



CBI
Ministry of Foreign Affairs



Tender for CBI Market Intelligence (MI) Studies

Apparel

Home Decoration & Home Textiles

Tourism

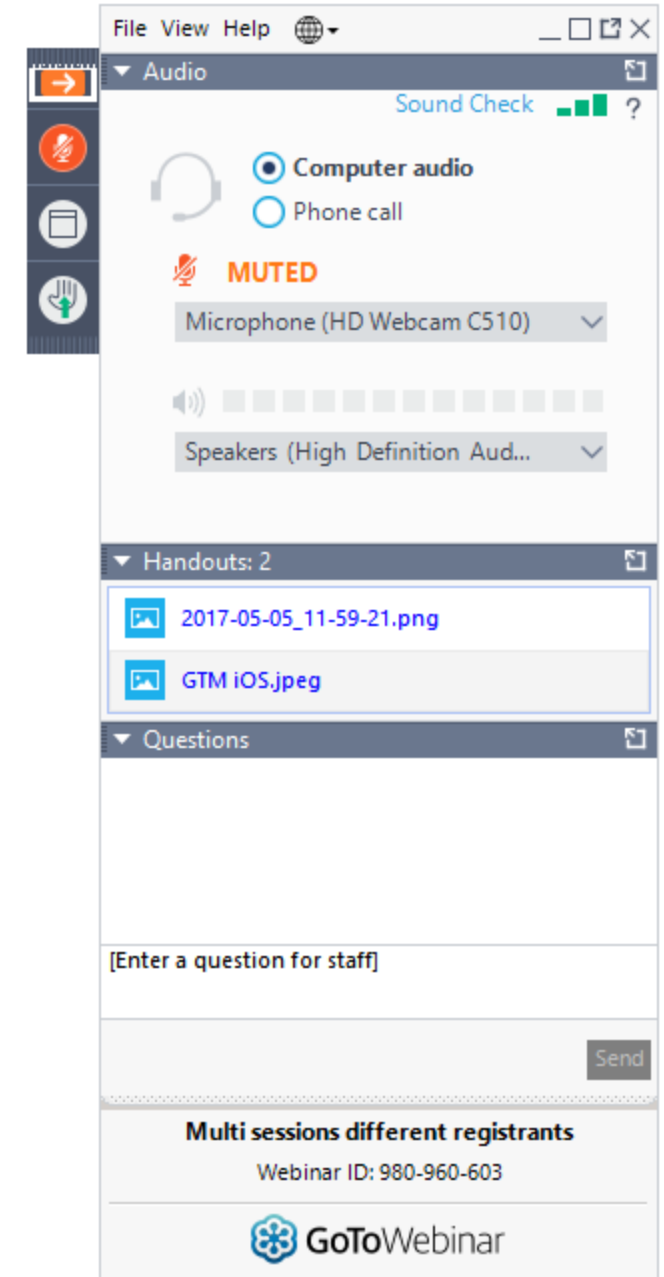
Outsourcing

9 May 2022, The Hague



Important!

- > If you have audio problems try “phone call” (it will be toll-free or local tariff)
- > We cannot hear or see you!
- > Please ask questions using the “Questions” tab. We will answer the most important ones!
- > There will be some polls which will automatically pop up





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CBI Mission

We **support the transition towards inclusive and sustainable economies**. We do this by strengthening the sustainability of SMEs in developing countries. We encourage exports of value-added products to Europe and to the local region of SMEs.

- **Promote and create decent jobs**
We pay special attention to women and youth
- **Stimulate sustainable trade and production**

We are part of the [Netherlands Enterprise Agency](#). The [Ministry of Foreign Affairs](#) funds CBI.



Within its mission - CBI Market Intelligence's focus is to:

Develop the export and sustainability skills of SMEs in our target countries.

Remove the “lack of good quality market information” obstacle. This is one of the **main constraints** SMEs from developing countries face when seeking to export.

We aim to remove this constraint by **conducting, publishing and disseminating market studies** (both through **our website** and **through our sustainable development projects** in our target countries).

