**Section 1 – General Information**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Solicitation Number:** | EFRA-PROC-RFP-FO-09 | | | | |
| **Solicitation Type:** | Request for Proposals (RFP) | | | | |
| **Procurement Description:** | The USAID Economic Foundations for a Resilient Armenia Actvity (Economic Foundations) seeks an international or local consultant to develop a US wine market entry strategy for Armenian wine companies while concurrently collaborating with the Vine and Wine Foundation of Armenia to host for the first time a group of approximately 19-25 pre-identified Armenian wine producers at Vinexpo America 2024 in New York from June 24-25, 2024.  Only proposals from individual consultants will be considered for this assignment; local companies and other international firms are not eligible to apply | | | | |
| **Anticipated Period of Performance:** | May 1, 2024 – September 30, 2024 | | | | |
| **Place of Performance:** | Assignment conducted virtually, with approximately \*one week of travel to Yerevan anticipated mid-July 2024.  \*CNFA will pay for airfare, per diem, and in-country travel-related costs. Airfare and lodging selected by CNFA will be compliant with CNFA travel policy and the Fly America Act. | | | | |
| **Contracting Party:** | CNFA  **For**: USAID  **Under**: USAID Economic Foundations for a Resilient Armenia | | | | |
| **Release Date:** | April 17, 2024 | | | | |
| **Point of Contact for Questions and Offers:** | Name:  Title:  Address:  Email: | | Anna Trdatyan  Office & Procurement Manager  4/7 Amiryan str, #4, 5th floor, Yerevan, Armenia, 0010  procurement@cnfa-armenia.org | | |
| **Questions:** | **Question Deadline**: April 23, 2024, 6:00 PM, Yerevan (GMT+4) | | | | |
| **Instructions**: Questions must be submitted in writing; phone calls will not be accepted. Only CNFA’s written answers will be considered official and carry weight in the solicitation and subsequent evaluation. Verbal information received from CNFA or any other entity should not be considered an official response to any questions. | | | | |
| **Offers:** | **Offer Deadline:** April 25, 2024 | | | | |
| **Via:** | Email | | Hard copy | Email or Hard copy |
| **Instructions:** Reference the Solicitation Number in any response to this solicitation. Offers received after the specified time and date will be considered late and considered only at CNFA’s discretion. Offerors must strictly follow the deadlines provided in this solicitation to be considered for award. | | | | |
| **Offer Validity:** | Offers must remain valid for not less than 30 calendar days after the offer deadline. | | | | |
| **Award:** | Award will be made to the offeror who is determined to be the best offeror per the evaluation criteria and methodology provided herein  CNFA will not issue an award to different offerors, entities, or third parties other than the selected offeror(s) which submits an offer in response to this solicitation. CNFA anticipates awarding a Fixed Price Contract to the selected offeror(s). | | | | |
| **Terms and Conditions:** | The resultant award is subject to CNFA’s Standard Terms and Conditions as stipulated in Section 6. | | | | |

**Section 2 – Scope of Procurement**

**1. Introduction and Background:** CNFA is an international agricultural development organization that specializes in the design and implementation of sustainable, enterprise-based agricultural initiatives. CNFA implements the

five-year, USAID Economic Foundations for a Resilient Armenia Activity (“Economic Foundations”), which introduces innovative, sustainable, scalable solutions and builds the capacity of government, industry, lenders, and investors to facilitate the growth and competitiveness of tourism, agriculture, and high-tech small and medium enterprises (SMEs). Using an integrated systems approach that leverages strong anchor firms and industry associations, the Activity is designed to strengthen key economic actors within the public and private sectors to exercise effective economic stewardship and ultimately build a more resilient Armenian economy.

A major objective of the Activity (Objective 2) is to improve the export competitiveness of target sectors (agriculture, tourism, and high-tech) to contribute to economic resilience. Economic Foundations achieves this through working with key stakeholders in targeted sectors to strengthen sectoral cooperation around three key themes: achieving higher quality and a variety of products, exporting to new and high-value markets, and engaging the government.

