

**TRADE DEVELOPMENT
AUTHORITY OF PAKISTAN,
GOVERNMENT OF PAKISTAN**



BIDDING DOCUMENT

**CONSULTING SERVICES FOR
DEVELOPMENT OF NATIONAL EXPORTERS
TRAINING PROGRAM**

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Section 1 Letter of Invitation

Trade Development Authority of Pakistan (TDAP), invites sealed bids from experienced Training institutes/ Agencies/Firms registered with Income Tax and Sales Tax Departments and who are on Active Taxpayers list of the Federal Board of Revenue and qualified in all respects for developing and executing the National Exporters Training Program (NETP) on behalf of the TDAP.

2. Bidding documents containing detailed terms and conditions, method of procurement, procedure for submission of bids, bid security, bid validity, opening of bid, evaluation criteria, clarification / rejection of bids, performance guarantee etc. are available for the interested bidders from the below mentioned address against payment of Rs.100/- through pay order in favor of TDAP, Karachi. The bidding documents can also be downloaded from www.tdap.gov.pk free of cost. Firms who opt to download the bidding documents from the website should register themselves with the TDAP at the following address for communication of any changes, etc.

3. Single Stage Two Envelope Procedure would be used for Open Competitive Bidding. Financial proposal should accompany a bid security equivalent to two per cent (2%) of the bid amount in the form specified in the Bidding documents.

4. The bids, prepared in accordance with the instructions in the bidding documents, must reach TDAP at the following address on or before 03:00 P.M. on 16th, March 2018. Bids will be opened the same day at 03:30 P.M.

5. Trade Development Authority of Pakistan reserves the right to reject any or all bids and to annul the bidding process at any time in accordance with the Public Procurement Rules.

Afshan Uroos

Assistant Manager (SPR)

Trade Development Authority of Pakistan

Ministry of Commerce, Government of Pakistan,

5th Floor, Block-A, FTC Building, Shahrah-e-Faisal, Karachi

Tel: 021-99201527; Email: afshan.uroos@tdap.gov.pk

Section 2

Instructions to the Consultants

1. TECHNICAL PROPOSAL:-

The technical proposal shall consist of all the documents required to fulfill the TORs and meet evaluation criteria given below for technical evaluation of the expertise of the firm. Any additional information which the bidders deem necessary as an evidence of their qualification/ experience and legal status may also be included. The firms are required to obtain at-least a total score of 70% to technically qualify for further participation in the financial bidding.

2. FINANCIAL PROPOSAL:

Bidders shall quote their costs for designing of training program and training materials and provision of trainers for delivery of the training program (if and to the extent required by TDAP) separately for each of the Modules I to IV in their financial proposal as per the format furnished for the Financial Bid submission. Costs should be quoted inclusive of applicable taxes/duties.

The bidders are required to prepare their financial proposals in line with the TORs. Financial proposals of only the technically qualified firms will be opened. Among all the technically qualified firms, the most competitive (least cost) financial bid would be eligible for the award.

3. BID SECURITY:

Financial proposals should accompany a bid security equivalent to two per cent (2%) of the bid amount in the form of a Pay Order / Demand Draft in favor of "Accounts Officer TDAP". Bids received without the Bid Security amount shall not be accepted and shall be returned to the bidders without any processing. Bid should be valid for a period of 60 days.

4. PROPRIETARY RIGHTS:

The proprietary rights for all the materials produced for designing and conduct of the trainings will rest exclusively with TDAP and the TDAP will be free to utilize the materials in future for training of exporters and development of exports in any manner deemed appropriate by the authority.

5. TAXES:

All the applicable Federal Provincial taxes must be considered while preparing the Financial Proposals. All these taxes are required to be built in the quoted rates and not be mentioned separately.

6. TDAP's ADDRESS/ LOCATION:

Office of the Assistant Manager (SPR), Trade Development Authority of Pakistan, 5th floor, FTC Building block A Karachi, Pakistan Ph # 021-99201527.

Section 3

Terms of Reference/Scope of Work

7. Terms of Reference:

The selected Training Agency will design the whole training program and develop training materials in accordance with TDAP's advice. It will also be responsible to provide a professional training manual in printable form for the benefit of both trainers and trainees. During delivery phase of the training program, expected to be handled by TDAP on its own using its in-house resources, the TDAP may initially involve the Training Agency at its discretion to the extent felt necessary/ on need basis on terms and conditions contained in this document. The objective of the RFP is to associate an outside training agency for designing of the training program and development of high quality training materials while making full use of TDAP's in-house expertise for its delivery, so that the TDAP could run the training program on its own in the future on a sustainable basis.

