

## Memorandum of Information European tender CBI Market Intelligence studies (6 lots) agricultural sectors - 202206106

Date: 31<sup>st</sup> August 2022

In this Memorandum of Information (1<sup>st</sup>), 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.

|           | <b>Chapter/<br/>Paragraph</b>                            | <b>Question</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Answer</b>                                                                                                           |
|-----------|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| <b>1.</b> | Contacts for consortium building lot1,2and 5             | We are a specialist SME agribusiness consultancy and are keen to partner for this – please could you share a list of contacts of interested parties/attendees to the webinar?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | CBI cannot share a list of participants to the webinar as we are not allowed to share contact data under the GDPR.      |
| <b>2.</b> | Submission of multiple pricelists per lot 1 and 3        | How to submit on TenderNed technically two pricelists, e.g. when submitting a tender for lot 1 (coffee and cacao)? The “Amount in figures” can be entered only once. Should we submit the two pricelists via an additional document?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | You can use multiple tabs (worksheets) for each lot/pricelist (appendix 02 Price Rates) within the same Excel document. |
| <b>3.</b> | Requirements relating to professional experience (4.3.5) | I would like to refer once again to my unanswered question from the webinar regarding the reference study (one market research report to be submitted), in order to clarify and explain it: The results of market research studies that we are usually carrying out are intended for the respective client only. Therefore, we cannot share the full reports of such studies with third parties, e.g., by submitting them as part of our application to your tender. I would like to know, if there is an alternative solution to prove that we have “conducted at least 1 market research assignment in the specified sector based on interviews as a method during the past 5 years”, e. g. by submitting an outline and/or abstract of such a study? | Please submit a full report. We will use it confidentially. Of course, sensitive information can be blackened out.      |

Below the questions and answers from the webinar. The presentation will be published with this Memorandum of Information (1<sup>st</sup>):

|           |                                                                                                                          |                                                                                                        |
|-----------|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| <b>4.</b> | Will the presentation be provided?                                                                                       | Yes, the presentation will be send as an attachment to a follow up email.                              |
| <b>5.</b> | If one of the researchers is interested to make on of these studies, can he do it individually or he has to make it all? | Studies can both be made individually and by a team, this depends on the approach of the tenderer.     |
| <b>6.</b> | From Egypt is okay?                                                                                                      | Yes.                                                                                                   |
| <b>7.</b> | How are we going enter in tender?                                                                                        | You can submit your proposal via TenderNed ( <a href="http://www.tenderned.nl">www.tenderned.nl</a> ). |
| <b>8.</b> | Is it recommended or even mandatory for the market research team to be based in Europe?                                  | No.                                                                                                    |

|            |                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                      |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>9.</b>  | Can subcontractors be changed or added during the contract period?                                                                                                                                                      | Yes - replacements need to have similar qualifications and are subject to approval by CBI.                                                                                                                                                                                                                           |
| <b>10.</b> | Actually we have an issue registering in TenderNed. Always we do not receive the TAN code to the entered phone number.                                                                                                  | For technical questions about TenderNed, contact the TenderNed service desk. The service desk is available on weekdays between 8:30 and 17:00 CEST. If you are calling from the Netherlands, dial 0800 836 3376. To call from abroad, dial +31 70 379 88 99. You can also send an email to servicedesk@tenderned.nl. |
| <b>11.</b> | There is a style guide; should the tender already be according to that style guide, or is that meant for the actual research?                                                                                           | This if for the actual research, not for the tender.                                                                                                                                                                                                                                                                 |
| <b>12.</b> | Can be an Indian company?                                                                                                                                                                                               | Yes.                                                                                                                                                                                                                                                                                                                 |
| <b>13.</b> | Will a copy of the slides be available / sent?                                                                                                                                                                          | Yes, you will receive a follow up mail with attachments.                                                                                                                                                                                                                                                             |
| <b>14.</b> | Please can you confirm if a delegate list will be provided?                                                                                                                                                             | A list of participants to this webinar will not be provided (GDPR).                                                                                                                                                                                                                                                  |
| <b>15.</b> | Do you have to be a registered European organisation?                                                                                                                                                                   | No this is not necessary.                                                                                                                                                                                                                                                                                            |
| <b>16.</b> | Will there be any data from CBI for research or are you expecting the winning supplier to source and engage with the sector organisations?                                                                              | There will not be any data supplied by CBI. This is the responsibility of the tenderer.                                                                                                                                                                                                                              |
| <b>17.</b> | When should we expect to receive this presentation, thanks                                                                                                                                                              | Within 2-3 days.                                                                                                                                                                                                                                                                                                     |
| <b>18.</b> | Please confirm that deadline to submit tender is tomorrow 30th August 2022                                                                                                                                              | No. The deadline is not 30th of august. The deadline is 14 October 13.00 Hrs (see time schedule, 1.3 of tender document).                                                                                                                                                                                            |
| <b>19.</b> | Will you send the presentation?                                                                                                                                                                                         | A follow up email will be send with the presentation in attachment.                                                                                                                                                                                                                                                  |
| <b>20.</b> | I am an independent market consultant knowledgeable in the sectors of olive oil, and grains. I am a freelancer, so I am not part of a consortium nor do I own a company or am employed by one. Can I still place a bid? | Yes, as a one person company you can participate. Note: you do need to be legally registered as a company; and able to invoice us.                                                                                                                                                                                   |
| <b>21.</b> | I hope that you could send the presentation slide to the participants                                                                                                                                                   | Yes - a follow up email will be send within a couple of days.                                                                                                                                                                                                                                                        |
| <b>22.</b> | Is a Retired Management Consultant like me still qualified to tender?                                                                                                                                                   | Yes, as long as you are registered as a consultant/company legally in your country.                                                                                                                                                                                                                                  |
| <b>23.</b> | Is it possible to apply for the same lot in different ways, for example one time as a main contractor, the second time as a part of the consortium and the third time as a subcontractor?                               | As a main contractor / part of consortium you can register only once for the same                                                                                                                                                                                                                                    |

