



Tender for CBI Market Intelligence (MI) Studies in 9 agri-food sectors

Lot 1. Coffee and Cocoa;

Lot 2. Fresh Fruit and Vegetables;

Lot 3. Natural Ingredients for Cosmetics, Natural Ingredients for Health Products and Natural Food Additives;

Lot 4. Processed Fruit and Vegetables and Edible Nuts;

Lot 5. Grains, Pulses and Oilseeds; and

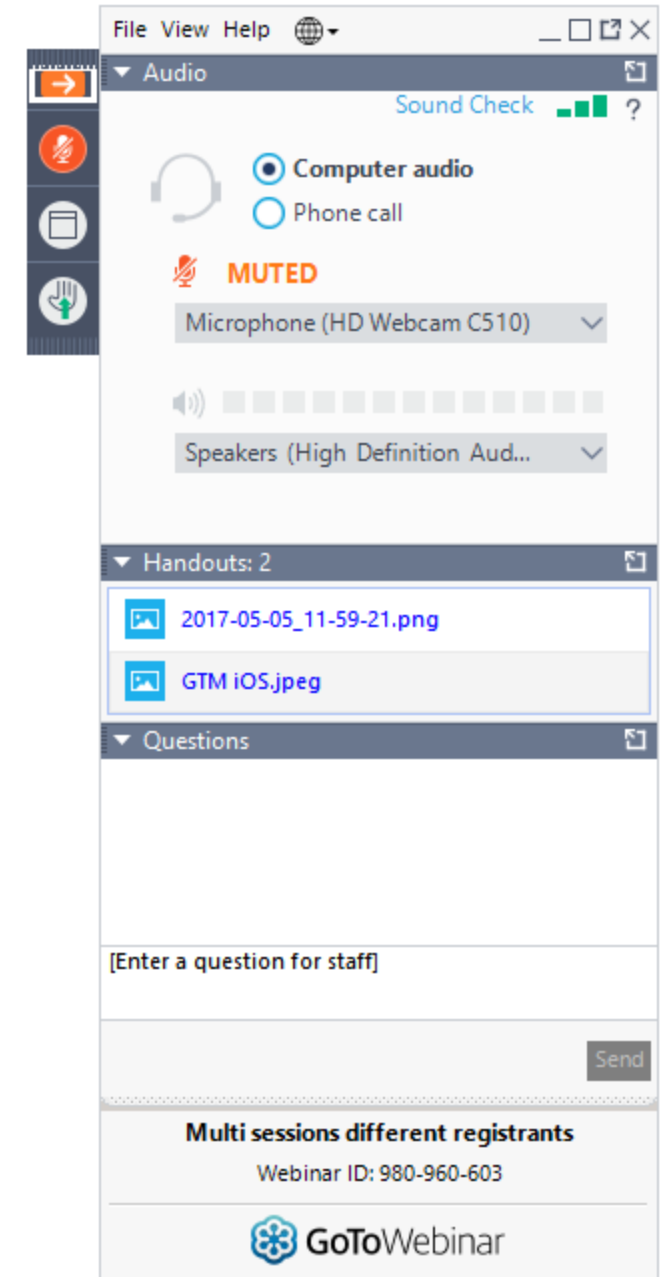
Lot 6. Spices and Herbs.

29 August 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





- 1 MI Tender**
Overview
- 2 Who are we looking for?**
Tenderer profile
- 3 Introducing CBI Market Intelligence**
Who we are and how we work
- 4 Tips for tenderers**
For a quick start
- 5 Planning**
Today till deadline
- 6 Your Questions**
Q & A



After today, you know more about:

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

Our Mission

Our mission is to support the transition towards inclusive and sustainable economies. We strengthen the social, economic and environmental sustainability of SMEs in developing countries by connecting them to European and regional markets.



Our Mission

- We promote and create decent jobs. We pay special attention to women and youth. We support women in management positions and women entrepreneurs.
- We stimulate sustainable production and trade.
- We prioritise Corporate Social Responsibility (CSR), themes in our projects are Decent Work, Gender, Youth and Climate.
- We contribute directly to the following Sustainable Development Goals (SDGs):



A close-up photograph of a file folder tab. The tab is made of light-colored cardboard and has a white rectangular label attached to it. The label has the word "TENDER" printed in a bold, black, serif font. The background shows other similar file folders, slightly out of focus.

