

Market Consultation ref: 202107164

To perform a qualitative research into the reputation and economic positioning of the Netherlands and Dutch companies in the Gulf Region (Bahrain, Kuwait, Qatar, Oman, United Arab Emirates and Saudi Arabia) regarding the sectors Water, Energy and Food (WEF Nexus).

Organisation: The Netherlands Enterprise Agency (RVO)

The Netherlands Enterprise Agency (in Dutch: **Rijksdienst voor Ondernemend Nederland, RVO**) supports private and public organizations with funding, international business partners, knowledge, and regulations.

More information about RVO can be found on: www.rvo.nl and <http://english.rvo.nl/>.

Purpose of the notification

The purpose of the market consultation is to assess interest by a knowledge/research institution with demonstrable experience and an extensive network in the Gulf Region. The institution will be able to interview economic decision makers digitally (because of Covid-19) in their respective languages and draft a report on the goal mentioned above.

Extent and duration

The project has a duration of six months and starts after the procurement process.

Background

The Netherlands Enterprise Agency (RVO) wants to measure the impact of the Dutch multi-year public-private strategy as set out in the Gulf Region. The impact specifically regards to the image/reputation of the Netherlands and Dutch companies which are active in the sectors Water, Energy and Food (WEF Nexus). In addition, the economic positioning of the Netherlands is to be measured relative to other competing countries. In addition, the reason this research is to take place in the coming months is the Dubai Expo 2020. If possible, economic decision makers who have visited the Expo and the Dutch Pavilion are to be interviewed.

Budget indication

Maximum budget is € 61.900 (excluding Dutch VAT).

Purpose of the project

To (digitally) interview a minimum of 18 economic decision makers (active as contractor or responsible for procurement) in the Gulf Region (one for each of the three WEF sectors in Bahrain, Kuwait, Qatar, Oman, United Arab Emirates and Saudi Arabia) and acquire insights into the reputation and economic positioning of the Netherlands and Dutch companies in the Gulf Region. In addition, at least 10 Dutch companies/entrepreneurs who are active in the Gulf Region are to be interviewed to acquire insights into how these companies/entrepreneurs believe they and the sectors they are active in are perceived in the region.

Goals and deliverables

- A SWOT analysis regarding the reputation of the Netherlands and Dutch businesses in the countries of the Gulf Region and sectors as mentioned above.
- A report containing key insights into how The Netherlands and Dutch companies within the Gulf Region and the WEF Nexus are perceived. In addition, the report contains the insights from Dutch companies who are active in the Gulf Region, about how they think Dutch companies which are active within the WEF Nexus are perceived in the Gulf Countries as mentioned above.
- Dissemination of the report

Requirements

All parties are invited to express their interest. However, it is strongly recommended that parties have extensive knowledge and experience on the subject matter. In addition, parties should have extensive experience within the Gulf Region and have knowledge of local customs, politics and economic developments. Furthermore, having an established network is a plus.

Application

As a result of the market consultation, the organization can decide to start a follow-up process. Interested parties can be invited to submit a quotation in this process. If more than 5 candidates respond to the market consultation, a supplier selection will take place prior to the request for quotation. Your response to this market consultation does not mean you have the right to be invited to this procurement procedure.

If you are interested in this procurement procedure you can send an e-mail to Gert Goorhuis, e-mail gert.goorhuis@rvo.nl with a copy to R. Schaap, e-mail robert.schaap@rvo.nl and R. Kemper, e-mail richard.kemper@rvo.nl.

You do not have to send documents; only add your company details and address.
The deadline for responding to this notification is set at **25 august 2021, 13:00 CEST**.