Economic Foundations’ assessment of Armenia’s growing tourism and agriculture sectors has led to

the identification of the wine sub-sector – which intersects the agriculture and tourism sectors - as an area offering high potential for increased export, investment mobilization, and overall growth. Following are brief overviews of the wine sector’s importance to the tourism and agriculture sectors, along with salient growth constraints the Activity seeks to address:

**Wine production and export:** Armenia’s wine production dates back at least 6000 years. Armenia possesses a rich historical legacy in wine and brandy production. Wine production has constantly grown over the last five years. Volumes increased from around 9 million liters in 2018 to 12.6 million liters in 2022. In 2021, the production of wine in Armenia (including sparkling wine) was 13.1 million liters, about 7.2 percent of Georgia’s production. The wine sector in Armenia has high potential to increase production and exports, provided viticulture farms increase the supply of high-quality grapes to produce premium wines.

The sector has several strengths that could be used to distinguish Armenia’s wines and promote exports, including Armenia’s ancient history and rich culture in winemaking; native grape varieties; and international recognition and awards to Armenia’s winemakers. Armenia can capitalize on gastronomic/culinary tourism and on its diaspora, with a presence in many large and high-purchasing power markets, to promote its wines internationally.

There are around 13,000 grape producers in Armenia, with significant unplanted areas in the five regions that could be exploited for the production of high-quality grape. Total grape production (gross harvest) in Armenia was 237,100 tons in 2021 and approximately 226,000 tons in 2022), with the harvest used as follows:

* Around 70 percent for production of brandy;
* Around 15 percent for production of wine;
* Around 15 percent for table grapes.

Around 30 percent of wineries in Armenia have their own vineyards and better control over the quality of grape production and harvesting.

In 2022, Armenia produced approximately 12.6 million liters of wine, of which:

* Around 40 percent was high and premium quality wine;
* 11.2 percent was sparkling wine and 88.8 percent was still wine;
* Around 50 percent was red, 30 percent white, 10 percent rose, and the remaining 10 percent was other types of wine, including sweet, dessert, and amber;
* A very limited production was sweet and semi-sweet wines (most Armenian wines are dry or semi-dry);
* A very limited production was organic and natural wines.

There were around 87 enterprises/individual entrepreneurs in 2022 engaged in exporting wine (almost twice more than in 2018). The average export of wine during the period 2018 to 2022 was around 3.12 million liters, with a total average value of $11.9 million during the same period.

Most Armenian wine exports have gone to Russia, with some moderate exports to the U.S., Ukraine, and Switzerland. Overall, export quantities in 2022 increased 1.9 times over 2018. The value of exports (in dollars) increased by 1.97 over the same period.

**Wine market diversification:** Currently, Armenian wine companies are heavily reliant on the Russian market, which constitutes around 80% of their total export volume. Armenia’s reliance on a single market makes it susceptible to economic and geopolitical risks. Fluctuations in Russian demand, trade regulations, or political situations can significantly affect Armenia's wine sector. Therefore, diversifying export destinations is imperative in ensuring consistent stability and expansion of the industry.

**2. Scope of Work:** The objective of this assignment is to support Armenian wine companies to diversify their export markets, promote exports, and increase sales. For this purpose, the individual consultant will be requested to conduct several tasks under two main activities:

1. Collaborate with the Vine and Wine Foundation of Armenia (<https://vwfa.am/>) to host a group of approximately 19-25 pre-identified Armenian wine producers at Vinexpo America (<https://vinexpo-america.com/>) in New York from June 24-25, 2024.
2. Develop a US wine market entry strategy for Armenian wine companies.
   1. **Tasks:** The primary tasks, to be conducted by the individual consultant, include:
3. **Collaborate with Vine and Wine Foundation of Armenia to facilitate the participation of approximately 19-25 pre-identified member Armenian wine companies in Vinexpo America from June 24-25, 2024, prepare the companies and an Economic Foundations staff member to participate in Vinexpo America, and contribute to business linkages with potential buyers, specifically -**

* **\*Identify potential U.S. buyers and distributors:** 1) identify experienced U.S. registered wine importers and U.S. registered sales point owner business entities (i.e. “U.S. buyers”) interested in importing and selling Armenian wines; 2) before Vinexpo America, proactively reach out to as many potential buyers as possible, providing them with promotional and marketing materials showcasing Armenian wine companies registered to attend the Vinexpo America.