|            |                                                                                                                                                                                                                                   |                                                                                                                                                                                                          |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|            |                                                                                                                                                                                                                                   | lot. However, it is possible to participate as a subcontractor in a second bid.                                                                                                                          |
| <b>24.</b> | Can we apply from Lebanon?                                                                                                                                                                                                        | Yes.                                                                                                                                                                                                     |
| <b>25.</b> | How do you define experience in the European market?                                                                                                                                                                              | EU27+UK+EFTA.                                                                                                                                                                                            |
| <b>26.</b> | Is there any preference on the sectors CBI will particularly want to look at?                                                                                                                                                     | No - please see the tender document for the sectors that are part of this tender.                                                                                                                        |
| <b>27.</b> | If the methodology of a study focuses on understanding of European market through secondary research and conducts landscaping in the developing country(s) through primary research, is it something that CBI would be okay with? | Both primary and secondary research should be about the European market. See the Terms of Reference (annex 9 of the tender document).                                                                    |
| <b>28.</b> | Can you mix the lots E.g take Coffee on it's own?                                                                                                                                                                                 | No, it is per lot.                                                                                                                                                                                       |
| <b>29.</b> | The duration of the project is 3 years or 4 years?                                                                                                                                                                                | It is 3 years fixed contract + 1 year of possible extension.                                                                                                                                             |
| <b>30.</b> | Is there any specification on the team size or composition (in addition to the project leader?                                                                                                                                    | No.                                                                                                                                                                                                      |
| <b>31.</b> | the list of 24+ CBI developing countries does not include India , but it is included in OECD list. Would that have any implications on evaluation?                                                                                | The research and the studies are about the European market. See the Terms of Reference (annex 9 of the tender document) for more information.                                                            |
| <b>32.</b> | Could you please briefly shed light on the preferred way of monitoring and feedback mechanism followed by CBI with contractor?                                                                                                    | See working process (tender doc.7.4). Once a year there is an evaluation between CBI and the supplier.                                                                                                   |
| <b>33.</b> | Is this country specific or can we have a regional approach?                                                                                                                                                                      | The region that is researched is the European market. Most studies are about the European market as a whole. Only the Country Fact Sheets are about 1 single European country (e.g. Germany, or France). |
| <b>34.</b> | For instance can we do MI of one developing country or the region for instance ASEAN?                                                                                                                                             | No. The research is about the European market.                                                                                                                                                           |
| <b>35.</b> | Is the contract open to consultancy firms based in Africa or it's only for consultancy firms based in Europe?                                                                                                                     | Yes.                                                                                                                                                                                                     |
| <b>36.</b> | I work with a consulting firm in East Africa, we would like to be a part of any applying consortium, how can this be acquired...                                                                                                  | We are not allowed to share personal data of other interested parties. For more information on consortia see tender documentation chapter 7.3.17.                                                        |
| <b>37.</b> | Are you looking at consultants/company from European country or consultants/company can be developing countries as well.                                                                                                          | It does not matter where the consultants are based, what matters is that they have knowledge of-, and a network on the                                                                                   |

