

April 21, 2023

To: All Potential Respondents

From: Peggy Kerr, IEDA Issuing Officer

Subject: RFP 269-282 East and South Asia Representative for the Iowa Economic Development Authority

Addendum One Answers to Questions

Q1a. Can you please elaborate on this requirement? Trade Promotion and Business Development responsibilities are expected annually in the Region. Investment Attraction responsibilities to be identified in maximum of two markets annually.

Q1b. Page No 5 (point no 2.2.4) Please elaborate and clarify if this is specific to India Market ?

A1. Trade Promotion and Business Development Responsibilities as outlined in RFP are requested in each of the designated countries. Investment Attraction responsibilities will be targeted in a maximum of two markets annually to be jointly determined.

Q2. How many trade shows, seminars and conferences IEDA is aiming for annually? Is there a target?

A2. Specific annual plan to be proposed by Contractor.

Q3a. How many market intelligence reports are required? Please explain the frequency.

Q3b. Page No 4 (point no 2.2.1) mentions about Market Intelligence reports – What would be the duration these reports? Would it be monthly reports or as per industry trends ?

A3. Market intelligence reports will be driven by market opportunities presenting themselves in each market and proposed by Contractor.

Q4. Please elaborate on this requirement. Any samples of past work? What about frequency? Maintain web sites, links, social networks and other web-based media developed by Contractor on behalf of IEDA.

A4. Contractor to propose web and social presence for each market, if appropriate.

Q5. How many would be required? Provide ongoing support such as translation of marketing material, advice on investment issues, etc.

A5. Based on specific market needs.

Q6. How is the duration of this training? Contractor may need to secure program, sector and industry orientation in Iowa at or near the outset of the project.

A6. Initial orientation is typically one week in length depending on contractor experience and background.

Q7. Please explain. Ability to integrate with IEDA administrative applications.

A7. Contractor utilizes software programs consistent with IEDA, such as Microsoft Office 365 suite of software, Adobe, etc.

Q8. We understand the proposals have to be submitted through email to the Issuing Officer before the deadline. Separate attachments for the technical and cost proposal are required. The Technical Proposal and the Cost Proposal shall be labeled as such. Can you please explain if there are any additional requirements for submission.

A8. Section 3 indicates Form and Content of Proposals

Q9. Will this be applicable to us? Contractor is not a “retailer” or a “retailer maintaining a place of business in this state” as those terms are defined in Iowa Code subsections 423.1(42) and (43).

A9. Contractor marks applicable box according to their business status in Iowa

Q10. Does IEDA have any previous consultants for East and South Asia Representative? Has IEDA partnered with any organization for East and South Asia activities?

A10. Yes. Current representation is indicated at <https://www.iowaeda.com/international-trade/foreign-offices/>

Q11. Can we be a part of only 1 market such as India? If not, then can we include our partners from the other countries (Japan, Hong Kong, Taiwan, Korea) who have their own different entities for this project?

A11. Yes and Yes. Section 1.1.1 indicates the Authority may award more than one Contractor under the RFP.

Q12. Is reference letters from the US necessary or other markets ok?

A12. Reference letters should support eligibility of bidders as described in 2.2.3

Q13. How many and frequency? Conduct industry market research on a selective basis.

A13. Market intelligence reports will be driven by market opportunities presenting themselves in each market and to be proposed by Contractor.

Q14. Is it necessary to have a presence in PRC, Taiwan and Hong Kong or having our partner entity in one of these countries ok?

A14. Per 2.2.2 Additional Information, Contractor is expected to have a presence in each Overseas Office Location. Type of presence to be identified by Contractor.

Q15. Please clarify if we should be sending the proposal to this email (3f27a83c.iowa1.onmicrosoft.com@amer.teams.ms) or to your email?

A15. RFP requires proposals to be submitted to 3f27a83c.iowa1.onmicrosoft.com@amer.teams.ms with more information in section 5.8.

Q16. Page No 7 (point no 3.2.1) mentions about the Transmittal Letter. Kindly confirm if you need the transmittal letter in our company letter head (as a separate attachment) or as part of the technical proposal.

A16. Section 3.2 details contents of the Technical Proposal including Transmittal Letter.

Q17. Page No 23 (Cost Proposal) The total budget for the contract is mentioned as \$265,000. To enable us to quote suitably, please clarify if the fee we quote should be the monthly retainer fee to represent IEDA in-country and the compensations for the services we provide to IOWA companies will be paid separately OR we should be quoting a monthly fee comprising of both these aspects. Also request you to kindly advise on the quantum of work based on which we can quote accordingly.

A17. RFP Attachment #3 Cost Proposal indicates maximum amount available and identifies as a lump-sum monthly payment. Specific annual plan to be proposed.