Tender Document

Invitation to tender in accordance with the European open procedure for CBI Market Intelligence studies for 6 lots of agricultural sectors

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Definition of terms

Tendering authority	The Netherlands Enterprise Agency (RVO), an agency of the Ministry of Economic Affairs and Climate Policy of the Netherlands.
Tender Document	This document and all of its annexes.
Public Procurement Act	The Public Procurement Act 2012 (*Aanbestedingswet 2012*)
General Government Terms and Conditions	General Government Terms and Conditions for Public Service Contracts 2018 (ARVODI-2018: *Algemene Rijksvoorwaarden voor het verstrekken van Opdrachten tot het verrichten van Diensten*).
Most Economically Advantageous Tender	The Tender that achieves the highest definitive total score based on the best price-quality ratio
Suitability requirements	The requirements with which Tenderers must comply in order to be eligible to win the tender.
Tenderer	An entrepreneur or entrepreneurs who have submitted a Tender or is/are planning to submit a Tender. In this document, the word 'you' is taken to mean the Tenderer.
Tender	A quotation submitted by the Tenderer in response to this Tender Document.
IUC-EZK	The Procurement Office (IUC) – part of the Netherlands Enterprise Agency (RVO.nl), which in turn is part of the Ministry of Economic Affairs and Climate Policy (EZK) – will serve as process manager during this tendering process.
Memorandum of Information	A document containing all questions asked and answers given, in anonymised form and, if applicable, additional information. This includes the questions and answers submitted via TenderNed.
Contracting Authority	The State of the Netherlands, represented by the Minister of Economic Affairs and Climate Policy, who concludes the Contract with the Contractor on behalf of the Contracting Authority.
Contractor	The party with whom the Contracting Authority concludes the Contract.
Contract	The written framework agreement between the Contracting Authority and the Contractor in which the conditions applicable to the public contracts that will be awarded via this tendering process (Further Agreements) will be recorded within a specific period.
Further Agreement	A written agreement signed by the Contracting Authority and the Contractor based on the framework agreement.

Exclusion Ground	A circumstance applicable to the Tenderer or a person affiliated with the Tenderer that results in exclusion of the Tenderer from participating in the tendering process.
Uniform Single Procurement Document	A statement in which the Tenderer declares his compliance with the requirements specified in this document.

Specific terminology and abbreviations

CBI	Centre for the Promotion of Import from Developing Countries. Department of the Netherlands Enterprise Agency (RVO).
MI	Market Intelligence
MA	Market Analysis. Studies focusing on supply and demand, market developments and trends. Helping companies to decide which markets to target.
ME	Market Entry. Studies focusing on buyer requirements, channels and segments, competition, finding buyers and doing business. Helping companies to enter the market.
EFTA-countries	Members of the European Free Trade Agreement: Iceland, Liechtenstein, Norway and Switzerland.
EU27	27 member states of the European Union
SME	Small and Medium-sized Enterprise. In developing countries, main target audience of CBI’s Market Intelligence.
TOR	Terms of Reference. Describing the assignment, outlining all requirements that must be fulfilled.
LDC	Least Developed Country
LMIC	Lower Middle Income Country
ODA	Official Development Assistance
DAC	Development Assistance Committee
OECD	Organisation for Economic Co-operation and Development
HS	Harmonized System, HS code. International nomenclature for the classification of products.
ITO	Information Technology Outsourcing
BPO	Business Process Outsourcing

1. Introduction

The Tender Document at hand contains information regarding this invitation to tender procedure conducted in accordance with the European open procedure for the delivery of Market Intelligence for different agricultural sectors. This concerns writing and presenting the market research.

There are in total 6 lots open for tender, these are:
(1) coffee and cocoa;
(2) fresh fruit and vegetables;
(3) natural ingredients (-for cosmetics, -for health products, and natural food additives);
(4) processed fruit and vegetables and edible nuts;
(5) grains pulses and oilseeds; and
(6) 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).

You are hereby invited to submit a Tender based on this Tender Document.

1.1 Tendering Authority and IUC-EZK

This tendering process is being conducted on the instructions of The Centre for the Promotion of Imports from developing countries (CBI), part of the Netherlands Enterprise Agency (RVO.nl) of the Ministry of Economic Affairs & Climate Policy.
IUC-EZK will act as process manager during this tendering process.

CBI supports the transition towards inclusive and sustainable economies. CBI focuses on transitions in targeted export sectors in least developed and lower and middle income countries, working towards becoming more inclusive and sustainable. CBI has a bottom-up approach, starting from the perspective of local SMEs, strengthening their competitive position on European and regional (niche / value added) markets for products and services with positive economic, social and environmental impact. CBI operates as a facilitator, broker and partner on multiple levels.

Read more about CBI on the website.

1.2 Reason for this invitation to tender

An important service CBI offers to SMEs in developing countries is Market Intelligence (MI) about the European market for its focus sectors.

For 9 of these sectors – coffee and cocoa, fresh fruit and vegetables, natural ingredients (natural ingredients for cosmetics, natural ingredients for health products, natural food additives), processed fruit and vegetables and edible nuts, grains pulses and oilseeds, spices and herbs – CBI wants to select one qualified Contractor per sector, who will be responsible for the production of the CBI Market Intelligence.

1.3 Time schedule

The schedule below applies to this tendering process.

15 August 2022	Issuing of publication, start of tendering period.
29 August 2022	Information webinar (registration via the CBI website) also see Appendix 07.
30 August 2022	Closure first round of questions: deadline for the Tenderer to submit questions regarding this Tender Document and the Contract (including the general terms and conditions) and/or proposals for textual amendments to the draft Contract (including the general terms and conditions).

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 Hrs	Deadline for the receipt of Tenders and opening of new Tenders by the Tendering Authority.
14 October 2022 up to and including 14 November 2022	Assessment 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.
18 December 2022	Deadline for asking questions and/or filing an application for a preliminary injunction in relation to the announcement of the award of the Contract.
2 January 2023	Starting date of Contract.

If – in the opinion of the Tendering Authority – circumstances provide cause to do so, the Tendering Authority is entitled to amend the specified period(s). In such a case, timely notification of the new period(s) will be provided digitally.