Since training program's main focus is on producers, SMEs, and exporters, the training materials should be designed based on easy to use and practical approaches rather than academic methods.

Training will be open to all entities without any pre-condition regarding eligibility and will be free of any charge/ cost for the trainees.

A. Scope of the National Exporters Training Program (NETP):

The National Exporters Training Program (NETP) of the TDAP will target both existing and potential exporters. It will aim at strengthening and developing producers, individual entrepreneurs, and small and medium-sized companies by providing them a broad yet comprehensive knowledge and skills base necessary to export and work in a variety of industry sectors and functional areas of international trade.

B. Objectives of the Scheme:

Upon completion of the training the participants are expected to:

- Understand the export process, skill sets required and assess their companies' readiness to export.
- Identify areas that need strengthening and development in their entities to achieve success in their export endeavors.
- Understand international trade transactions and International Commercial Terms (INCOTERMS).
- Understand main export procedures and documents required by banks, government agencies and transportation companies.
- Understand major logistics and insurance coverage options.
- Assess payment options, including letter of credit, and select those most appropriate for their operation.
- Identify appropriate marketing options, distribution channels and method of pricing their products.

- Learn proper approaches for participation in trade fairs, trade delegations and able to assess the value, potential, and avenues for generating trade leads.

C. Overview of the Training Program Structure:

The training could comprise four broad, though distinct areas described below under separate modules. The modules along with topics to be covered in general under each follow. However, this is an indicative structure for the program being furnished just to provide an overview of the broad scope/ coverage of the training program. Bidders are not expected to confine themselves to the indicative structure provided for the training program, rather they are required to suggest further additions/ enhancements in the program to improve its quality, effectiveness and achievement of objectives without compromising on overall scope. Training program should aim at creating new exporters and enhancing skills of existing exporters not so well versed with the exporting approaches, procedures, and practices.

Module I: Exporting Process and Practices:

- Fundamentals of exporting, challenges, opportunities, benefits and apprehensions.
- Overview of the export process, skill sets required and approach for establishing a company's export program.
- Finding exportable products and identifying potential markets to enter.
- Assessing a company's export readiness.
- Approaches and data sources for market research.
- Common mistakes made by new exporters and how these could be avoided; and major risk factors associated with exporting to new and emerging regions such as country risk, currency risk, buyers credit risk, etc. and how to cover such risks.
- Avenues available for exporters' assistance.

Module II: Export Procedures and Documentation:

- Handling export inquiries, orders, and performance contracts.
- Most common procedures and documents used in exporting along with responsibilities of sellers and buyers (commercial documents, government documents, banking documents, transportation documents)
- Commercial terms used in international export transactions (INCOTERMS).
- Roles of freight forwarders, shippers, and other export facilitation agencies.
- Handling physical shipments, considerations for transporting and insuring goods, freight and insurance charges.

Module III: Export Financing, Payment Methods and Terms:

- Considerations for deciding export financing methods and payment terms (open account, prepayment, consignment, documentary collection, letter of credit and its types, etc.).

- Sellers' and buyers' preferences regarding payment methods/ terms; risks associated with various payment methods, and approaches/ instruments available to cover such risks.
- Financing options available through commercial banks and government financing programs along with their key features.

Module IV: Export Marketing and Product Promotion:

- Differences between domestic and international marketing.
- International marketing, market research, product promotion, and compliance considerations.
- Market entry approaches, targeting of a specific country, identifying buyers, and the marketing mix (product, price, place and promotion).
- Use of e-market places, social media, and trade leads
- Roles of distributors, agents, and cultural considerations in foreign markets.