TENDER

Tender Overview

Market Intelligence (MI) tender : 6 lots

> **Tender for 6 lots (open 18 August)**

- Coffee and Cocoa;
- Fresh Fruit and Vegetables;
- Natural Ingredients for Cosmetics, Natural Ingredients for Health Products and Natural Food Additives;
- Processed Fruit and Vegetables and Edible Nuts;
- Grains, Pulses and Oilseeds; and
- Spices and Herbs.

> **Tenderers can register for a maximum of 3 lots.**

- They can be awarded as a main contractor and/or consortium for a maximum of two lots based on the highest number of points (for more information see [section 7.3.17](#)).
- As a subcontractor you can join more lots

Tender announcement CBI website -> [Tender for CBI Market Intelligence studies in 9 agri-food sectors | CBI](#)

Tender publication (TenderNed) -> [CBI Market Intelligence studies for agricultural sectors - Details - TenderNed](#)



Estimated values (excl. VAT) over 4 years

Lot name	Total estimated value in EUR (excl. VAT) over 4 years
1 Coffee and Cocoa (2 sectors)	380.000 - 480.000
2 Fresh Fruit and Vegetables	280.000 - 380.000
3 Natural Ingredients (3 sectors)	400.000 - 520.000
4 Processed Fruit and Vegetables and Edible Nuts	340.000 - 440.000
5 Grains Pulses and Oilseeds	200.000 - 260.000
6 Spices and Herbs	220.000 - 280.000

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	20
Research approach	20
Analytical and writing skills	30
Financial preferences	30
Prices	25
Rates	5

For more details – See Tender Documentation.



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

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.



Who we are looking for?
Tenderer profile

We are looking for market researchers, consultants and/or sector experts with:

- › 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

- › Suppliers that possess mentioned skills, as an individual or as a team. And have the capacity to deliver the requested amount of deliverables each year of the contract.
- › 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



Introducing CBI Market Intelligence



MI Team



SANNE BOOGERS

- Outsourcing
- Home Decoration and Textiles

ARTHUR SCHEINHARDT

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



MAYA SEWPERSAD

- Planning

THOMAS VONK

- Apparel
- Fresh Fruit and Vegetables
- Cocoa
- Natural Ingredients
 - for cosmetics
 - for health products
 - For food additives