|            |                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                       |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|            |                                                                                                                                                                                                                             | European market.                                                                                                                                                                                                                                                                                                                                      |
| <b>38.</b> | Thanks for the session. I would like to know if the slide for this session will be shared?                                                                                                                                  | Yes, in a couple of days.                                                                                                                                                                                                                                                                                                                             |
| <b>39.</b> | When an organization applies for more than 1 Lot does it need to submit more than 1 different writing assignment or can it be the same?                                                                                     | 1x.                                                                                                                                                                                                                                                                                                                                                   |
| <b>40.</b> | Can an organization apply for 3 Lots and become part of a consortium in a 4th Lot?                                                                                                                                          | No, you can register as a main contractor / consortium for a maximum of 3 lots, and you can be awarded a maximum of 2 lots.                                                                                                                                                                                                                           |
| <b>41.</b> | (and so win a 3rd lot)                                                                                                                                                                                                      | No, you cannot win 3 lots as a main contractor / as part of a consortium.                                                                                                                                                                                                                                                                             |
| <b>42.</b> | Can an organization apply for 3 Lots and become subcontractor in 3rd Lot?                                                                                                                                                   | Yes, that is possible.                                                                                                                                                                                                                                                                                                                                |
| <b>43.</b> | What happens in case a tenderer scores highest for 3 Lots? How will the max 2 Lots be selected?                                                                                                                             | If two or more Tenderers have an equal definitive total score that would result in the Tendering Authority having to award the Contract to more parties than is desired, then the Tendering Authority will award the Contract to the Tenderer with the highest final score for the subcriterion market research team. (see tender documentation 6.4). |
| <b>44.</b> | What is expected in terms of investment of the supplier regarding graphic design and the development of High charts/maps?                                                                                                   | We do not expect any investment for this from the supplier.                                                                                                                                                                                                                                                                                           |
| <b>45.</b> | To what extent will 'CBI Tailored Market Intelligence' with markets outside Europe (i.e. "Exporting green coffee from Guinea to the Moroccan market") be part of future packages of MA studies and the framework contract ? | It will not. Studies that are not about the European market and that are not part of the Terms of Reference (Annex 9), are not part of this tender.                                                                                                                                                                                                   |
| <b>46.</b> | Can a list of interested vendors be published to attendees so that we can coordinate to bid as a consortia?                                                                                                                 | No, this is up to the suppliers themselves to find partners.                                                                                                                                                                                                                                                                                          |
| <b>47.</b> | I want to apply as an independent consultant. Can we add a subcontractor in the middle of the contract or can we take a subcontractor without notifying CBI?                                                                | You can only add subcontractors in the middle of a contract after approval by CBI.                                                                                                                                                                                                                                                                    |
| <b>48.</b> | Any specific qualifications required for the organization and its consultants for applying to the tender?                                                                                                                   | See chapter 4 (requirements concerning the tenderer) in the tender documentation.                                                                                                                                                                                                                                                                     |
| <b>49.</b> | After the tender is awarded, under what conditions the geographic locations are going to be divided? Will the winning organization have liberty to choose the geo. location to work upon?                                   | The market research should be about the European market, see the Terms of Reference (annex 9 of the tender documentation).                                                                                                                                                                                                                            |
| <b>50.</b> | Does Iran include in this study? Can I applied from IRAN?                                                                                                                                                                   | Yes, you can apply from Iran. No studies about the Iranian market are made however. All studies are about the                                                                                                                                                                                                                                         |

|            |                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|            |                                                                                                                                                                                                                                                      | European market - see the Terms of Reference (annex 9 of the tender documentation).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>51.</b> | Does Iran include in this study? Can I apply from IRAN?                                                                                                                                                                                              | Yes.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>52.</b> | Just to be sure, the market intelligence is focused on the buyers market (demand) and not the supply market (developing countries)? Also are there focus crops/products under the different lots of preference and can you share the crops/products. | That is correct. Yes, we have a focus on certain products. This focus is indicated in an excel file called the 'product tree'. You can find this document in ToR Annex 4: Product Tree, with the tender documentation.                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>53.</b> | Are contractors in the UK still okay, although we are no longer part of the EU?                                                                                                                                                                      | Yes, you can apply when you are based in the UK.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>54.</b> | I would like to candidate as a freelancer / team member, who interested companies can find me?                                                                                                                                                       | We cannot match suppliers to other parties. This is something you have to do yourself.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>55.</b> | I was wondering, is it possible to win the Tender for more than 1 lot? meaning 2 or 3 the lots we tender for?                                                                                                                                        | You can win a maximum of 2 lots as a main contractor or consortium partner (and you can apply for a max of 3 lots).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>56.</b> | After TenderNed submission we were supposed to receive a code that after 2 weeks we have not receive. It is normal?                                                                                                                                  | <p>Please send any questions about the tendering process and content of the tender to CBI via TenderNed. Please note that we will answer all questions collected during the questions period and publish them anonymously via TenderNed.</p> <p>For technical questions about TenderNed, contact the TenderNed service desk. The service desk is available on weekdays between 8:30 and 17:00 CEST. If you are calling from the Netherlands, dial 0800 836 3376. To call from abroad, dial +31 70 379 88 99. You can also send an email to <a href="mailto:servicedesk@tenderned.nl">servicedesk@tenderned.nl</a>."</p> |
| <b>57.</b> | Appendix 01 of the check list is not opening. Will it be updatet later? I had no problem seeing the other Appendixes                                                                                                                                 | It is an interactive PDF-file, which should be opened via Adobe Acrobat Reader. So first download the file, then open this file via your PC-disk, instead of using your browser or browser downloads.                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>58.</b> | Can a consortium can be made by an European and a Latinamerican company                                                                                                                                                                              | Yes.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