D. Responsibilities of the Selected Firm:

The selected firm shall be responsible for the following:

- i. Designing of the training program along with training materials and training manual, including technical assistance in its delivery if/ to the extent assigned by TDAP during initial phase of its implementation by TDAP (costs for various components of the training program should be quoted separately under the financial proposal as per given format).
- ii. Fully understand the requirements of TDAP for the subject trainings and tailor training materials, training manual, and recommend delivery mechanisms to fully cater to the needs of TDAP and various exporter groups/ types being targeted by TDAP's National Exporters Training Program (NETP) in relation to their developmental state (potential, new, and existing SME exporters), product/ export sector/ cluster, geographical area, etc.
- iii. The training manual developed by the training Institute/ Agency/ Firm should provide detailed recommendations on implementation of the designed trainings for exporters by the TDAP in an effective manner to achieve overall objectives of the exporters training program.
- iv. If, and to the extent assigned, the training agency shall assist TDAP in initial conduct of the training program providing resource persons as per TDAP's needs/ advice to optimize training program's effectiveness while meeting its sustainability requirements.
- v. Any clarifications required by potential bidders from the TDAP must reach TDAP as per the contact details given in the tender documents at-least 5 days prior to the last date for submission of the proposals.
- vi. Training materials to be delivered should include an outline of the training material, PowerPoint presentations, hard copy handouts, etc. The outline should specify time allotted for each topic and provide details including handouts or reference materials provided to support the topic.
- vii. Complete draft training materials shall be delivered to TDAP for review. Based on comments received from TDAP, the Agency/institute/company will deliver final complete training materials to TDAP. These products will not be considered final

- until they have been finalized/ approved by TDAP.
- viii. An electronic copy and a paper copy of the final documents (Word, PowerPoint, digital media clips, or pdf) shall be submitted by the training agency.
 - ix. The final complete training materials will be the property of TDAP,
 - x. The Agency/institute/company shall prepare material that includes a summary of the training material, final outline, detail of each topic and any relevant course materials, and evaluation form.

E. Rights and Obligations of the TDAP:

- i. TDAP reserves the right to reject any or all bids or proposals at any time prior to the acceptance of a bid or proposal.
- ii. TDAP shall upon request communicate to the bidder/ interested firm who submitted a bid or proposal, the grounds for its rejection of his bid or proposal.
- iii. Selected training agency will be extended all possible technical assistance, including provision of available information, by the TDAP.

8. GEOGRAPHICAL SCOPE AND SIZE OF TRAINING ARRANGEMENT:

It is expected that training sessions will be organized at least in all major cities significant from the point of Pakistan's export. These include Karachi, Lahore, Sialkot, Faisalabad, Multan, Gujranwala, Islamabad, Hyderabad, Peshawar and Peshawar. Furthermore, trainings are also expected to be organized in 5 to 10 other cities/ towns having products/ enterprises with export potential/ interest. There should be greater attention upon second tier export cities/ towns like Hyderabad, Sukkur, Bahawalpur, Multan, Abbottabad, Swat etc. to target new products/ entities. More than one training session could be organized in major cities on need basis. Sizing of training sessions in terms of number of participants as well as scope/ content of the trainings are expected to vary with locations and will be determined by TDAP on need basis in consultation with the Training agency.

The above broad assessment is based on TDAP's preliminary estimates. Notwithstanding the above, while designing the training program and recommending its delivery mechanism/ approach the successful bidder will be required to develop an objective assessment of the field situation and provide detailed recommendations supported with justifications regarding geographical scope and size of the training program to serve as reference for the TDAP for implementation of the training program.

9. QUALITY OF TRAINING PROGRAM AND TRAINING MATERIALS:

The successful bidder shall develop high quality training material to fully meet laid down objectives of the TDAP's National Exporters Training Program (NETP). The training materials should be of appropriate length with sufficient scope and content to address core topics (reflected under Modules I to IV) relating to training and development of exporters in Pakistan. The materials shall be designed to present important information through handouts which may be summarized into power point presentations. The training Institute/ Agency/ Firm should also ensure availability of professional trainers well versed with and fully competent to cover their training areas if, and to the extent required by the TDAP for implementation of the training program.