Target group of our studies



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."*



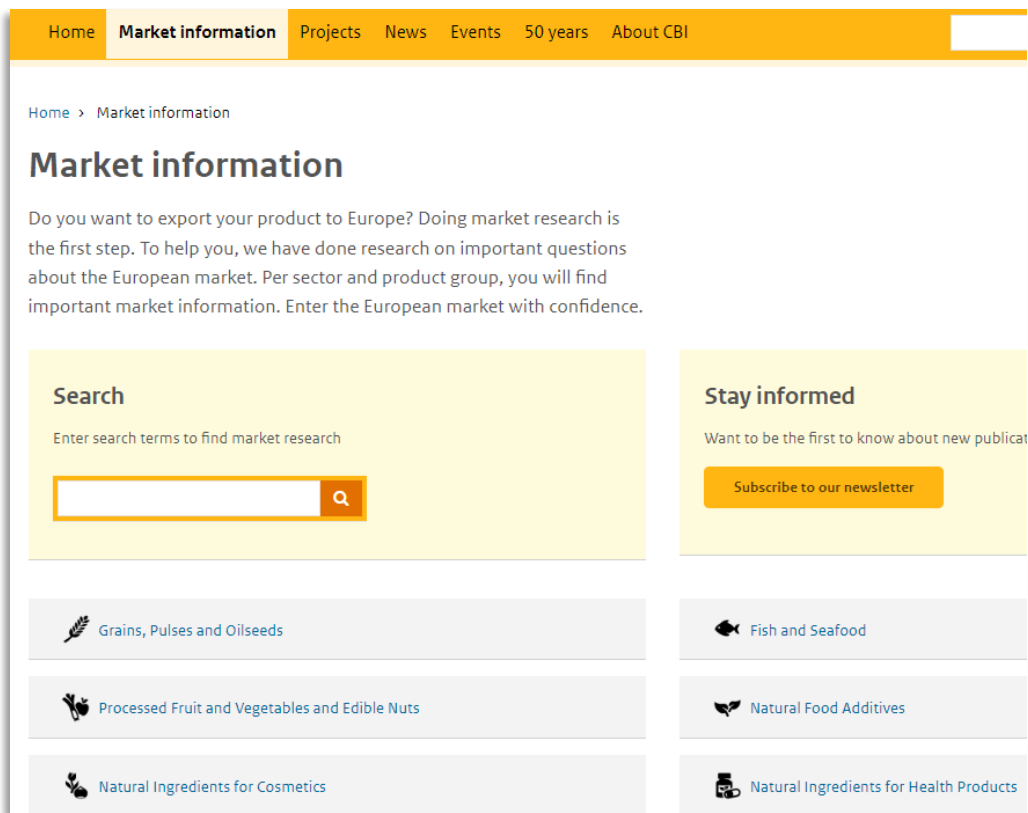
CBI MI target group

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 Market information & CBI Projects



The screenshot shows the 'Market information' section of the CBI website. It features a navigation bar with links to Home, Market information, Projects, News, Events, 50 years, and About CBI. Below the navigation bar, there is a breadcrumb trail 'Home > Market information' and a heading 'Market information'. A paragraph explains the purpose of the market research: 'Do you want to export your product to Europe? Doing market research is the first step. To help you, we have done research on important questions about the European market. Per sector and product group, you will find important market information. Enter the European market with confidence.' There are two main sections: 'Search' and 'Stay informed'. The 'Search' section has a text input field and a search button. The 'Stay informed' section has a text input field and a 'Subscribe to our newsletter' button. Below these sections, there are four categories of market information: 'Grains, Pulses and Oilseeds', 'Fish and Seafood', 'Processed Fruit and Vegetables and Edible Nuts', and 'Natural Food Additives'. Each category has a corresponding icon and a link to more information.

Home > Market information

Market information

Do you want to export your product to Europe? Doing market research is the first step. To help you, we have done research on important questions about the European market. Per sector and product group, you will find important market information. Enter the European market with confidence.

Search

Enter search terms to find market research

Stay informed

Want to be the first to know about new publications

Subscribe to our newsletter

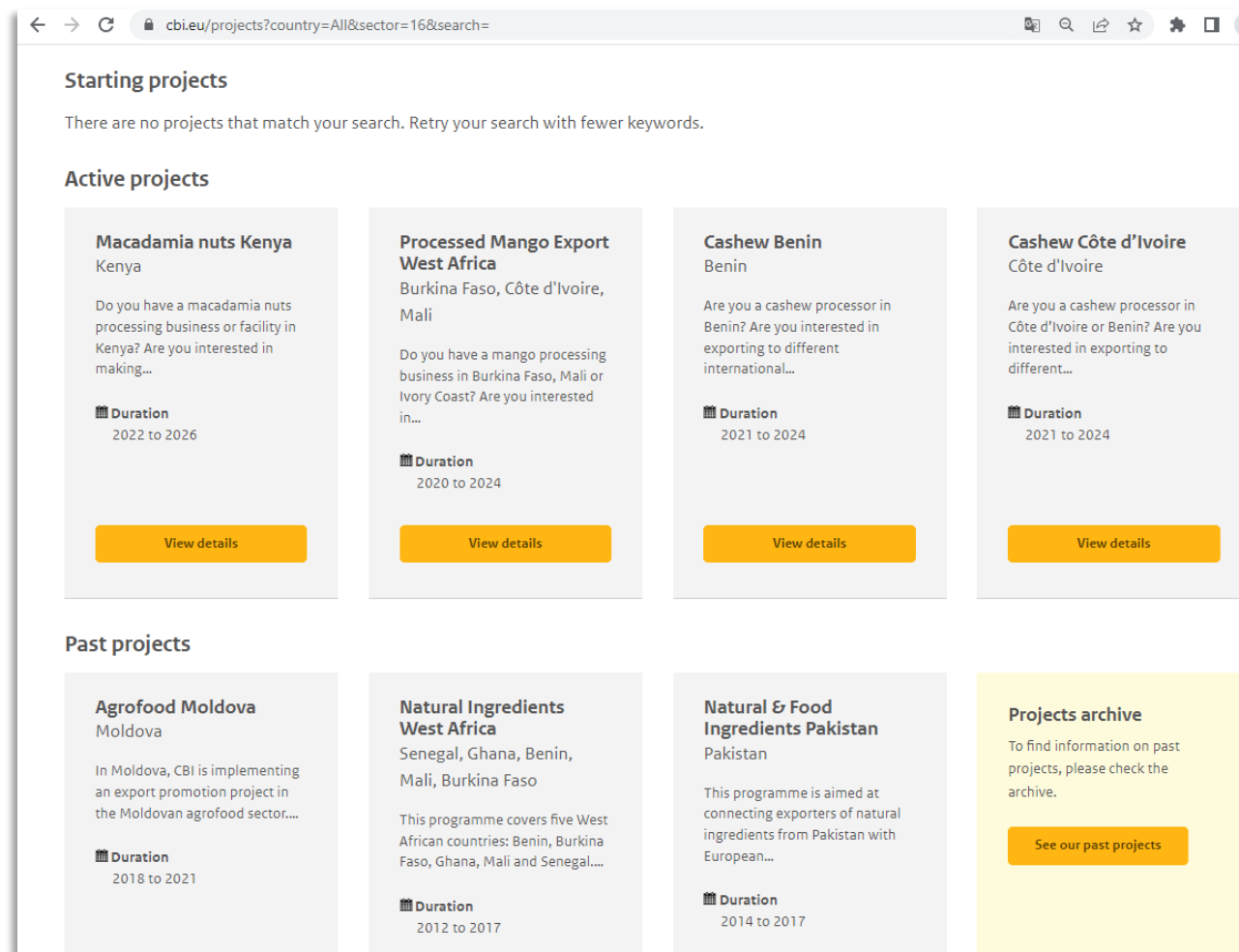
- Grains, Pulses and Oilseeds
- Fish and Seafood
- Processed Fruit and Vegetables and Edible Nuts
- Natural Food Additives
- Natural Ingredients for Cosmetics
- Natural Ingredients for Health Products

