. supplier participants a follow up evaluation form and contact them to obtain the completed form. In some cases, it may be necessary to complete this form by telephone. These forms will then be sent to Food Export – Midwest’s or Food Export- Northeast’s staff.
- 3) Provide feedback and recommendations to Food Export - Midwest and Food Export-Northeast as to the effectiveness of our activities and improvement of our evaluation system and timing.

- 4) Receive company records periodically from Food Export - Midwest and Food Export-Northeast's staff that need to be updated and/or completed.
- 5) Contact the companies to complete the information and return updated and completed company records to Food Export – Midwest and Food Export - Northeast staff.
- 6) Serving as liaison between Food Export - Northeast and Food Export – Midwest and the seafood industry, by providing advice and outreach services to increase industry awareness of export market/product potential and to increase utilization of Food Export Northeast's established programs and services.
- 7) Supporting U.S. company participation in Food Export's Branded Program
- 8) Development of collateral promotional materials – i.e. point-of-sale (POS) materials, promotional kits, recipe leaflets, etc.
 - Specific messages about seafood vary by product; however, the following points are key:
 1. The high-quality of U.S. fish and shellfish products
 2. The sustainability of U.S. fisheries (a key selling point in Europe, but not important in Asia)
 3. The variety of available products
 4. Products are wild (applicable for all benchmark products)
 5. U.S. suppliers are reliable and have good quality/food safety controls
 - Goals and Strategies for Development of Seafood Communications Materials
 1. Create materials with a consistent and high-quality look across all markets and audiences
 2. Produce materials compatible with existing Food Export-Northeast publications (final specifications pending new Communications Manager's strategy)
 3. Develop market-specific, product-specific, and issue-specific material when necessary
 4. Develop templates for technical and promotional materials that can be customized for a wide variety of markets and audiences
 5. Communicate availability and value of other Food Export-Northeast programs and services to encourage increased participation in these activities

Scope of Work: Recommendations and Strategy Development

The chosen contractor will also be responsible for the recommendation of strategies and promotional activities on behalf of, and in consort with, the Northeast seafood industry and Food Export - Northeast to develop and expand foreign markets for U.S. fish and shellfish products. These benchmark seafood products include American lobster, squid, sea scallops, monkfish, Atlantic mackerel, Atlantic herring and dogfish.

Food Export will also assess and pursue export opportunities for other Northeast seafood, including Aquaculture products as well as Midwest seafood products.

The responsibilities of the individual(s) that are contracted under this RFP include:

- Annual development of the seafood strategy and market information required for Food Export – Northeast’s Unified Export Strategy (UES) which is the primary application for funding from the USDA/FAS.
- Annual development of the year end results and outcomes of all seafood initiatives conducted the previous year for inclusion in Food Export – Northeast’s annual Country Progress Report (CPR) provided to USDA/FAS.
- Identification and development of collaborative partnerships with Cooperators such as the Alaska Seafood Marketing Institute, other SRTGs, etc.
- Development/sponsorship of foodservice and retail promotions, including chef/culinary demonstrations and competitions, in-store and menu promotions, etc.
- Development of other Generic seafood promotions, as appropriate

Scope of Work: Education and Seminars

Educational seminars are held in various Midwest and Northeast states to educate suppliers about exporting opportunities, to teach suppliers about the “How To’s” of exporting and inform them of services and export opportunities through Food Export Midwest and Northeast programs. In addition, importer seminars are also offered overseas to educate the industry on the opportunities that exist within the Midwest and Northeast regions of the United States.

In addition, webinars have become part of our educational services and have facilitated reaching a wider audience and add considerable advantages over traditional onsite seminars such as interactive Q&A, real-time collaboration, and the ability to digitally archive for playback from a company website. Webinars are a cost effective way to communicate information to our target audience, build our brand, generate quality leads and build strong customer and prospect relationships.

Contractor will be responsible for working with the International Marketing Program staff at Food Export - Midwest and Food Export - Northeast to prepare an agenda and a presentation for the export seminars, importer seminars and webinars, and to serve as a speaker on the programs.

Some of the seminars might be scheduled on consecutive days so domestic travel may be required up to three to five weeks of travel per year.

Scope of Work: Special Projects

New and special projects are often undertaken by Food Export - Midwest and Food Export-Northeast. Outside assistance is often needed on these projects. Some examples include: assistance coordinating in-store and menu promotion projects overseas, assistance with “staffing” the Food Export - Midwest and Food Export- Northeast booth at domestic trade shows, assistance with collecting activity evaluations, managing individual aspects of the Food Export on-line product catalog, working with U.S. exporters as a result of trade leads which are generated through our trade leads system, coordinating store tours for buyers as part of our Buyers Missions, and more. The responsibilities of the contractor for these projects would be to work with the Generic Program Manager to provide input on a plan of work for the project, as appropriate, and to provide the assistance required and assigned.