Our market studies help SMEs to capitalize on export opportunities and to increase their local impact with regards to sustainability.



After today, you know more about:

- 1) The content and planning of our tenders;
- 2) CBI and in particular its Market Intelligence department;
- 3) Whether your skills and knowledge are a match with CBI.



TENDER

Tender Overview

Market Intelligence (MI) tender : 10 lots

> **Tender for 4 lots (open 29 April)**

- Apparel
- Home Decoration & Home Textiles
- ITO and BPO Outsourcing
- Tourism

> **Tender for 6 lots (open August 2022)**

- Agricultural sectors

> **For each tender you can subscribe on a max. of 2 lots**



Tender announcement CBI website

-> <https://www.cbi.eu/consultancy-assignments/tender-cbi-market-intelligence-studies-tourism-it-and-bp-outsourcing>

Tender publication (Tenderned)

-> <https://www.tenderned.nl/aankondigingen/overzicht/260170/publicatie>

Estimated values (excl. VAT) over 4 years

Lot name	Total estimated value in EUR (excl. VAT) over 4 years
Tourism	340.000 - 460.000
Outsourcing	160.000 - 220.000
Apparel	240.000 - 320.000
Home Decoration and Home Textiles	245.000 - 335.000

Description

All market studies and other deliverables follow **the CBI format**. All deliverables have to meet the requirements as described in the **ToR CBI Market Studies 2023** (Annex 09).

CBI Format:

- **Context**
- **Assignment (deliverables)**
- **Per deliverable:**
 - Learning goal
 - Content
 - Structure
 - Visualisation
- **Criteria for the assignment**
- > **Working process**

CBI Deliverables – Studies (11)

Europe

Sector Studies

What is the **demand**?

Which **Trends** offer opportunities?

Buyer **Requirements**

Product Fact Sheets

Country Fact Sheets

Tips studies

Finding **Buyers**

Doing **Business**

Organizing your **export**

How to benefit from **digitalisation**

How to apply **environmental sustainability**

How to make your business **socially sustainable**

CBI Deliverables – Other deliverables (5)

promotional

News article related to studies

Live **Presentation** about studies

Live **Webinar** about studies

Focus Group to gather and exchange information for studies and projects

Online Focus Group to gather and exchange information for studies or projects

informational

For examples of deliverables:



studies -> <https://www.cbi.eu/market-information>

news -> <https://www.cbi.eu/news?sector=All&type=news&search=>

webinars -> <https://www.youtube.com/user/AgentschapCBI/playlists>

CBI Studies and other deliverables

- › The assignment is to conduct a **new study** and/or to **update an existing** study.
- › For more details on all deliverables ->

See the document: **“ToR_Market Studies 2023”**

This **Terms of Reference (ToR)** you can find as,

Annex 9 in the Tender Documentation.



Introducing CBI Market Intelligence

Who, What, Where, How?



Who?









Andrew Mutsiya

*Head of business development
of Bawa Hope, Kenya
Jewelry, fashion, lifestyle*

*"You have to realize that even when
your product is great, it still needs to
go to the right market."*

*Your first stop on the road to exporting
your product is the CBI website."*



Shoaib Zaid Malik

*CEO of Kausar, Pakistan
Grains, pulses, seeds*

*"I had no clue my markets would
eventually turn out to be Belgium,
Germany, France and the Netherlands."*

Ayesha Mawji

*CEO of Moyo Designs,
Tanzania
Home decoration and textiles*

*"Bright oranges and pinks were
probably not going to work in
Europe, whereas my greens and blues
would work much better."*





CBI MI target group

CBI connects SMEs from developing countries to the European market.