250-300 studies per year published on Website are open to everybody



www.cbi.eu/market-information

www.cbi.eu/projects



The screenshot shows the 'CBI Projects' website. It features a navigation bar with links to Home, Market information, Projects, News, Events, 50 years, and About CBI. Below the navigation bar, there is a breadcrumb trail 'Home > Projects' and a heading 'Starting projects'. A paragraph explains the purpose of the projects: 'There are no projects that match your search. Retry your search with fewer keywords.' There are two main sections: 'Active projects' and 'Past projects'. The 'Active projects' section has four project cards: 'Macadamia nuts Kenya', 'Processed Mango Export West Africa', 'Cashew Benin', and 'Cashew Côte d'Ivoire'. Each card has a title, a description, a duration, and a 'View details' button. The 'Past projects' section has three project cards: 'Agrofood Moldova', 'Natural Ingredients West Africa', and 'Natural & Food Ingredients Pakistan'. Each card has a title, a description, a duration, and a 'View details' button. There is also a 'Projects archive' section with a 'See our past projects' button.

Starting projects

There are no projects that match your search. Retry your search with fewer keywords.

Active projects

- Macadamia nuts Kenya**
Kenya
Do you have a macadamia nuts processing business or facility in Kenya? Are you interested in making...
Duration: 2022 to 2026
View details
- Processed Mango Export West Africa**
Burkina Faso, Côte d'Ivoire, Mali
Do you have a mango processing business in Burkina Faso, Mali or Ivory Coast? Are you interested in...
Duration: 2020 to 2024
View details
- Cashew Benin**
Benin
Are you a cashew processor in Benin? Are you interested in exporting to different international...
Duration: 2021 to 2024
View details
- Cashew Côte d'Ivoire**
Côte d'Ivoire
Are you a cashew processor in Côte d'Ivoire or Benin? Are you interested in exporting to different...
Duration: 2021 to 2024
View details

Past projects

- Agrofood Moldova**
Moldova
In Moldova, CBI is implementing an export promotion project in the Moldovan agrofood sector....
Duration: 2018 to 2021
View details
- Natural Ingredients West Africa**
Senegal, Ghana, Benin, Mali, Burkina Faso
This programme covers five West African countries: Benin, Burkina Faso, Ghana, Mali and Senegal....
Duration: 2012 to 2017
View details
- Natural & Food Ingredients Pakistan**
Pakistan
This programme is aimed at connecting exporters of natural ingredients from Pakistan with European...
Duration: 2014 to 2017
View details