2. Description of the assignment

2.1 Description and objective of the assignment

The information below provides a detailed overview of the context, the deliverables, lots, contract period, and scope of the assignment. It is suggested to first read below information to gain a thorough understanding of the assignment, and then check that you meet the requirements to this assignment and requirements concerning the tenderer in chapters 3 and 4 before writing your proposal.

The proposal itself must be written following the instructions in chapter 5.2 (award criteria). There is also a checklist available in chapter 7.3.15 that details the steps that need to be taken in order to successfully submit your tender proposal.

2.1.1 Context

CBI commissions Market Intelligence for several reasons:

- One of the main constraints for SMEs from developing countries seeking to export to Europe is a lack of good quality market information. CBI aims to remove this constraint with its Market Intelligence.
- Doing market research helps CBI identify products with potential for export to Europe. CBI uses this information to make choices concerning the programming and planning for new and ongoing CBI projects, align our policies with market developments and inform our strategy.
- CBI's Market Intelligence platform increases the reach of CBI and helps positioning the organisation as an expert in export, attracting potential partner organisations, project participants, importers, etc.

CBI's Market Intelligence focuses on:

- Sectors in developing countries with high potential for export to Europe (EU27 + United Kingdom + EFTA). The frontrunner's role that Europe has on quality, food-safety (for agricultural products) and sustainability is an important motivation to keep a strong focus on this market in our studies.
- Products and services from the 24+ CBI developing countries that show high potential for export to Europe (including niche products for which limited information is available) and with a positive local impact on sustainability and inclusiveness. Not just offering data / information but offering intelligence, i.e. data / information interpreted in terms of opportunities for SME exporters from developing countries and translated into practical tips.
- Making this information available for free, in an easily accessible and visually attractive way.

CBI's Market Intelligence is primarily written for SMEs from developing countries. In CBI's definition, SMEs are companies with 25 up to 500 employees. Developing countries are those that are on the OECD DAC List of ODA Recipients. CBI primarily targets the so called Least Developed Countries (LDCs), the other Low Income Countries and the Lower Middle Income Countries (LMICs). See the Terms of Reference (ToR) CBI Market Studies in Appendix 09 for more information regarding this target group. For more information on CBI's Market Intelligence, please visit www.cbi.eu/market-information.

2.1.2 The assignment

The CBI Market Intelligence assignment includes the delivery of market studies and a number of other related deliverables.

All deliverables follow the CBI format and have to meet the requirements as described in the ToR CBI Market Studies which can be found in Appendix 09.

This ToR describes:

a) Context
b) Assignment (deliverables)
c) Per deliverable:

    i. Learning goal
    ii. Content
    iii. Structure
    iv. Visualisation
  d) Criteria for the assignment
  e) Working process

Every year, when providing the Request for Quotation for the Further Agreements, CBI will make the most recent ToR available through the extranet / collaboration platform of the Netherlands Enterprise Agency (RVO) (see 3.1 requirements relating to working according to ToR).

In the following table, a summary is given of the different types of studies with their central research questions and the key content of the studies.

Nr.	Deliverable	Learning goal of the study	Content of the study
(1)	**CBI Market Statistics and Outlook**	What is the demand for [sector] on the European market?	Provides key insights into the European market for the sector based primarily on statistical analysis. This includes insights on: • what makes Europe an interesting market for the sector; • which European country markets offer most opportunities; • which products (or services) developing countries have most potential on the European market.
(2)	**CBI Trends**	Which trends offers opportunities or pose a threat on the European [sector] market?	Analysis of the 8-12 major trends on the European market for the sector (based primarily on qualitative information). Particular attention is given to the most important sustainability aspects of this sector and what the transition to a new market looks like.
(3-a)	**CBI Product Factsheets (Market Potential Part)**	What are the opportunities on the European [product] market?	Provides key insights into the European market for a specific product or product group in the sector, including insights on: • what makes Europe an interesting market for the product or service; • which European countries offer most opportunities; • which trends offer most opportunities.
(3-b)	**CBI Product Factsheet (Market Entry Part)**	How to enter the European [product] market?	Provides key insights into the European market for a specific product or product group in the sector, including insights on: • what requirements the product must comply with; • the competition the target group faces on the European market for the product; • the channels through which the product ends up on the market; • the prices given for the product.
(4-a)	**CBI Country Factsheets (Market Potential Part)**	What are the opportunities on the European [country] market(s)?	Provides key insights into the European market for a specific country in the sector, including insights on: • what makes (country) an interesting market for the sector; • which products (or services) developing countries have most potential in the country?; • which trends offer most opportunities.

(4-b)	**CBI Country Factsheet (Market Entry Part)**	How to enter the European [country] market(s)?	Provides key insights into the market of a specific country(s) in the sector, including insights on: • what are specific country requirements products and services must comply with; • the competition the target group faces in the country; • the channels through which the product ends up in the country; • the prices given for the product in the country market.
(5)	**CBI Buyer Requirements**	What requirements must products (or services) comply with to be allowed on the European [sector] market?	Analysis of the requirements the target group faces when trying to get their product(s) or services on the European market (in the specific sector) and how to deal with them. Focus on: • mandatory requirements (legal and non-legal); • additional requirements and certifications buyers ask for; • niche market requirements.
(6)	**CBI Tips for Finding European Buyers**	How to find European [sector] buyers?	6-10 practical tips for the target group on how they can find European buyers (in the specific sector) for their product(s) or services (e.g. finding online lists of European buyers, opportunities to meet buyers e.g. on trade fairs and tips on where to advertise to attract buyers).
(7)	**CBI Tips for Doing Business with European Buyers**	How to build a successful relationship with European [sector] buyers?	6-10 practical tips for the target group on building and improving relationships with European buyers (in the specific sector) and gaining a competitive edge.
(8)	**CBI Tips for Organizing your Exports to Europe**	How to get your product (or services) on the European [sector] market?	6-10 practical tips for the target group on how they can practically get their product(s) or services on the European market (in the specific sector). Topics include e.g. laboratory testing, transportation, documentation, packaging, insurance, customs and payment.
(9)	**CBI Tips to go digital**	How to work digitally and benefit the most from digitalisation in [sector]?	6-10 practical tips for the target group on what types of digitalization take place in their sector; which new technologies play a role and can offer SMEs growth opportunities; which e-commerce platforms are important or will become important in the future; the role of big data and data collection; and the channels that make it possible to source these digital technologies.
(10)	**CBI Tips to go green**	How to make your business greener (more environmental friendly) and benefit the most from applying ecological sustainability in [sector]?	6-10 practical tips for the target group on what types of activities they can undertake to make their businesses more environmentally friendly; which products have less/more ecological footprint? which new technologies play a role and can offer SMEs growth opportunities; which new business models exist, and what possibilities are there to find funding or to find partners in becoming a more environmentally friendly exporter?