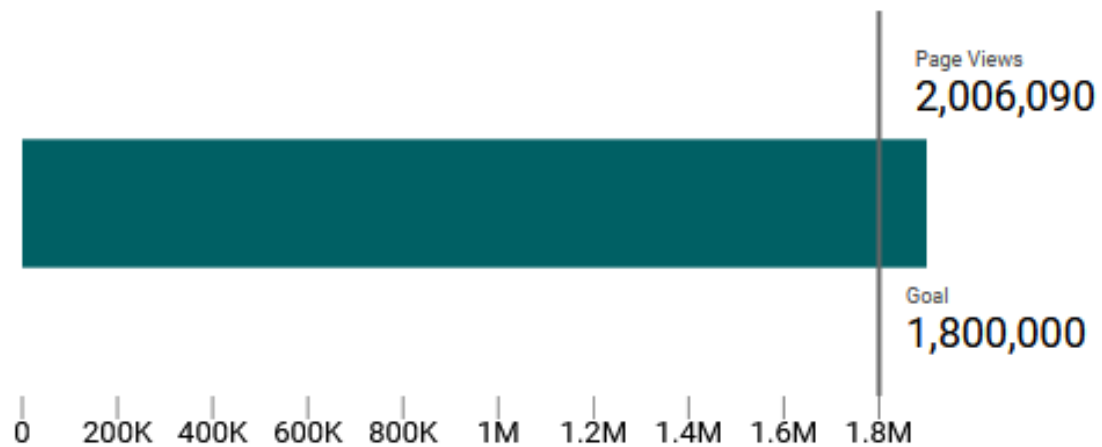
- [The European Market](#) is defined as EU27+UK+EFTA.
- **Developing countries** are those that are on the [OECD DAC List of ODA Recipients](#).
- CBI primarily targets the so called Least Developed Countries (LDCs), other Low Income Countries, and Lower and Middle Income Countries (LMICs) (see also the [CBI country list](#)).

- CBI works primarily with (potential) **SME exporters** (i.e. those SMEs from developing countries which sell or aspire to sell their products on the European market).
- In our definition, SMEs are companies with **25 up to 500** employees.
- **Depending on the sector** or product, these SMEs can be exporting producers (e.g. farmers, cooperatives), exporting processors, traders (those that are not involved in production or processing, but do cover sales to foreign markets) or providers which sell their services to the European market (e.g. tour operators from developing countries).

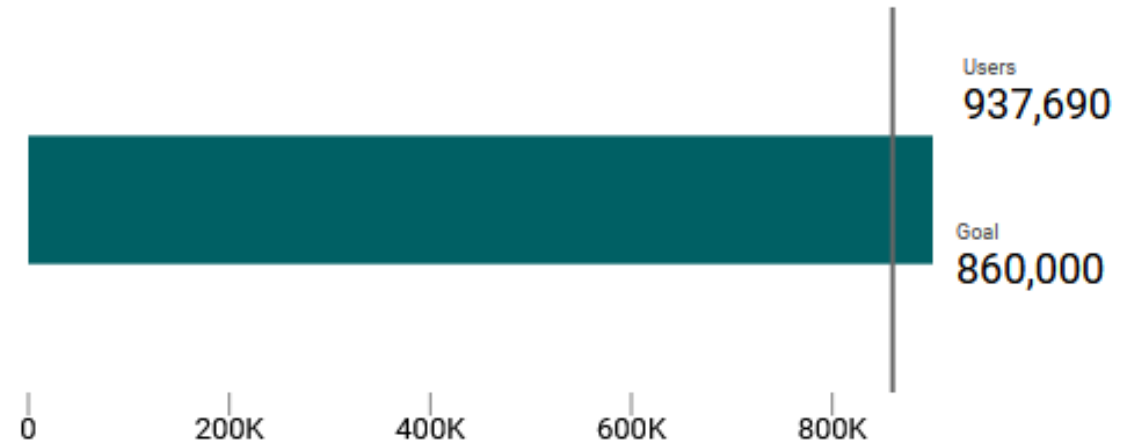


CBI MI online users (2021)