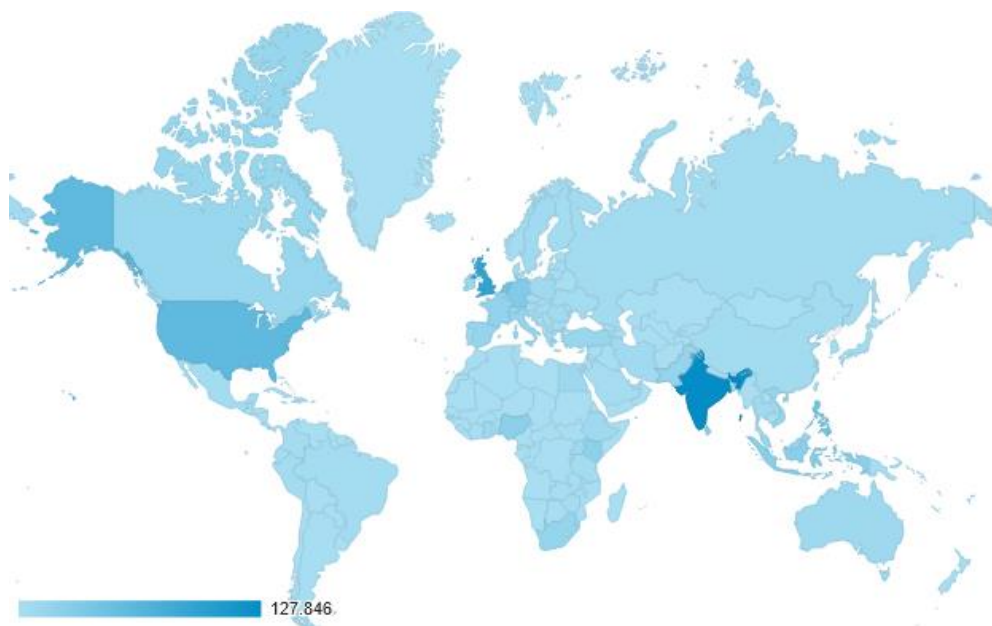
Projects archive

To find information on past projects, please check the archive.

See our past projects

36 CBI projects (4-5 years) in 24 developing countries use CBI market information in addition to tailored (project specific) research

CBI global readership (2021)



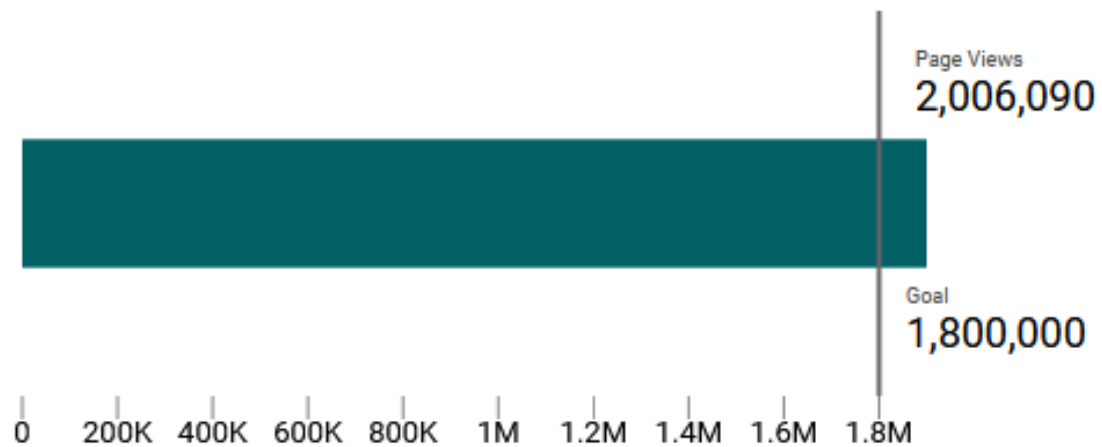
Land ?	Gebruikers ? ↓	Nieuwe gebruikers ?
	934.623 % van totaal: 100,00% (934.623)	925.892 % van totaal: 100,00% (925.892)
1. India	127.846 (13,52%)	127.586 (13,78%)
2. United Kingdom	92.849 (9,82%)	91.459 (9,88%)
3. United States	57.403 (6,07%)	56.444 (6,10%)
4. Philippines	43.089 (4,56%)	42.705 (4,61%)
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](#))