10. EVALUATION CRITERIA:

| | | | | | | |
|--|---|--|---|--|--|--|
| 1. | <p><u>Approach & Methodology: [40] points</u></p> <ul style="list-style-type: none"> ● Understanding of the assignment, its scope, and requirements max [05] Points ● Approach, Methodology for Development of Trg. Mat. for NETP max [10] Points ● Proposed Outline for NETP Trg. Mat. (trg. packages/topics/sub-topics) reflecting scope, coverage, & depth of Trg. Materials envisaged for NETP max [20] Points ● Work Plan/ Time Schedule max [05] Points | | | | | |
| 2. | <p><u>Experience: [25] points</u></p> <p>a) Similar Assignments Completed (15)</p> <ul style="list-style-type: none"> ● Similar Export Trg. Assignments with Federal/Provincial Governments max [05] Points ● Other Export Trg. Assignments for Exporters/Export Cos./Entities max [10] Points <p>b) Similar Assignments in Hand (10)</p> <ul style="list-style-type: none"> ● Similar Export Trg. Assignments with Federal/Provincial Govts. max [03] Points ● Similar Export Trg. Assignments for Exporters/Export Cos./Entities max [07] Points | | | | | |
| 3. | <p><u>Consultant's Organization & Designated Consulting Team for the Assignment [35] Points</u></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">1. Team Lead/ Int'l Business/Int'l Trade Specialist for the Assignment (10 Points)</td> </tr> <tr> <td style="padding: 2px;">2. Export Procedures & Documentation Specialist for the Assignment (5 Points)</td> </tr> <tr> <td style="padding: 2px;">3. Export Financing Specialist for the Assignment (5 Points)</td> </tr> <tr> <td style="padding: 2px;">4. Export Marketing Specialist for the Assignment (5 Points)</td> </tr> <tr> <td style="padding: 2px;">5. Size and Scope of Export-related Services of Bidder's Organization (10 Points)*</td> </tr> </table> <p>* A complete list of export-related professional consulting staff working for the Company reflecting their qualifications, areas of specializations, and years of experience must be provided with the proposal to enable scoring under Sr. 5 above.</p> <p>Bidders are required to submit detailed CVs of the above professionals at Sr. 1 to 4 with proof of permanent employment/ firm engagement with the firm such as salary slip, appointment letter, letter of commitment, etc. in the absence of which no scores would be assigned.</p> <p>The minimum technical score, (St) for passing is [70 out of 100]</p> | 1. Team Lead/ Int'l Business/Int'l Trade Specialist for the Assignment (10 Points) | 2. Export Procedures & Documentation Specialist for the Assignment (5 Points) | 3. Export Financing Specialist for the Assignment (5 Points) | 4. Export Marketing Specialist for the Assignment (5 Points) | 5. Size and Scope of Export-related Services of Bidder's Organization (10 Points)* |
| 1. Team Lead/ Int'l Business/Int'l Trade Specialist for the Assignment (10 Points) | | | | | | |
| 2. Export Procedures & Documentation Specialist for the Assignment (5 Points) | | | | | | |
| 3. Export Financing Specialist for the Assignment (5 Points) | | | | | | |
| 4. Export Marketing Specialist for the Assignment (5 Points) | | | | | | |
| 5. Size and Scope of Export-related Services of Bidder's Organization (10 Points)* | | | | | | |
| | <p>Working for Total Financial Bid Scores:</p> <p>For the purpose of financial evaluation of bids, following weightages will be assigned:</p> <ul style="list-style-type: none"> ● Total cost for Preparing Trg. Materials (TM): 80%, or 0.8 ● Average Man-day rate for Delivery of Trg. (TD): 20%, or 0.2 <p>The formula for determining the total financial score S_f will be: $S_f = S_{TM} \times TM + S_{TD} \times TD$</p> <p>Where, $S_{TM} = 100 \times F_L / F$, in which F_L is the lowest Trg. Material bid price and F is the price of the bidder/proposal under consideration.</p> <p>Similarly, $S_{TD} = 100 \times F_L / F$, in which F_L is the lowest Trg. Delivery bid price and F is the price of the bidder/proposal under consideration.</p> <p>Lowest evaluated Financial Bid, i.e. the bid securing the highest financial bid score will qualify for the award.</p> | | | | | |

11. **TERM / DURATION OF THE ASSIGNMENT:**

The selected agency/ bidder is required to complete the designing of the training and development of all the training material within a maximum period of one month from the date of contract award.

SECTION 4

BID FORM: APPLICATION FOR SUBMISSION OF BID FORM

(Standard Application to be signed and sent by the interested bidder to the address mentioned)

To,
The Assistant Manager (SPR)
TRADE DEVELOPMENT AUTHORITY OF PAKISTAN

SUBJECT: CONSULTING SERVICES FOR DEVELOPMENT OF NATIONAL EXPORTERS TRAINING PROGRAM

Dear Sir,

We, the undersigned, offer to provide the requisite services for {insert title of assignment} in accordance with your Request for Proposal dated {Insert Date} and our Proposal. We are hereby submitting our Proposal.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held we undertake to negotiate and our Proposal is binding upon us and subject to the modifications resulting from negotiations.