Pageviews all sectors goal vs. YTD result 2021



Users all sectors goal vs. YTD result 2021



44% of pageviews (882K)
are in developing
countries





Market Intel Team

**JANTIEN RUTTE**

- Coffee
- Cocoa
- Home Decoration & Textiles

**ARTHUR SCHEINHARDT**

- Processed fruit/vegs/nuts
- Spices & Herbs
- Grains pulses oilseeds
- Tourism

**SANNE BOOGERS**

- Outsourcing
- Fish & Seafood

**MAYA SEWPERSAD**

- Planning

THOMAS VONK

- Apparel
- Fresh Fruit and Vegetables
- Natural Ingredients
 - For Cosmetics
 - For Health
 - Food Additives





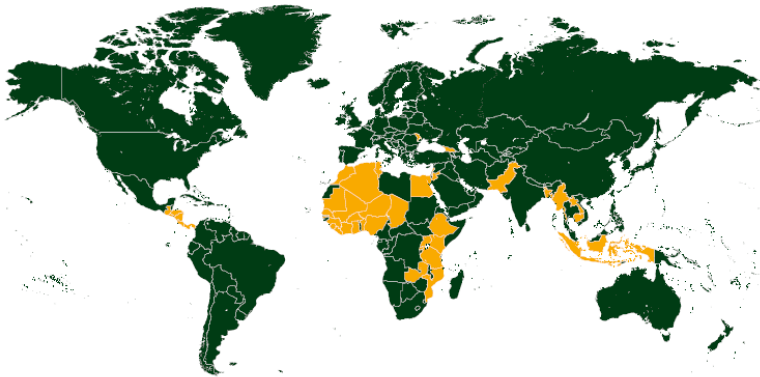
What?

CBI Projects

1. Company Coaching
2. Training
3. Export Enabling Environment
4. EU Market Entry



4-5 year projects: value chain + country / 15-30 SMEs



Developing countries where CBI is active

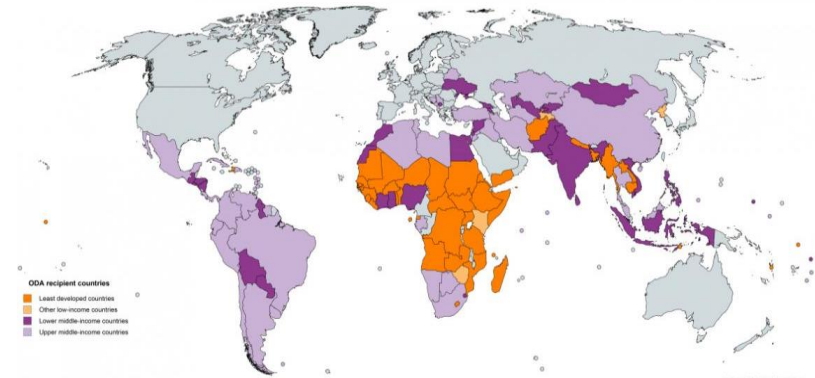
There are **24+ CBI project Countries** where CBI can start new development projects.