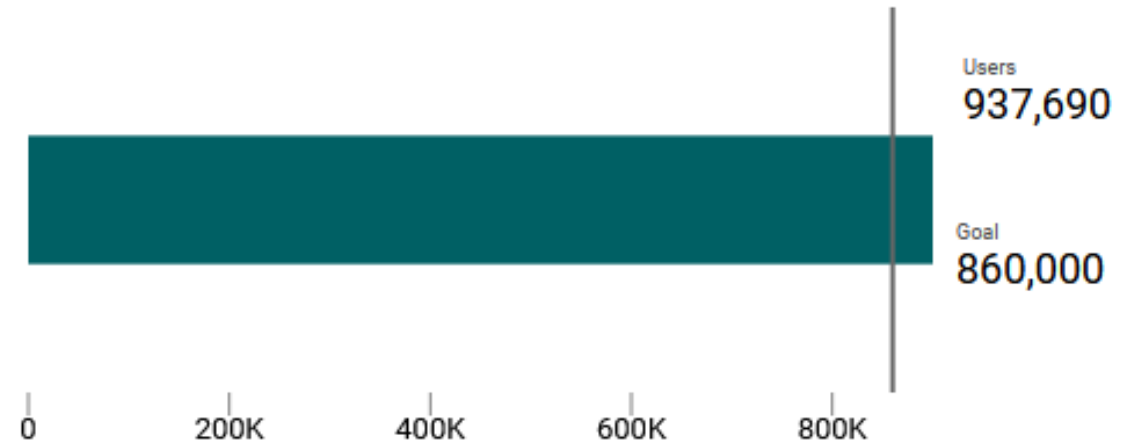


CBI MI online users (2021)

Pageviews all sectors goal vs. YTD result 2021



Users all sectors goal vs. YTD result 2021



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





How we work



www.cbi.eu/market-information



We publish market information for 14 sectors



Grains, Pulses and Oilseeds



Fish and Seafood



Processed Fruit and Vegetables and Edible Nuts



Natural Food Additives



Natural Ingredients for Cosmetics



[Natural Ingredients for Health Products](#)