*\*Exhibitions typically market a list of potential buyers/distributors that will attend the event as ‘for sale’. The Vine and Wine Foundation will not buy this list. Numerous potential buyers/distributors opt not to peruse the exhibition booths, instead focusing solely on attending prearranged B2B meetings. To achieve this task, the consultant must therefore draw on their connections with prospective buyers, distributors, media representatives, and influencers.*

* **Train Vinexpo America participants:** Provide comprehensive training to the Vine and Wine Foundation of Armenia, approximately 19-25 participating Armenian wine companies, and Economic Foundations staff member to participate in Vinexpo America. The training should equip participants with the knowledge and skills to effectively represent Armenian wines and maximize opportunities at Vinexpo America. Training topics should include, but do not need to be limited to:
* Gaining insights into the essential marketing materials, communication pieces, and tools are necessary for effectively showcasing Armenian wines at Vinexpo America, and how to enhance the credibility and visibility of Armenian wines through effective marketing initiatives;
* Understanding pricing strategies in the US market, determining selling prices;
* Offering guidance on the appropriateness of attending specialized events (i.e., master classes and other promotional activities), preparation techniques, and utilizing networking opportunities during specialized events to connect with industry professionals, potential buyers, and influencers;
* Understanding of U.S. wine market preferences and consumption trends, regulatory requirements, identifying the preferences of U.S. wine consumers, including for wine types targeting segments and niches to determine the most suitable products for the U.S. market;
* Gaining insight into the key buyers essential for engaging with the U.S. market - market chains, specialty stores, convenience stores, HoReCa representatives, distributors, and others, and how to tailor marketing and sales approaches accordingly and be prepared for the meetings and negotiations with them.
* **Engage potential U.S. buyers and distributors:** 1) conduct pre-negotiation meetings with potential U.S. buyers (the number of pre-negotiation meetings will not be specified, but must support the eventual arrangement of a minimum of \*20 B2B meetings between potential buyers and distributors and Armenian wine companies at Vinexpo America; 2) facilitate business linkages between U.S. buyers and Armenian wine companies, organizing a minimum \*20 B2B meetings with potential buyers and distributors at Vinexpo America. In addition, arrange meetings with journalists and social media influencers to help amplify the offerings of participating Armenian wine companies

*\*While we have set an initial target of arranging a minimum of 20 B2B**meetings to take place at the event, it is understood that certain external factors influence the certainty of meeting this target, such as the actual number of buyers/distributors that end up attending the event.*

* **Post-event follow-up:** support participants in capitalizing on the connections made during Vinexpo America and nurture leads.

1. **Develop U.S. wine market entry strategy:**

* Study available analyses of the current state of the wine industry of Armenia, including the capacities of the producers, barriers of entry, and legal and regulatory requirements for importing wines into the U.S. Gain an in-depth understanding of the unique characteristics, varieties, and nuances of Armenian wine types by visiting various wine companies. Identify critical factors requiring attention to facilitate the successful entry of Armenian wines into the U.S. market and conduct a thorough assessment of the feasibility of this market entry endeavor.
* Draft a strategy, including a results chain, to increase the presence of quality Armenian wines in the US market, with a goal of growth in sales, along with indicators to measure this.
* Engage in discussions with both public and private stakeholders, including wine companies, to present the draft strategy and solicit feedback by organizing a workshop with stakeholders.
* Revise and finalize the strategy based on the feedback received from stakeholders to ensure alignment with their needs and expectations.

**2.2 Deliverables:** The following deliverables will be provided:

|  |  |  |
| --- | --- | --- |
| **Deliverable** | **Deliverable Description** | **Anticipated Delivery Date** |
|  | Provide list of potential U.S. buyers and distributors with whom B2B meetings will be arranged at Vinexpo America. | May 20, 2024 |
|  | Conduct a virtual training focused on preparing Vine and Wine Foundation Armenia representatives, Armenian wine companies, and an Economic Foundations staff representative to participate in Vinexpo America.  Provide a written debrief on the completed training that includes an outline of training actions taken (including dates, summary of training content, and stakeholders trained). | May 30, 2024 |
|  | Confirm schedule of \*20 B2B meetings between Armenian wine companies and potential buyers and distributors at Vinexpo America.  *\*While we have set this initial target, it is understood that certain external factors influence the certainty of meeting this target, such as the actual number of buyers/distributors that end up attending the event.* | June 20, 2024 |
|  | Submit draft U.S. wine market entry strategy (drafting process may partially take place virtually, but one week of in-person meetings in Armenia will be required around mid-July 2024) | August 30, 2024 |
|  | Submit final U.S. wine market entry strategy | September 15, 2024 |