(11)	**CBI Tips to become a socially responsible exporter**	How to make your business socially sustainable and benefit from such a policy?	6-10 practical tips for the target group on how they can organize their business in the specific sector in a socially sustainable way, which makes you more attractive for the European market and comply with the main social certification standards. Topics include e.g. living wage, gender equality, and health and safety.

The assignment is either to conduct a **new study** or to **update an existing study**. Updates may include updating a study created earlier by the same author, or updating a study created previously by another author. More information about the difference between new studies and updates can be found in the ToR Market Studies (Appendix 09). Usually, the assignment further consist of the following deliverables:

Nr.	**Deliverable**	**Content**
(12)	**News Item**	A 3-6 paragraph news article highlighting new, surprising or important findings of the Market Studies for the sector.
(13)	**Presentation**	A 1/2 day live presentation of the findings of the Market Studies for the sector to a varying audience (e.g. SME exporters, CBI staff, BSOs, Associations, public of a trade fair).
(14)	**Webinar**	A 1,5 hour online live presentation of the findings of the Market studies for the sector, most often hosted on GoToWebinar (or alternative software), and as part of wider team of speakers. For an overview of past online events, check out the past events on the CBI website and the Webinar recordings on our YouTube channel.

And in coordination with the Contractor and depending on a different need may consist of the following deliverables:

Nr.	**Deliverable**	**Content**
(15)	**Focus Group**	A 1/2 day session with stakeholders from a sector with the goal to gather and exchange information for market studies and/or other (CBI project) related goals.
(16)	**Online Focus Group**	A 2-2,5 hour session with stakeholders from a sector with the goal to gather and exchange information for market studies and/or other (CBI project) related goals that takes place fully online, and is spread over one or more online sessions.

CBI studies are based on primary and secondary research. Particularly important are statistical analysis of trade data and interviews with European buyers. See for more information Section 3 Requirements to the assignment. For the (annual) working process see Section 7.4 Further Agreements within the Contract.

2.2 Lots

The invitation to tender has been divided into the following lots:

Lot	**Name**
1	Coffee and Cocoa
2	Fresh Fruit and Vegetables
3	Natural Ingredients (for Cosmetics, for Health Products, Natural Food Additives)
4	Processed Fruit and Vegetables and Edible Nuts
5	Grains Pulses and Oilseeds
6	Spices and Herbs

Tenderers can register **for a maximum of 3 lots.** They can be **awarded a maximum of 2 lots with the highest scores of the 3**.

2.2.1 Description per lot

Below, a short description per lot is provided, indicating the sector and the type of products and services that have to be researched, including where relevant the Harmonised System (HS) codes used for trading these products.

2.2.1.1 Lot 1: Coffee and Cocoa

This lot consists of 2 CBI sectors; coffee and cocoa and cocoa products.

Name Sector	**Coffee**
Description	Consists primarily, but not exclusively, of value added green coffee. This includes: specialty coffee, unique coffee varieties, certified coffee, forms of locally processed coffee. See https://www.cbi.eu/market-information/coffee
Example segments and target groups (not exhaustive)	For value added green coffee products no specific HS codes are available. They are all traded under the HS code 0901.1X. This HS code should be the starting point of the research, however, data sources other than trade data need to be used in order to provide a good understanding of the market for value added green coffee. Locally roasted coffee can also be included in the research (traded under HS code 0901.2X).
Note	The factsheets for this sector focus on specific countries which are identified as offering opportunities (e.g. Switzerland, Belgium, the Netherlands, Germany).

Name Sector	**Cocoa and cocoa products**
Description	Consists primarily, but not exclusively, of value added cocoa products. This includes e.g. fine flavour cocoa beans, certified cocoa beans and semi-finished cocoa products (e.g. cocoa nibs, cocoa paste, mass or liquor, cocoa butter, cocoa powder and chocolate (couverture and compound chocolate)). See https://www.cbi.eu/market-information/cacao-cocoa-products
Example segments and target groups (not exhaustive)	All fine flavour cocoa beans are traded under a broad HS code for cocoa beans (1801.XX). This HS code should be the starting point of the research, however, data sources other than trade data need to be used in order to provide a good understanding of the market for fine flavour cocoa. Other relevant HS codes for this sector are: 1802.XX, 1803.XX, 1804.XX, 1805.XX, 1806.XX.
Note	The factsheets for this sector focus also mainly on specific countries which are identified as offering opportunities (e.g. Switzerland, Belgium, the Netherlands, Germany).

2.2.1.2 Lot 2: Fresh Fruit and Vegetables

Name Sector	**Fresh Fruit and Vegetables**
Description	Includes all fresh agricultural products produced in developing countries with potential for export to Europe. See **https://www.cbi.eu/market-information/fresh-fruit-vegetables**
Product groups included (not exhaustive)	Exotic tropical fruit and vegetables Continental fruit and vegetables (offered in developing countries).
Example Products (not exhaustive	Avocado, mango, pineapple, papaya, okra, fresh berries, fresh herbs, plums, fresh beans, fresh peas, fresh table grapes and sweet potatoes.
Harmonised System (HS) codes (not exhaustive)	HS codes for fresh produce can be used as a guideline to get an understanding of the market, and its specific products. The sector also includes niche product (e.g. niche varieties of product or certified variants) for which no specific HS codes are available. In that case, additional information sources need to be used for the market research.
Note	Products from developing countries where multinational corporations have a monopoly (such as in bananas) are not included.