Coffee



Cocoa and Cocoa Products



Spices and Herbs



Fresh Fruit and Vegetables



Apparel



Home Decoration and Home Textiles

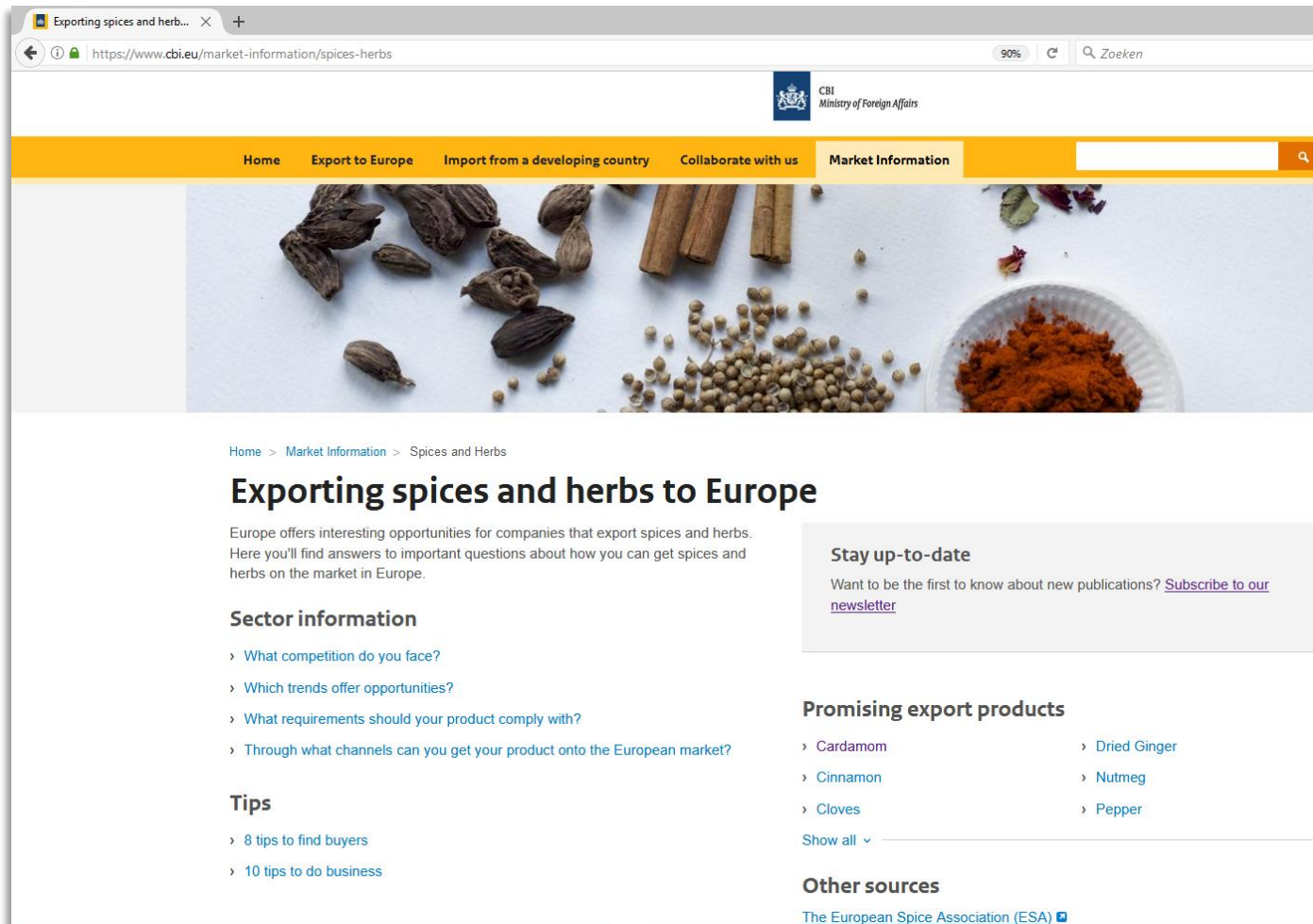


Tourism



Outsourcing (ITO/BPO)

Organised per sector



- > 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

In cooperation with suppliers we organise 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)

..live 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...





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

.. And 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

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.
- > Every year an assignment for doing the research within the scope of the Tender is given. This assignment follows **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



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

Use the checklist

	Subject	Description	Action required from tenderer
1.	European Single Procurement Document	See Appendix 01	Fill in, legally sign, and add to TenderNed
2.	Award criteria related to 'Quality' (see section 5.2 for more details)	Write 3 separate Word documents for each criteria: 1) Market research team ; 2) Research approach; 3) Writing assignment. Structure your proposal(s) per lot. Attach CVs of all persons in the proposed team (under 1) per lot.	Add to TenderNed
3.	Award criteria related to 'Prices/Rates' (see section 5.3 in Tender doc for details)	Fill out the price list(s) using the Excel template in appendix 02. Prices should be given for each deliverable and per sector.	Add to TenderNed
4.	Requirements to the Tenderer	Reference study, see Section 4.3.5	Add to TenderNed



European Single Procurement Document

Page 4 of 9

European Single Procurement Document (ESPD)

Ministry of Economic Affairs and Climate

Form of participation

Is the economic operator participating in the procurement procedure together with others⁹?

☐ Yes ☐ No

⁹ Notably as part of a group, consortium, joint venture or similar.

Lots

Where applicable, indication of the lot(s) for which the economic operator wishes to tender

Consortium → YES

Single organisation → NO
Single organisation with subcontractors → NO

European Single Procurement Document

Part II D Information concerning subcontractors on whose capacity the economic operator does not rely

(Section to be filled-in only if this information is **explicitly** required by the contracting authority or contracting entity.)

Does the economic operator intend to subcontract any share of the contract to third parties?

☒ Yes

☐ No

If subcontractors → yes

If the contracting authority or contracting entity explicitly requests this information in addition to the information under this section, please provide the information required under Sections A and B of this Part and Part III for each of the (categories of) subcontractors concerned.

If yes and in so far as known, please list the proposed subcontractors



Planning

Planning

18 August 2022	Publication (start of tendering period)
30 August 2022	Closure first round of questions: deadline for the Tenderer to submit questions regarding this Tender Document and the Contract
8 September 2022	Issuing of first Memorandum of Information
20 September 2022	Closure second round of questions
30 September 2022	Issuing of second Memorandum of Information
14 October 2022, 13.00 CET	Deadline for the receipt of Tenders
28 November 2022	Announcement of the award of the Contract
13 December 2022	Deadline for the winning Tenderer to provide the evidence requested by the Tendering Authority
2 January 2023	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



cbi@cbi.eu



[CBI.EU](https://www.facebook.com/CBI.EU)



[@cbi_nl](https://twitter.com/cbi_nl)