**2.3. Geographic Code Compliance:** Items offered must comply with USAID Geographic Codes 937 and 110. For a list of Source/Nationality countries approved within this USAID Geographic Code, refer to ADS Chapter 310, Source and Nationality Requirements for Procurement of Commodities and Services Financed by USAID. Contact CNFA with any questions regarding Geographic Code compliance.

**Section 3 – Evaluation Methodology and Criteria**

CNFA will use a Weighted Trade-Off Analysis, Including Cost Criteria evaluation methodology for this solicitation. Weighted Trade-Off Analysis selects the offeror providing the best overall value to CNFA, considering both price and technical factors, according to the assigned weights provided in the evaluation criteria. The Technical Evaluation Committee (TEC) will assess offer acceptability per the following criteria:

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Criteria Description** | **Assigned Weight** |
| Relevant Expertise | * Possesses requisite experience and expertise to perform the scope of work, within an appropriate level of effort. Strong preference for Master of Wine certificate. * In-depth understanding of the U.S. wine market, including consumer preferences, distribution channels, regulatory requirements, and competitive landscape. * Familiarity with trends, market dynamics, and emerging opportunities in the U.S. wine industry and knowledge of the wine value chain in Armenia and/or region. | 30 |
| Past Performance | * Minimum of 10 years’ experience developing wine market entry strategies, conducting lead generation activities with wine companies seeking to enter new markets, and facilitating wine expo participation and business linkages. * Track record of delivering successful outcomes in previous market entry projects or similar initiatives. * Excellent communication and interpersonal skills, with the ability to effectively engage with stakeholders, including public authorities, wine companies, buyers, distributors, retailers, and journalists. * Unparalleled project management capabilities, facilitating seamless and efficient communication between clients, stakeholders, and key audiences. | 30 |
| Price | * The proposed budget will be assessed on the degree to which the budget reflects the actual requirements of the technical proposal and the costs included in the budget accurately represent the work effort described in the technical proposal. | 20 |
| Methodological Approach | * The proposed methodology and analytical framework for: 1) developing the U.S. wine market entry strategy; and 2) the approach to collaborating with Vine and Wine Foundation of Armenia and facilitating wine company participation in Vinexpo America 2024 - is well detailed and provides a clear understanding. | 20 |
| **TOTAL** | | **100 points** |

**Section 4 – Offer Format Instructions**

Offers in response to this solicitation must comply with the following instructions:

1. Submissions will be accepted in the following language(s): English
2. Include the following in the offer footer:
   1. Offeror name
   2. Solicitation Number
   3. Page Numbers
3. Offer in the format provided in Annex 1

**Section 5 – Complete Offer**

A complete offer must include the following documents:

1. Completed Annex 1 – Offer Template
2. CV

**Section 6 – CNFA Terms and Conditions**

**1. Ethical and Business Conduct:** CNFA is committed to integrity in procurement, and only selects offerors based on objective business criteria such as price and technical merit. CNFA does not tolerate fraud, collusion among offerors, falsified proposals/bids, bribery, or kickbacks. Any organization or individual violating these standards will be disqualified from this solicitation, barred from future procurement opportunities, and may be reported to both CNFA’s Client – as applicable – and the appropriate Office of the Inspector General.

Employees and agents of CNFA are strictly prohibited from asking for or accepting any money, fee, commission, credit, gift, gratuity, object of value or compensation from current or potential vendors or suppliers in exchange for or as a reward for business. Employees and agents engaging in this conduct are subject to termination and will be reported to CNFA’s Client – as applicable – and the appropriate Office of the Inspector General. In addition, CNFA will further inform these agencies of any Offerors’ offers of money, fee, commission, credit, gift, gratuity, object of value or compensation to obtain business.