2.2.1.3 Lot 3: Natural Ingredients (-for Cosmetics, -for Health Products, Natural Food Additives)

This lot consists of 3 CBI sectors, natural ingredients for health products, - for cosmetics, and natural food additives.

Name	**Natural Ingredients for Health Products**
Description	Includes natural ingredients from developing countries used by the European health industry. The products are for the most part botanicals (such as plants and parts of plants) or ingredients derived from botanical (such as lac, gums, resins, and vegetable saps and extracts).See: https://www.cbi.eu/market-information/natural-ingredients-health-products
Product groups included (not exhaustive)	Medicinal and Aromatic Plants (MAPs) Food supplements
Example products (not exhaustive)	Aloe Vera, capsicum, turmeric, frankincense, moringa, mulberries
Harmonised System (HS) codes (not exhaustive)	For most of the products in this sector, no specific HS codes are available. This means information sources other than trade data need to be used in order to provide a good understanding of the market.

Name	**Natural Ingredients for Cosmetics**
Description	Includes natural ingredients from developing countries used by the European cosmetics industry as fragrances (essential oils), active ingredients (e.g. botanicals for anti-aging purposes) or as thickeners (e.g. gums) and for example for conditioning and moisturising (vegetable oils, butter) or exfoliation purposes. See: https://www.cbi.eu/market-information/natural-ingredients-cosmetics
Product groups included (not exhaustive)	• Vegetable oils • Essential oils • Botanical extracts
Example products (not exhaustive)	Shea butter, mango kernel butter, baobab seed oil, sacha inchi oil, coconut oils, bergamot oil, liquorice extracts
Harmonised System (HS) codes (not exhaustive)	For a large group of products in this sector, no specific HS codes are available. This means information sources other than trade data need to be used in order to provide a good understanding of the market.

Name	**Natural Food Additives**
Description	Includes natural ingredients from developing countries used by the European food industry primarily as colours, thickeners and flavours. See: https://www.cbi.eu/market-information/natural-food-additives
Product groups included (not exhaustive)	• Gums • Essential oils • Oleoresins • Botanical extracts
Example products (not exhaustive)	Gum arabic, agar-agar, guar gum, peppermint oil, cardamom oil, citrus fruit oil, paprika oleoresin, turmeric oleoresin, stevia extract.
Harmonised System (HS) codes (not exhaustive)	For most products in this sector no specific HS codes are available (many of the essential oils used as a flavour in the food industry for example are traded under HS code 3301.29: Other essential oils). This means information sources other than trade data need to be used in order to provide a good understanding of the market.

2.2.1.4 Lot 4: Processed Fruit and Vegetables and Edible Nuts

Name	**Processed Fruit and Vegetables and Edible Nuts**
Description	A large sector, consisting of a wide variety of processed fruit and processed vegetables as well as edible nuts offered in developing countries with potential for export to Europe. See: https://www.cbi.eu/market-information/processed-fruit-vegetables-edible-nuts
Product groups included (not exhaustive)	• Canned fruit and vegetables • Frozen fruit and vegetables • Dried fruit and vegetables • Juiced fruits and vegetables • Edible nuts
Example products (not exhaustive)	Dried grapes, mango puree, coconut water, jams and jellies, macadamia nuts and fruit juices.
HS codes (not exhaustive)	Most products have their own HS codes (primarily 07XX, 08XX). These can be used as a guideline to get an understanding of the market for these specific products. The sector also includes niche products for which no specific HS codes are available. In that case, additional information sources need to be used for the market research.

2.2.1.5 Lot 5: Grains Pulses and Oilseeds

Name	**Grains, Pulses and Oilseeds**
Description	Includes grains, pulses and oilseeds from developing countries, with potential for exports to Europe. See: https://www.cbi.eu/market-information/grains-pulses-oilseeds
Product groups included (not exhaustive)	• Grains • Pulses (crops harvested as dry grains) • Oilseeds (seeds that are primarily used for the production of edible oil, although they are e.g. also used in granola bars)
Example products (not exhaustive)	Rice, maize, millet, fonio, teff, amaranth, quinoa, dry beans, dry broad beans, dry mung beans, chickpeas, cow peas, pigeon peas, lentils and bambara beans, chia seeds, groundnuts, linseeds, sesame seeds, sunflower seeds, poppy seeds, hemp seeds.
Harmonised System (HS) codes (not exhaustive)	HS chapter 10 (Cereals), 07.13 (for pulses) and chapter 12 (for oilseeds, e.g. 12.02, 12.07) Some products CBI focuses on in this sector don't have a specific HS code (e.g. certified rice, specialty rice varieties (e.g. wild rice), mixes of rice and pulses, organic pulses, specialty high value oilseeds). In that case, additional information sources need to be used for the market research.
Note	• The three products groups are included in one sector, as they are often traded through the same channels, similar European players are involved, requirements are similar and trends are similar. • Vegetable crops that are harvested while still green are included in other sectors (e.g. fresh beans and peas under the Fresh Fruit and Vegetables sector and e.g. canned peas under the Processed Fruit and Vegetables and Edible Nuts sector).

2.2.1.6 Lot 6: Spices and Herbs

Name	**Spices and Herbs**
Description	Includes all spices and herbs offered in developing countries with potential for export to Europe. See: https://www.cbi.eu/market-information/spices-herbs
Product groups included (not exhaustive)	• Includes dried and crushed or ground products, as well as other value added spices and herbs (e.g. mixtures, consumer packed products, certified spices and herbs).
Example products (not exhaustive)	Pepper, vanilla, cinnamon, nutmeg, cardamom, dried chillies, dried ginger, cloves.
Harmonised System (HS) codes (not exhaustive)	Most products have their own HS codes (primarily 09.04 to 09.10). Some don't have a specific HS code (e.g. specific certified spices and herbs, specific mixes, unique varieties). In that case, additional information sources need to be used for the market research.
Note	Fresh herbs as well as e.g. fresh chillies are part of the Fresh Fruits and Vegetables sector.

2.2.2 *Estimated number of deliverables*

Below an estimation of the total number of deliverables (as described in Section 2.1.2) per lot is provided.

Please note that both the product examples and the estimation of deliverables are only an indication, aimed at informing and supporting you to develop a well-suited tender. No rights can be derived from this information.

