

Memorandum of information European tender CBI Market Intelligence

Date: 19 May2022

In this memorandum of information, the contracting authority provides answers to the questions asked and remarks posted in the context of the above-mentioned European tender. This memorandum of information forms an integral part of the tender document.

	Chapter/ Paragraph	Question	Answer
1.	Point 4.3.5	Suitability Requirements/Professional Experience Regarding references and examples that demonstrate experience with the essential aspects of the assignments (the core competences), are we able to use the CBI as a reference?	Yes you can. Anyone from CBI can be a reference for you.
2.		To what extent do they expect a Responsible procurement Angle to the work?	It is unclear what your question is about
3.		How important are the SDGs in this project?	CBI contributes directly to SDG 5, 8, 12, and 17 (see: https://www.cbi.eu/about). We do not measure the outcomes of our market research alongside the SDGs. Of course, we expect that the individual studies, and the topics discussed in them, will contribute to these SDGs, in particular SDG 8.
4.		Are they looking for export experts / EU regulation experts to be part of the team?	These types of experts can be part of the team, though this is not absolutely necessary. We do think that export exports/EU regulation experts should be consulted (through interviews) during the desk research phase, to be able to fully answer the research questions as outlined in the Terms of Reference (appendix 9).
5.		Are they looking for industry experts from tourism, apparel, outsourcing, home decor and textiles to be part of the team?	Yes, we expect that industry knowledge is covered by one or more members of the research team. See tender documentation 4.3.7 and 4.3.8.
6.		Are they looking for pure market research or more strategic direction?	Please refer to the Terms of Reference (appendix 9). For each study we have indicated the content that needs to be covered. Some studies are more statistical in nature, where other studies (such as the CBI trends study) take a more strategic angle.
7.		What are the priority markets/ regions or countries CBI	Europe = EU27 + UK + EFTA . In some studies such as the

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		would like to focus on?	product fact sheet, we ask for the top 6 European Countries. This list of countries will of course differ, per product and sector. More information can be found in the Terms of Reference (appendix 9).
8.		What does success for CBI look like for this project after 4 years? For SMEs from which countries?	Success can be defined as: High quality studies that help the target group to export successfully to the European market. Furthermore, CBI monitors the reading behaviour of our target group, by measuring growth in 'reading activity', nr. of pageviews, and nr. of users in developing countries (all countries that are listed on The OECD-DAC list of ODA recipients) and in CBI project countries (the 24+ countries where CBI can work).
9.		Who is the direct audience of the deliverables? How will they be used	For the audience, please refer to the Terms of Reference (appendix 9), section: A. Context – 4. Target group (on page 4). Based on research we know that CBI market studies are used for: - making export marketing plans; - to do research on export market requirements; - market entry activities (e.g. visit trade fairs, road shows and buyer visits) - company export audits; - preparing and completing training sessions.
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