CBI Market Intelligence

5. Market Intelligence



Every year: 250-300 studies produced in 14 sectors



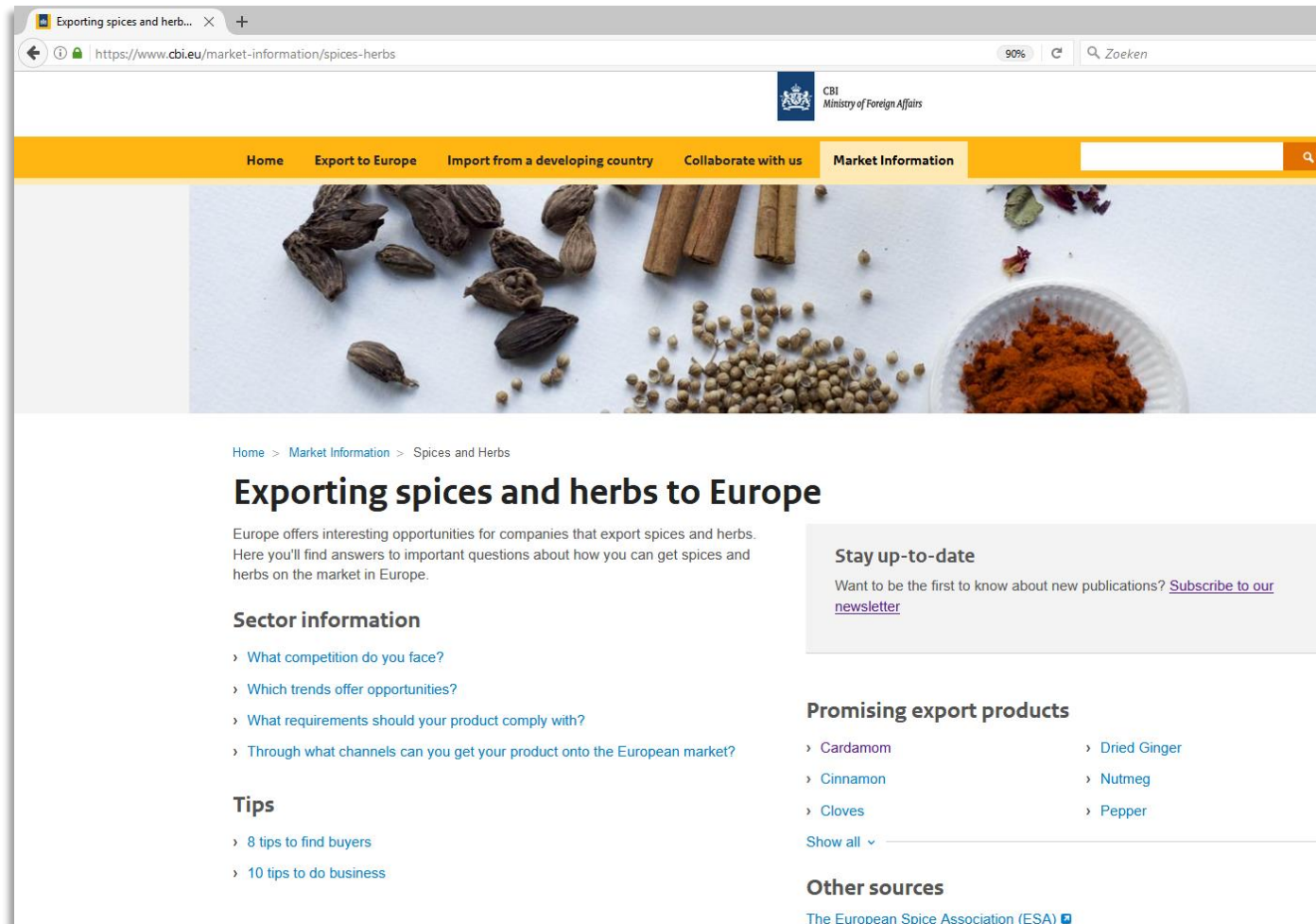
CBI studies as published on www.cbi.eu/marketinfo are destined for a **broad target audience of readers** in **all developing countries**. For CBI projects we create more tailored studies as well.



www.cbi.eu/market-information



CBI Studies



- > Products from developing countries only
- > Easy access — also on slower computers and smartphones
- > Written in easy to understand English (level B1)
- > Practical and hands-on Information
- > Available free of charge



More info: Tender doc: 2.1.2 + Annex 9 (ToR)

Presentations

A 1/2 day **live presentation** or **workshop** around the findings of the Market Studies for a sector to a varying audience (e.g. SME exporters, BSOs, CBI staff, public of a trade fair)

> example:

<https://www.cbi.eu/events/african-fine-coffee-conference-exhibition>



Location: @ where the target group is...