Please contact the designated Point of Contact on the Solicitation Cover Page with any questions or concerns regarding the above information or to report any potential violations. Potential violations may also be reported directly to CNFA’s Fraud Hotline in writing via email at [FraudHotline@cnfa.org](mailto:FraudHotline@cnfa.org) or you may make an anonymous report by phone, text, or WhatsApp to the CNFA Global Fraud Hotline at 202-991-0943.

**2. Terms and Conditions:** This Solicitation is subject to CNFA’s standard terms and conditions. Any resultant award will be governed by these terms and conditions; a copy of the full terms and conditions is available upon request. Please note the following terms and conditions will apply:

1. CNFA’s standard payment terms are 30 calendar days after receipt and acceptance of any commodities or deliverables. Payment will only be issued to the entity submitting the offer in response to this Solicitation and identified in the resulting award; payment will not be issued to a third party.
2. No commodities or services may be supplied that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Cuba, Iran, North Korea, Syria.
3. Any international air or ocean transportation or shipping carried out under any award resulting from this Solicitation must take place on U.S.-flag carriers/vessels unless otherwise approved by CNFA.
4. United States law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. The selected offeror under any award resulting from this Solicitation must ensure compliance with these laws.
5. United States law prohibits engaging in any activities related to Trafficking in Persons. The selected offeror under any award resulting from this Solicitation must ensure compliance with these laws.
6. The title to any goods supplied under any award resulting from this Solicitation shall pass to CNFA following delivery and acceptance of the goods by CNFA. Risk of loss, injury, or destruction of the goods shall be borne by the offeror until title passes to CNFA.
7. The offeror is prohibited from providing certain telecommunications equipment or services as a substantial or essential component of any system, or as a critical technology as part of any system, produced by the following covered companies, and their subsidiaries and affiliates, in the performance of any resulting award: Huawei Technologies Company; ZTE Corporation; Hytera Communications Corporation; Hangzhou Hikvision Digital Technology Company; Dahua Technology Company; and any other company as determined by the United States Government. The offeror certifies it will not provide covered telecommunications equipment or services to CNFA in performance of the resulting award. If covered telecommunications equipment or services are offered, the offeror must disclose it.

**3. Disclaimers:** This is a Solicitation only. Issuance of this Solicitation does not in any way obligate CNFA, its project(s), or its Client(s) to make an award or pay for costs incurred by potential offerors in the preparation and submission of an offer. In addition:

1. Offerors are responsible for ensuring their offers are received by CNFA in accordance with the instructions, terms, and conditions described in this Solicitation; failure to adhere to instructions may lead to disqualification
2. CNFA may cancel the Solicitation and not award at any time
3. CNFA may reject any or all responses received
4. Issuance of the Solicitation does not constitute award commitment by CNFA
5. CNFA reserves the right to disqualify any offer based on offeror's failure to follow the Solicitation instructions
6. CNFA will not compensate offerors for response to the Solicitation
7. CNFA reserves the right to issue award based on initial evaluation of offers without further discussion
8. CNFA may negotiate with offerors for their best and final offer and/or request clarifications from any offeror prior to award
9. CNFA reserves the right to increase or decrease its order for quantities or units with the selected offeror
10. CNFA may reissue the Solicitation or issue formal amendments revising the original Solicitation specifications and evaluation criteria before or after receipt of proposals
11. CNFA may modify the specifications without issuing a formal notice to all offerors when the revisions are immaterial to the scope of the Solicitation
12. CNFA may choose to award only part of the activities in the Solicitation, or issue multiple awards, if in the best interest of CNFA
13. CNFA reserves the right to waive minor offer deficiencies that can be corrected prior to award determination to promote competition
14. Offerors understand that CNFA’s Client(s) is not a party to this Solicitation and the offeror agrees that any protest hereunder must be presented – in writing with full explanations – to CNFA for consideration. CNFA’s Client(s) will not consider protests regarding procurements carried out by CNFA. CNFA, at its sole discretion, will make a final decision on any protest for this procurement.