We undertake, If our Proposal is accepted, to initiate the services related to the assignment not later than the date agreed between parties.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [in full and initials]
Name of Firm
Address:

Section 5

STANDARD UNDERTAKING/ AFFIDAVIT ON STAMP PAPER TO BE PROVIDED BY THE BIDDER

Undertaking / Affidavit should cover that:

1. Information provided in the proposal is correct in all respect.
2. Firm is not black listed by any Provincial / Federal Government Departments.

Section 6

RESPONDENT CONSULTANT'S FINANCIAL PROPOSAL FORM (to be submitted on Respondent Letter head)

Our Fees for Provision of Consultancy Services for Development of National Exporters Training Program (NETP) of the TDAP will be as follows:

| Training Module | 1. Development of Trg. Program & Training Materials (Rs.) | 2. Providing Trainers for Delivery of Training Program/ Conduct of Training (Rs. Per Day Per Trainer Deployed)* |
|------------------------|--|--|
| I | M1 | T1 |
| II | M2 | T2 |
| III | M3 | T3 |
| IV | M4 | T4 |
| | Total Charges: M1+M2+M3+M4 | Avg: Rs./Trainer/Day = (T1+T2+T3+T4)/4 |

Total Charges for Development of Training Program/Training Materials (Rs.): -----

Average Man-Day Rate Per Trainer (Rs. Per Trainer Per Day):-----

Date:

Signature:

Name:

In the Capacity of and duly authorized to sign proposals for and Behalf of

Witnessed by:

Signature:

Name:

Title:

Date:

Affix Corporate Seal (if Incorporated):

Section 7

INTEGRITY PACT

Declaration of Fees, Commissions and Brokerage etc Payable by the Suppliers of Goods, Services & Works Pursuant To Rule 7 Public Procurement Rules 2004

_____ [the Seller/Supplier] hereby declares that it has not obtained or induced the procurement of any contract, right, interest, privilege or other obligation or benefit from Government of Pakistan (GoP) or any administrative subdivision or agency thereof or any other entity owned or controlled by it (GoP) through any corrupt business practice.

Without limiting the generality of the foregoing, [the Seller/Supplier] represents and warrants that it has fully declared the brokerage, commission, fees etc. paid or payable to anyone and not given or agreed to give and shall not give or agree to give to anyone within or outside Pakistan either directly or indirectly through any natural or juridical person, including its affiliate, agent, associate, broker, consultant, director, promoter, shareholder, sponsor or subsidiary, any commission, gratification, bribe, finder's fee or kickback, whether described as consultation fee or otherwise, with the object of obtaining or inducing the procurement of a contract, right, interest, privilege or other obligation or benefit in whatsoever form from GoP, except that which has been expressly declared pursuant hereto.

[The Seller/Supplier] certifies that it has made and will make full disclosure of all agreements and arrangements with all persons in respect of or related to the transaction with GoP and has not taken any action or will not take any action to circumvent the above declaration, representation or warranty.

[The Seller/Supplier] accepts full responsibility and strict liability for making any false declaration, not making full disclosure, misrepresenting facts or taking any action likely to defeat the purpose of this declaration, representation and warranty. It agrees that any contract, right, interest, privilege or other obligation or benefit obtained or procured as aforesaid shall, without prejudice to any other right and remedies available to GoP under any law, contract or other instrument, be voidable at the option of GoP.

Notwithstanding any rights and remedies exercised by GoP in this regard, [the Seller/Supplier] agrees to indemnify GoP for any loss or damage incurred by it on account of its corrupt business practices and further pay compensation to GoP in an amount equivalent to ten times the sum of any commission, gratification, bribe, finder's fee or kickback given by [the Seller/Supplier] as aforesaid for the purpose of obtaining or inducing the procurement of any contract, right, interest, privilege or other obligation or

benefit in whatsoever form from GoP.

FOR AND ON BEHALF OF

Signature: _____

Name: _____

NIC No: _____

WITNESSES:

Signature: _____

Name: - _____

NIC NO: - _____

Signature: _____

Name: - _____

NIC NO:- _____