	Year 1-4	
Deliverable	**New**	**Update**
CBI Market Statistics and Outlook	4	-
CBI Trends	1	3
CBI Product Factsheets (Market Potential Part)	5-27	6-18
CBI Product Factsheet (Market Entry Part)	5-27	6-18
CBI Country Factsheets (Market Potential Part)	0-16	2-12
CBI Country Factsheet (Market Entry Part)	0-16	2-12
CBI Buyer Requirements	1	3
CBI Tips for Finding European Buyers	1	1
CBI Tips for Doing Business with European Buyers	1	1
CBI Tips for Organizing your Exports to Europe	1	1
CBI Tips to go digital	1	1
CBI Tips to go green	1	1
CBI Tips to become a socially responsible exporter	1	1
News Item	4-6	-
Presentation	0-1	-
Webinar	4	-
Focus Group	0-2	-
Online Focus Group	0-2	-

The number of deliverables may not be divided evenly over the years. In the first year of the tender, the number of new studies is expected to be higher than the number of updates.

2.3 Contract Period

The Contracting Authority intends to conclude a Contract for a period of 3 years, including a unilateral option for the Contracting Authority to extend the Contract by a maximum of 1 year per lot.

2.4 Scope of the assignment

The Tendering Authority has estimated a total contract value (including optional extension years) of EUR 2.360.000 (exclusive of VAT). The value of the different lots are estimated as follows:

Lot name	**Total estimated value in EUR (excl. VAT) over 4 years**
1 Coffee and Cocoa	380.000 - 480.000
2 Fresh Fruit and Vegetables	280.000 - 380.000
3 Natural Ingredients	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

The estimated value is an indication from which no rights can be derived. This Tender Document was created using up-to-date knowledge and insights valid at the time of its formulation.

It is possible that the services specified in the Contract may change in the event of political, budgetary, administrative or organisational developments within the Dutch government and the Contracting Authority's expansion or contraction resulting from this, or changes to the Contracting Authority's position within the government or to the targets that must be met. In the event such circumstances occur, the Contracting Authority will consult with the Contractor.

3. Requirements to this assignment

This section includes the requirements set by the Tendering Authority concerning the requested services and the prices and rates.

By submitting a Tender, you as Tenderer, explicitly consent to all requirements and conditions specified in this Tender document and declare that you will continue to comply with these throughout the entirety of the contract period. Furthermore, you confirm that you will comply with all of the specified prices and rates, including any agreed indexation. Failure to comply with one or more requirements will result in your Tender being disqualified from the assessment process and therefore excluded from the tendering process.

3.1 Requirements relating to working according to the Terms of Reference

The Contractor must always work according to the ToR CBI Market Studies (Appendix 09) to this Tender Document). The Contractor realises that the ToR is subject to minor changes and will be flexible in this regard and will accept changes deemed necessary in the ToR.

3.2 Requirements relating to conducting research

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. Per new study, a minimum of two interviews is conducted. Other forms of primary research are for example company and shop visits, trade fair visits and focus groups, etc. Secondary market research concerns desk research of statistical trade data, industry reports, legal texts, websites of companies, authorities, sector associations and certification bodies, etc.

CBI has the right to request full reporting about the research conducted, including interview planning, notes, and the possibility to attend any of the research activities.

3.3 Requirements relating to the environment

The Contractor takes the environment into account in the execution of the assignment. This includes conscious use of energy, water and other resources. In line with CBI's digital first and travel policy, air travel is minimized as much as possible. Virtual alternatives are considered first. For distances less than 700 km, the train is used if possible. When flying is still necessary, economy class, direct flights and fuel efficient airlines are preferred.

3.4 Requirements concerning intellectual property

For requirements concerning intellectual property, see the General Government Terms and Conditions for Public Service Contracts 2018 (ARVODI 2018), Appendix 04.

The Contractor must have the right to use all information, data and other work presented in the Market Intelligence products. This concerns, among others, the visuals (figures, pictures, tables, or other images) as well as any data used in the textual analysis. Image rights have to be royalty free. Images and text always need to be accompanied by correct attribution or reference.

Any claims for unlawful use are for the costs and risk of the Contractor. See the ARVODI 2018 for more information.

As the rightful owner of all intellectual property in the CBI Market Intelligence products, CBI has the right to transform and present the studies in a different format (for example: video, presentation, info-graphic, webinar, podcast, etc.) at any time. CBI may choose, but is not obliged, to involve the Contractor herein.

3.5 Requirements related to visuals

Each study must include several visuals, as described in the ToR Market Studies (Appendix 09). These can be photos, pictures, images, illustrations, charts, tables, quotes, etc. YouTube videos and Instagram pictures can be embedded in the studies.

Each visual needs to add value to the Market Intelligence product. It should enhance the message and contribute to the understanding of the study.

Pictures have to be of sufficient quality for online publishing, following the requirements of the ToR Market Studies (Appendix 09).

If no suitable free images are available for use, Contractor is expected to purchase (stock) photography. CBI makes a separate budget available for these specific external costs. Images and costs thereof need to be approved by CBI before purchase.

3.6 Requirements relating to the Project Leader

The Contractor must assign a project leader per sector. The project leader is the primary contact person for CBI and for other parties involved in the research. The project leader is responsible for the delivery of the products according to the planning and the Terms of Reference. This includes assurance that studies are composed in English level B1.

3.7 Requirements relating to the prices/rates

3.7.1 The Tenderer will provide an overview of a fixed price per deliverable as part of this assignment by filling in the appendix 02 entitled 'Prices/Rates'.

3.7.2 Per sector, the Tenderer will provide the rate (daily tariff) applicable to additional work in the context of this assignment by filling in the form in Appendix 02 entitled 'Prices/ Rates'. This additional work concerns updating of existing studies and additional work.

3.7.3 The price and rates must be all inclusive. In any event, they must include all of the following: wage costs, overheads (e.g. accommodation and wage costs for support staff), costs relating to the use of equipment and machinery during the assignment, insurance costs, any applicable costs for e-invoicing, and local travel and accommodation expenses.