Webinars

An **1,5 hour online presentation** of the findings of the Market Studies to an audience of CBI companies; SMEs from developing (CBI) countries; BSOs and Sector Associations from developing countries and EU importers

> **example:**

<https://www.cbi.eu/events/online-panel-discussion-opportunities-regenerative-tourism-market>

Location: @online



More info: Tender doc: 2.1.2 + Annex 9 (ToR)



The **focus group** is an 1/2 day **offline session** (4-5 hours) with stakeholders from the sector in Europe (key European players such as importers, wholesalers, trend watchers, certification authorities, sector associations etc.). with the goal to gather, exchange, analyse, interpret and validate information for market studies and/or other (CBI project) related goals

Focus groups



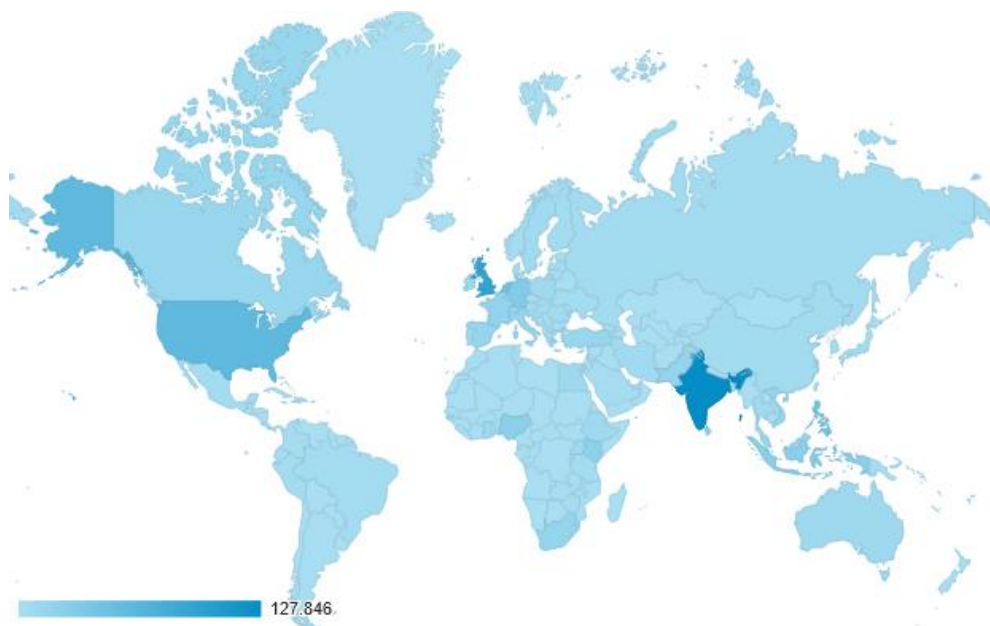
More info: Tender doc: 2.1.2 + Annex 9 (ToR)

The **online focus group** has similar goals but is shorter 2 - 2,5 hours



Where?

CBI global readership (2021)



Land ?	Gebruikers ? ↓	Nieuwe gebruikers ?
	934.623 % van totaal: 100,00% (934.623)	925.892 % van totaal: 100,00% (925.892)
1. India	127.846 (13,52%)	127.586 (13,78%)
2. United Kingdom	92.849 (9,82%)	91.459 (9,88%)
3. United States	57.403 (6,07%)	56.444 (6,10%)
4. Philippines	43.089 (4,56%)	42.705 (4,61%)
5. Netherlands	40.853 (4,32%)	38.597 (4,17%)
6. Germany	30.215 (3,20%)	29.333 (3,17%)
7. Sri Lanka	26.640 (2,82%)	26.091 (2,82%)
8. Indonesia	24.566 (2,60%)	23.959 (2,59%)
9. Nigeria	22.867 (2,42%)	22.261 (2,40%)
10. Kenya	22.550 (2,38%)	21.929 (2,37%)

- 43% users come from developing countries (these are the [143 OECD-DAC countries](#))
 - 20% from CBI project countries (the [24+ countries where CBI can work](#))

Presentations (examples from the past)



Processed Fruits, vegs,
nuts + Grains, Pulses
@ fair in Germany

Natural Ingredients @ BSO
in Indonesia



Tourism @ BSO in
Kenya



- Apparel: fair @ Apparel Sourcing, Parijs (FR)
- Coffee: conference @ African Fine coffee conference (KE)
- Cocoa: fair @ Chocoa Amsterdam (NL)



How?