**Annex 1 – Offer Template**

*The following cover letter must be placed on letterhead – if applicable – and completed/signed/stamped by a representative authorized to sign on behalf of the offeror:*

**PART 1 – COVER LETTER**

**To:**

Anna Trdatyan

Office & Procurement Manager

4/7 Amiryan str, #4, 5th floor, Yerevan, Armenia, 0010

procurement@cnfa-armenia.org

**Reference:** Solicitation no. EFRA-PROC-RFP-FO-009

To Whom It May Concern:

We, the undersigned, hereby provide the attached offer to perform all work required to complete the activities and requirements as described in the above-referenced Solicitation. Please find our offer attached.

We hereby acknowledge and agree to all terms, conditions, special provisions, and instructions included in the above-referenced Solicitation. We further certify that the below-named organization—as well as the organization’s principal officers and all commodities and services offered in response to this Solicitation—are eligible to participate in this procurement under the terms of this solicitation and under the applicable regulations.

Furthermore, we hereby certify that, to the best of our knowledge and belief:

* We have no close, familial, or financial relationships with any CNFA, its project staff members, or its Client (as applicable);
* We have no close, familial, or financial relationships with any other offerors submitting proposals in response to the above-referenced solicitation;
* We and our principal offerors are not debarred, suspended, or otherwise considered ineligible for receiving US Government funds. We understand that CNFA will not make any award to an entity that is debarred, suspended, or considered ineligible by the US Government;
* The prices in our offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition;
* All information in our proposal and all supporting documentation is authentic and accurate;
* We understand and agree to CNFA’s prohibitions against fraud, bribery, and kickbacks;
* We understand and agree to CNFA’s prohibitions against funding or associating with individuals or organizations engaged in terrorism or trafficking in persons activities.

We hereby certify that the enclosed representations, certifications, and other statements are accurate, current, and complete:

|  |  |  |
| --- | --- | --- |
| **For:** | **Offeror Name:** | *Offerors must provide entity name, if applicable, here* |
| **Submitted By:** | **Name:** | *Offerors must print name of the authorized person who completed this offer here* |
| **Title:** | *Offerors must provide title of the authorized person who completed this offer here* |
| **Signature:** | *Offerors must provide signature of the authorized person who completed this offer here* |
| **Date:** | *Offerors must indicate the date this offer was completed here* |
| **Organization Information:** | **Phone:** | *Offerors must provide phone number for contact if selected for negotiation or award here* |
| **Email:** | *Offerors must provide email for contact if selected for negotiation or award here* |
| **Address:** | *Offerors must provide address for contact if selected for negotiation or award here* |
| **Website:** | *Offerors must provide organization website, if applicable, here* |
| **Country of Nationality:** | *Offerors must indicate their country of legal organization, ownership, citizenship, or lawful permanent residence here* |
| **Registration or Taxpayer ID Number:** | *Offerors must provide registration and/or taxpayer ID number here* |

**PART 2 – OFFER**

Offerors are instructed to complete this form and place it on the Offeror’s letterhead. Once completed, this form serves as the binding proposal in response to this solicitation and is valid for the period identified on the cover page of this Solicitation. Failure to submit the information required herein may lead to disqualification of the offer.

1. **Technical Proposal**

**1.1. Technical Qualifications**

* Please attach an updated copy of your CV to this response.
* Please clearly explain if you meet the following criteria:

|  |  |
| --- | --- |
| **Relevant Expertise** | Describe how you meet the requisite experience outlined earlier in this solicitation. |
| **Past Performance** | Describe how your background work corresponds to the requisite “past performance” criteria outlined earlier in this solicitation. |
| **Methodological Approach** | In approximately 1,000 words (i.e. 2 pages) or less, outline: 1) the approach to collaborating with Vine and Wine Foundation of Armenia and facilitating wine company participation in Vinexpo America 2024; and 2) the proposed methodology and analytical framework for developing the U.S. wine market entry strategy. If, based on your experience and expertise, you deem any timelines, activities, or targets in this solicitation unfeasible, clearly describe not only why they are unfeasible, but what you propose as alternatives to move this activity forward. *Note: budget estimates for both activities will be defined later in this template.* |