3.7.4 The prices and rates must also include all costs for the research, including travel and accommodation, meetings or visits, yearly (online) project kick-off meetings, regularly alignment and discussing the contents with CBI, processing of remarks (all feedback rounds), purchase of external sources or expertise, and any other additional costs, whether directly or indirectly attributable to the preparation and production of the required deliverables.
Exception: The only costs that do not need to be included are the travel and accommodation costs related to the delivery of a live presentation and the purchase of (stock) photography. Those costs will be reimbursed by CBI separately.

3.7.5 The only opportunity to adjust the prices and rates will be on 1 January 2025. The prices and rates can be adjusted in line with the price index figure set by Statistics Netherlands applicable to collectively negotiated hourly wages (including special bonuses) in the corporate-services category. For this purpose, the monthly figure of the most recent published month is used each time, and the index for October 2022 is set as 100%.
Any proposed amendments to the price that the Contractor wishes to make must be submitted in writing to the Contracting Authority at least two months before they come into force. The proposal submitted by the Contractor must be itemised, accompanied by a printout from CBS Statline, and contain a reference to the Contract in question with the Contracting Authority. The proposal must contain a summary of both the current prices and rates and the new prices and rates. The Contracting Authority will inform the Contractor in writing of the decision regarding whether or not to accept the new prices and/or rates.
The Contracting Authority reserves the right to refuse to process any proposal that is submitted too late.

3.7.6 The Tenderer will not submit any zero or negative prices/rates.

3.8 Tax-related requirements

3.5.1 The Tenderer indemnifies the Contracting Authority against any claims from the Dutch Tax and Customs Administration *(Belastingdienst)* or other tax authorities.

3.5.2 The Tenderer will quote the prices according to the following structure:

- the amount excluding Dutch VAT and any VAT due outside the EU;
- the amount of Dutch VAT due (if applicable) and the amount of any VAT due outside the EU, and;
- the amount including Dutch VAT (if applicable) and any VAT due outside the EU.

3.5.3 If the Tenderer indicates that no VAT is applicable, then he agrees to provide documentary proof of the grounds for this to the Contracting Authority within fifteen calendar days of the request to do so.

3.5.4 You are liable for any extra costs for Dutch and/or foreign VAT due if you incorrectly charge no VAT or an incorrect amount of VAT to the Contracting Authority. If applicable, you are liable for accurate payment of VAT in the Netherlands and outside the EU, with the exception of the case stipulated in the following sentence. If the Contracting Authority procures a service from a foreign business and Dutch tax law considers the work to have been performed in the Netherlands, then the Contracting Authority is liable for the payment of VAT to the Dutch Tax and Customs Administration for this/these service(s) performed in the Netherlands.

3.5.5 You guarantee that the amounts specified in the quotation are inclusive of all taxes and levies (including amounts considered equivalent to taxes or levies), regardless of their description and wherever in the world they may have been levied.

3.5.6 You indemnify the Contracting Authority against any claims from any tax authority for any taxes, levies or contributions considered equivalent to taxes or levies, originating from either the Netherlands or outside the Netherlands.

3.5.7 If you believe that your work is being taxed simultaneously (in part or in full) in both the Netherlands and a foreign country (outside the EU), then you agree to provide evidence from the foreign tax authorities in question that prove VAT has been levied on one of the services/amounts substantiated by you in the quotation. You will provide this statement in English. If the statement from the foreign tax authorities is not in English, then you agree to provide a sworn translation of this statement, the costs of which will be borne by you.

3.9 Invoicing requirements

3.9.1 Payment terms will be set in every Further Agreement. In general, there are multiple payment moments during the year, following the agreed upon batch division and planning in the Further Agreement.

3.9.2 **For companies established in the Netherlands only**

E-invoicing

The general terms and conditions that apply to this contract contain a provision that invoices must be sent electronically (not in pdf). This can be done in 3 different ways:

- The invoicing portal of the Dutch government;
- E-invoicing with your own (accounting) software package through Peppol;
- E-invoicing through a service provider.

For companies not established in the Netherlands

The paragraph concerning e-invoicing does not apply to companies located outside of the Netherlands.

4. Requirements concerning the Tenderer

4.1 Introduction

In this section, you can find the requirements set by the Tendering Authority to determine whether particular Tenderers are suitable to be awarded the Contract. For this purpose, Exclusion Grounds and Suitability Requirements have been set.

You can indicate whether or not the Exclusion Grounds apply to you and whether or not you are in compliance with the Suitability Requirements by completing the 'European Single Procurement Document'.

The 'European Single Procurement Document' is a PDF file that has been partially filled in for you. You must fill in the rest of the form, print it, legally sign it, scan it and submit it together with your Tender via TenderNed (see paragraph 7.3.15).

4.2 Exclusion Grounds

The following Exclusion Grounds are specified in the appendix 'European Single Procurement Document':

- all Exclusion Grounds specified in Part III A and B;
- the Exclusion Grounds in Part III C of the 'European Single Procurement Document' that have been selected by the Tendering Authority by means of the tick boxes.

See Section 7 for information on how to submit a Tender in collaboration with other organisations. This section specifies who must provide a completed and signed European Single Procurement Document during the process of submitting a Tender.

The evidence relating to the Exclusion Grounds does **not** have to be submitted together with the Tender: it is only required once the Tendering Authority requests it.

Please note: The process of applying for a GVA (Certificate of Conduct for procurement) can take several weeks.

For information on types of evidence, see Section 2.89 of the Public Procurement Act.
http://wetten.overheid.nl/BWBR0032203/2016-07-01

The evidence consists of:
1. Extract of Trade Register (no older than 6 months see §4.5)
2. 'Certificate of Conduct for procurement' ('Gedragsverklaring Aanbesteden' -no older than 2 years)
3. Tax statement (no older than 6 months)

The Tendering Authority, to which a Tenderer submits data in order to prove that the exclusion grounds referred to in Article 2.86 or Article 2.87 do not apply to the Tenderer, also accepts data and documents from another Member State, from the country of origin of the Tenderer or from the country where the Tenderer is established, that serve an equivalent purpose or that show that the exclusion ground does not apply to Tenderer.

Please refer to https://ec.europa.eu/tools/ecertis/search
eCertis is the information system that helps you identify different certificates requested in procurement procedures across the EU.