Desk
Research



Interviews & Company visits



Focus groups



Visits to fairs, seminars

Research Method and Working Process

- > The Contractor needs to conduct in-depth primary and secondary market research to answer the research questions. Primary research includes **interviews** with European buyers, industry associations, sector experts, certification bodies, etc.
- > There will be a yearly assignment with a yearly program within the scope of this Tender, according to a **12 step working process** from contracting to topic selection, research and proofreading phases up to approval, invoicing, and finally publication.

For more details – See Tender Documentation.



-> **Research method:** Chapter 3.2. Requirements relating to conducting research

-> **Working process:** Chapter 7.4 Further Agreements within the contract



What we are looking for?
Tenderer profile

We are looking for

- > Experience in writing market studies and articles about the **European market;**
- > **Interviewing-, statistical and quantitative** research skills;
- > The ability to translate findings to the need of our target group of SME's in developing countries and to compose easy to understand and structured texts at **English level B1;**
- > **Sector knowledge** and access to an **international network** in the sector, which can be easily consulted during the research, consisting of European importers/buyers, sector experts, and other stakeholders (e.g. European and national associations, certification bodies and service providers);
- > Skills in **organising** (online) focus groups with European stakeholders and in **presenting** content to the target group via webinars and presentations.

For more details – See Tender Documentation.



-> Requirements concerning the tenderer: Chapter 4

-> Tender announcement: <https://www.cbi.eu/consultancy-assignments>

We are looking for

- > Market research teams that possess mentioned skills
- > It is important to note furthermore that it is possible to submit a proposal in **collaboration** with other consultants/companies:
 - as a consortium
 - as a main contractor with subcontractors

For more details – See Tender Documentation.



-> **Submission of a Tender in collaboration with other organisations:** Chapter 7.3.17



Tips for tenderers

Interested? Make sure to:

1. Go to [TenderNed](http://www.tenderned.nl) (www.tenderned.nl) and:
 - a) Save this webpage. Your tender and all necessary documents must be submitted online via this online tendering system from the Dutch government.
 - b) Register and create your **Tenderned profile** first. Do this as soon as possible! (registration takes a while + it will serve you for other tenders in the future as well).
 - c) Download the tender documentation and all of the annexes.
2. Prepare, make and submit your tender:
 - a) Check whether your company or consortium meets the requirements to the assignment and concerning the tenderer.
 - b) Write your response to the tender by answering the different **award criteria**.
 - c) Submit your tender in English.

For more details – See Tender Documentation.



-> **Requirements to this assignment and concerning the Tenderer:** Chapter 3 and 4

-> **Award criteria and assesment:** Chapter 5

How will the tender be scored?

- > Maximum of 100 points can be obtained for a response to the different award criteria:

	Points awarded
Quality preferences	70
The market research team	25
Research approach	20
Analytical and writing skills	25
Financial preferences	30
Prices	25
Rates	5

For more details – See Tender Documentation.



-> **Award criteria and assesment:** Chapter 5



Planning

Planning (tender 1)

29 April 2022	Publication (start of tendering period)
3 June 2022	Closure of questions: deadline for the Tenderer to submit questions regarding this Tender Document and the Contract
14 June 2022	Issuing of Memorandum of Information
27 June 2022	Deadline for the receipt of Tenders
28 June 2022 up to and including 26 July 2022	Assessment of Tenders
9 August 2022	Announcement of the award of the Contract
24 August 2022	Deadline for the winning Tenderer to provide the evidence requested by the Tendering Authority
2 November 2022	Starting date of Contract

For more details – See Tender Documentation.



-> **Time schedule:** Chapter 1.3

-> **Tender announcement:** <https://www.cbi.eu/consultancy-assignments>

What questions do you have about our
market research?



End of session

Happy to work together in reaching results
in sustainable economic development



www.cbi.eu



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