|            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                      |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>59.</b> | Will a recorded version of this be available?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Yes.                                                                                                                                                                                                 |
| <b>60.</b> | Where can i get the tender document?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <a href="https://www.tenderned.nl/aankondigingenn/overzicht/269825/details">https://www.tenderned.nl/aankondigingenn/overzicht/269825/details</a>                                                    |
| <b>61.</b> | Will we have access to these slides ?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Yes a follow up email will follow with attachments.                                                                                                                                                  |
| <b>62.</b> | What is the most common way of answering ? Consortium or individual ? Is there a preference ?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | There is no preference. There is no common way either, all forms are equally good.                                                                                                                   |
| <b>63.</b> | Is there a way to contact or access information about other applicants in order to create a consortium ?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | No, this is not possible. It is expected that interested parties connect themselves with other specialists.                                                                                          |
| <b>64.</b> | Can you share information about past contractors ?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | We cannot share this information, however, you can see who wrote the previous studies, as the authors are mentioned below each study.                                                                |
| <b>65.</b> | Should we only work with open data ? (such as eurostat) or can/should we build more data through a quantitative research process ?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Both are ok. You can use open data, create your own data, or purchase data. This is all ok.                                                                                                          |
| <b>66.</b> | The tender is published twice on TenderNed: TN 373478 and TN 372567. Which is the correct one?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | The entry of 18th of August is the correct one:<br><a href="https://www.tenderned.nl/aankondigingenn/overzicht/269825/details">https://www.tenderned.nl/aankondigingenn/overzicht/269825/details</a> |
| <b>67.</b> | <p>"Regarding the reference study: It is stated, that one market research report has to be submitted with the Tender (see 4.3.5 Requirements relating to professional experience).</p> <p>Can the market research report be only named as a reference, including value, referee's signature, and abstract, or does it have to be submitted as a full report? We've conducted several of such market research reports, but they are intended for the respective clients alone, because they were carried out on their behalf. Sharing the full report might violate the contract agreements. As an alternative, can they be submitted only partly or blackened out?</p> | Please submit a full report. We will use it confidentially. Of course, sensitive information can be blackened out.                                                                                   |
| <b>68.</b> | Will the consultant received a letter of presentation of CBI to help connect to European Network (buyers,etc.)?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | That is possible but not very common. We expect our suppliers to bring their own network.                                                                                                            |
| <b>69.</b> | Has CBI general contracts with Nielsen/IRI/Gfk for indepth market information for the different product groups and markets?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | We do not have a contract with Nielsen or IRI or GfK.                                                                                                                                                |
| <b>70.</b> | Sourcing data for each product group is much more expensive then a general contract with market research companies. Can there be a strategic change in the future that CBI is contractor for high quantily european consumer market data.                                                                                                                                                                                                                                                                                                                                                                                                                              | This is not relevant for this tender.                                                                                                                                                                |
| <b>71.</b> | Question is related to the research method.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | It depends on the contractor which method they choose. This can include                                                                                                                              |

|            |                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                    |
|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|            |                                                                                                                                                                                                  | making use of free information, paid information, or their own research or other.                                                                                                                                                                                                                                                                                  |
| <b>72.</b> | Will you share the slides ?                                                                                                                                                                      | Yes, these will be shared in a couple of days.                                                                                                                                                                                                                                                                                                                     |
| <b>73.</b> | We are active on the African continent only. Is it a must to be able to do the research on all continents?                                                                                       | We only require research on the European market. Having a network among the target group in Asia and Africa is considered a plus.                                                                                                                                                                                                                                  |
| <b>74.</b> | We have a large network in Europe and Africa only. I still find it difficult to understand if it is a must to be able to do the research (on the production side) in Asia as and Lat-Am as well. | If you look at the Terms Of Reference (Annex 9 of the tender document) you will see that all studies are about the European market. Most interviews will therefore be with European buyers, associations etc. On some occasions we ask for examples from the production side (e.g. africa or Asia) - but this will be indicated clearly in the Terms of Reference. |