4.3 Suitability Requirements

The purpose of the Suitability Requirements is to assess whether the Tenderer is suitable to fulfil the Contract in the opinion of the Tendering Authority.

By signing the appendix 'European Single Procurement Document' (which uses the term 'Selection Criteria' to refer to the Suitability Requirements), the Tenderer declares that he complies with the

Suitability Requirements as specified in this subsection of the Tender document. These Suitability Requirements are further specified in the subsequent paragraphs in this section.

4.3.1 Financial and economic standing

By signing the 'European Single Procurement Document', the Tenderer declares:

a. That he possesses sufficient financial and economic capacity to fulfil the contractual obligations.
b. That the most recently issued auditor's report (or, if applicable, a review report or compilation report) does not include a 'continuity section' that expresses doubt concerning the viability of the organisation.
c. That the Tenderer has a sufficient level of professional and/or statutory liability insurance for the fulfilment of the assignment and that in the event of the Contract being awarded to him, will remain sufficiently insured throughout the duration of the assignment(s).

Evidence (do **not** submit together with the Tender – **only** submit it when requested to do so):
Proof of the economic operator's economic and financial standing may, as a general rule, be furnished by one or more of the following references:

a. appropriate statements from banks or, where appropriate, evidence of relevant professional risk indemnity insurance;
b. the presentation of financial statements or extracts from the financial statements, where publication of financial statements is required under the law of the country in which the economic operator is established;
c. a statement of the undertaking's overall turnover and, where appropriate, of turnover in the area covered by the contract for a maximum of the last three financial years available, depending on the date on which the undertaking was set up or the economic operator started trading, as far as the information on these turnovers is available.

If the data of the Tenderer's parent/holding company is used in relation to the aspect of financial-economic capacity, then the Tenderer must provide a statement from the parent/holding company that specifies that the parent/holding company unconditionally acts as a guarantor for the obligations to be undertaken by the subsidiary company and any debts arising from the Contract incurred by the subsidiary company. The statement by the parent/holding company must be signed by a legally authorised representative.

4.3.2 Reference data (technical qualifications)

The Tendering Authority has set the following core competences, which demonstrate experience with essential aspects of the assignment:

- Quantitative (statistical) analysis of trade data
- Qualitative research (interviews) and processing this into market studies
- Knowledge of the business aspects concerning international trade from developing countries to the European market
- Sector knowledge in the lot(s) you're tendering for

By signing the 'European Single Procurement Document', the Tenderer declares that he has carried out at least one reference assignment <u>for each of the core competences listed above</u> that meets the following minimum requirements:

- The subject of the reference assignment must be comparable to the core competence in question.
- The reference assignment must have been executed or completed within the four years prior to the closing date for the submission of tenders. If the Tenderer uses an assignment that is not yet fully complete, then only the completed results of the ongoing assignment can be submitted for reference purposes: projected results cannot be taken into consideration.

The total value of the reference assignment(s) must be at least 15.000 euro. This reference-assignment value must exclusively consist of the value of the aspects of the assignment that are equivalent to the service specified in this document. In case a series of separate yet significantly comparable assignments was carried out for the same client during the reference period, then the turnover of these separate assignments can be combined into a cumulative total.

Assignments including one or more subcontractors can only be used as reference assignments if the subcontractor(s) in question will be involved in the fulfilment of the Contract and if the Tenderer can and will make use of the knowledge and experience of the subcontractor(s) in question during the fulfilment of the assignment.

Evidence (do **not** submit together with the Tender – **only** submit when requested by the Tendering Authority): You may not provide more than one reference for each core competence. If a single reference testifies to multiple competences that comply with the applicable requirements, then you can use the same reference for these different core competences. The reference(s) must be signed by the referee (the client in question) and the legally authorised representative of the Tenderer. The references must also demonstrate that they have a value of at least 15.000 euro in total. If required, the Tendering Authority reserves the right to check the accuracy and completeness of the references and to contact one or more of the reference parties without the Tenderer’s involvement or permission.

4.3.3 Requirements relating to the market research team

The assignment is executed by a Market Research team. The Tenderer must safeguard that the team meets the following requirements:

4.3.4 Requirements relating to the project leader

The project leader (per sector) must have:
- Verifiable experience as market researcher for at least 3 years.
- Strong organizational and communicational skills.

4.3.5 Requirements relating to professional experience

The team meets the following requirements:
- Lead market researcher must have a minimum of three years of professional experience as a market researcher.
- Tenderer has conducted at least 1 market research assignment in the specified sector based on interviews as a method during the past 5 years. Tenderer submits this research together with the tender.
- Tenderer has professional experience (for example in training, consulting, market research) related to sustainability, corporate social responsibility and digitalisation in the past 5 years.

Evidence (**do submit** together with the Tender): • 1 market research report in the sector based on interviews as a method during the past 5 years.

4.3.6 Requirements relating to skills

Proven skills in:
- Conducting market research.
- Conducting primary and secondary research.
- Interviewing of European companies, other industry stakeholders and/or sector associations.

- Statistical and quantitative research, experience with research of trade data (for example TradeMap, EuroStat, UNWTO).

- Analysing data (combining, connecting and structuring of information, prioritization and making choices).
- Interpreting information and translating it to the needs of specific target groups.
- Presenting findings to specific target groups.

- Composing and editing compact and structured texts, in English at level B1.
- English language (level C1).
- Using MS Word, Excel and PowerPoint.

- Presentation skills.

4.3.7 Requirements relating to knowledge

Proven knowledge of:
- The sector;
- The European markets for the sector;
- International trade and value chains;
- General economy and sales and marketing theories and analytical methods;
- Environmental and social sustainability, and corporate social responsibility in the sector;
- Digitalisation.

4.3.8 Requirements relating to network

Access to an international network in the sector, which can be easily consulted during the research, existing of:
- European importers/ buyers in the sector;
- European consultants in the sector (with wide experience and a wide variety of contacts);
- Different types of relevant stakeholders in the sector or chain, such as producers, distributors, retailers, associations, scientists, manufacturers, and other research or consultancy agencies;
- Contacts in several important European markets (countries) for the sector.