1. **Cost Proposal**

**2.1. Budget**

Offerors are instructed to complete boxes highlighted in gray. Pricing must be presented in USD. The cost proposal must match the degree of sophistication of the technical proposal. Offerors should use the below templates to provide their best budget estimates for both activities (i.e. 1) Vinexpo America, and 2) U.S. wine market entry strategy) should be defined by consultants to the best of their ability using the below templates*.* **CNFA reserves the right to negotiate the proposed budget or request clarification at its discretion.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **COST CATEGORY** | **UNIT** | **QUANTITY** | **UNIT PRICE**  **USD\*** | **TOTAL PRICE**  **USD\*** | **BUDGET NOTES** |
| 1. [Personnel] | | | | | |
| Offerors must propose line-items within the Cost Category; repeat for as many line-items as necessary | Offerors must provide the unit price here | Offerors must provide the quantity of units here | Offerors must quote the unit price here | Offerors must provide the total price (unit x quantity x unit price) here | Offerors must describe the purpose of the cost and basis for price here |
| 2. [Equipment] | | | | | |
|  |  |  |  |  |  |
| 3. [Materials/Supplies] | | | | | |
|  |  |  |  |  |  |
| 4. [Transportation] | | | | | |
|  |  |  |  |  |  |
| 5. [Communication] | | | | | |
|  |  |  |  |  |  |
| 6. [Services] | | | | | |
|  |  |  |  |  |  |
| 7. [Other Direct Costs] | | | | | |
|  |  |  |  |  |  |
| 8. [Indirect Costs] | | | | | |
| **TOTAL** |  |  |  |  |  |

**2.2. Deliverables and Payment Schedule**

Offerors are instructed to complete boxes highlighted in gray:

| **Deliverable** | **Deliverable Description** | **Anticipated Delivery Date** | **Offered Delivery Date** *Offerors must propose delivery date in each cell of this column* | **Offered Payment Installment (USD)** *Offerors must propose corresponding delivery payment in each cell of this column* |
| --- | --- | --- | --- | --- |
|  | Provide list of potential U.S. buyers and distributors with whom B2B meetings will be arranged at Vinexpo America. | May 20, 2024 |  |  |
|  | Conduct a virtual training focused on preparing Vine and Wine Foundation Armenia representatives, approximately 19-25 participating Armenian wine companies, and an Economic Foundations staff representative to participate in Vinexpo America. Following the training, provide a written debrief on the completed training that includes an outline of training actions taken (including dates, summary of training content, and stakeholders trained). | May 30, 2024 |  |  |
|  | Confirm schedule of \*20 B2B meetings between Armenian wine companies and potential buyers and distributors at Vinexpo America.  *\*While we have set this initial target, it is understood that certain external factors influence the certainty of meeting this target, such as the actual number of buyers/distributors that end up attending the event.* | June 20, 2024 |  |  |
|  | Submit draft U.S. wine market entry strategy (drafting process may partially take place virtually, but one week of in-person meetings in Armenia will be required around mid-July 2024) | August 30, 2024 |  |  |
|  | Submit final U.S. wine market entry strategy | September 15, 2024 |  |  |
| **TOTAL (USD)** | | | |  |

1. **Tax Considerations**

Offerors are made aware of CNFA’s tax status in Armenia. CNFA is tax-exempt in Armenia. Offers submitted must comply with these tax considerations.

1. **Bank Account**

Offerors are instructed to complete boxes highlighted in gray:

|  |  |
| --- | --- |
| Does the Offeror have an active bank account? | Yes  No |
| If yes, provide the Offeror name associated with the Bank Account if selected for eventual award. | *Offerors must provide the name associated with their Bank Account, if applicable, here* |

1. **References**

Offerors are instructed to complete the boxes highlighted in gray:

|  |  |  |  |
| --- | --- | --- | --- |
| **Reference No.** | **Reference Name** | **Contact Information** | **Affiliation** |
| 1 | *Offerors must provide name of reference (organization or individual) provided here* | **Name:**  **Phone:**  **Email:**  **Address:** | *Offerors must describe relationship with reference here* |
| *Etc.* | *Offerors must provide name of reference (organization or individual) provided here* | **Name:**  **Phone:**  **Email:**  **Address:** | *Offerors must describe relationship with reference here* |
| *Etc.* | *Offerors must provide name of reference (organization or individual) provided here* | **Name:**  **Phone:**  **Email:**  **Address:** | *Offerors must describe relationship with reference here* |