4.4 Requirements concerning independency

The Contractor must be able to act fully independent and without conflict of interest as a Market Researcher in the relevant sector.

4.5 Professional/trade register extract

The Tendering Authority expects the Tenderer to be authorised to practise his trade. For this reason, the Tendering Authority reserves the right to ask the Tenderer to demonstrate that he is registered in the professional register or in the trade register referred to in Annex XI of EU Directive 2014/24/EU in accordance with the regulations applicable in the country in which he is established.
It is also vital that the signed documents included in the Tender have been signed by a legally authorised representative of the Tenderer. For this reason, the Tendering Authority can also ask the Tenderer who is awarded the contract to demonstrate the legal validity of the signature.

Evidence (do not submit together with the Tender – only submit when requested by the Tendering Authority).

In order to establish the legal validity of the signed statements, declarations and other evidence, it is vital that a recent and up-to-date (**max. six months old**, counted from the time of submission of the Tender) extract from the professional register or trade register is provided in compliance with the provisions stipulated in Section 2.98 of the Public Procurement Act. The extract must demonstrate the legal authorisation of the signatory.

If the signatory of the statements, declarations and other evidence is not featured on the extract, then authorisation of the signatory must be provided by one of the parties featured on the extract, in the form of a statement declaring that the signatory was authorised to legally bind the Tenderer at the time that he signed the documents.

In the event that the Tender involves a collaboration (consortium), then every member of this collaboration must provide the aforementioned evidence separately.

5. Award criteria and assessment

5.1 Introduction

This Section concerns the award criteria. The Tenders are assessed based on the award criteria. Your response to the award criteria **per lot** must be included in your Tender. In your response, you must take into account the requirements set in Section 3 and 4.

A maximum of 100 points can be obtained for your response to the 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

5.2 Quality criteria

5.2.1 Award criteria relating to the market research team

Max. no. of points available	Assessment aspects
20	The different team members and the role(s) they will take up in the execution of the assignment, per (group of) deliverable(s). Also indicate who the project leader will be. Their relevant experience, skills, knowledge, network and qualifications. *You can show this in an overview per team member. Also attach the curriculum vitae (CV) of every team member. Guideline: a maximum of 1500 words per lot, excluding CVs.*

5.2.2 Award criteria relating to the research approach

Max. no. of points available	Assessment aspects
20	Describe how the team will conduct the market research for the different market studies, including a quantification of their efforts (e.g. quantify how many interviews, surveys, visits etc. are done for the market research; how much time/effort is used). Where possible refer to the steps in chapter L. Working process (per sector), from the Terms of Reference document (appendix 9). *Guideline: a maximum of 1500 words per lot.*

5.2.3 Award criteria relating to analytical and writing skills

Max. no. of 30 points available	Assessment aspects
  12 9 9	The analytical and writing skills of the Tenderer, assessed on the basis of the writing assignment in Appendix 08. - Quality of the market analysis - Quality of the sustainability analysis - Writing and visualization Conduct the writing assignment per lot.

5.3 Award criteria relating to prices/rates (exclusive of VAT)

Max. no. of points available	Assessment aspects See appendix 02 Prices and rates
Prices 25	Fixed prices of the 18 deliverables **per sector*** for each lot Note that the prices are fixed during the entire contract period (with the exception of indexation, see paragraph 3.7) ***<u>NOTE:</u>*** *all research methods/activities described/proposed for the research approach (5.2.2) must be part of the price/rates per study.*
Rates 5	Fixed daily rate for additional work and study updates. Note that the daily rate is fixed during the entire contract period (with the exception of indexation, see paragraph 3.7)

***In case a lot consist of more than one sector, the price list should be filled out for each individual sector.**

The table below indicates when this applies:

Lot name:	In case of multiple sectors, consisting of:	Number of price lists:
(1) coffee and cocoa;	• coffee • cocoa	2
(2) fresh fruit and vegetables;	n.a.	1
(3) natural ingredients	• natural ingredients for cosmetics; • natural ingredients for health products; • natural food additives.	3
(4) processed fruit and vegetables and edible nuts;	n.a.	1
(5) grains pulses and oilseeds	n.a.	1
(6) spices and herbs	n.a.	1

5.4 Assessment method for qualitative award criteria

During the assessment, the assessment team will work in accordance with the following scale for the weighting of the quality criteria.

Quality of the response	Weighting percentage of the maximum points available per preference
Excellent, with great added value	100%
Very good, with some added value	90%
Good	80%
Ample	70%
Satisfactory	60%
Average	50%
Fair, not completely satisfactory	40%
Unsatisfactory	30%
Poor, insufficient	20%
Very poor, insufficient	10%
No response provided	0%

A minimum score of 20% per quality criterion is required. In addition, the minimum required score for the quality preferences is 35 points in total. If a score of less than respectively 20% per quality criteria or an average of 35 points is awarded, the tender will be no longer be eligible for the award of a contract in this procedure.

5.5 Assessment of preferences in relation to prices/rates

For the assessment of the prices, a relative formula is used **per deliverable**.

This means the price of the deliverable is compared to the prices offered by other Tenderers. The following formula is used for the scoring of the price:

Lowest offered price / price of own registration * maximum achievable points = number of points scored.

Example:
Price for deliverable: A = 500, B = 550, C = 350
Maximum number of points per deliverable is 1,388. C is the lowest with 350.
Points A: 350/500 x 1,388 = 0,972
Points B: 350/550 x 1,388 = 0,883
Points C: 350/350 x 1,388 = 1,388

The total number of points attained for the award criteria of prices/rates corresponds to the sum of points achieved for each deliverable.

The same method will be used to assess the daily tariff for additional work and study updates.

6. Assessment of the Tender

6.1 Assessment of the Tender's completeness and legal validity

The Tender will be assessed according to the following procedure. The Tendering Authority will check whether:

1. all required documents have been provided (see the checklist in the subsection 'Structure and content of the Tender' in Section 7);
2. the information is correct and complete, and no adjustments have been made to the documents provided by the Tendering Authority;
3. no provisos have been made by the Tenderer (e.g. specifying that the Tenderer's own terms and conditions apply);
4. the 'European Single Procurement Document' has been completed in full and has been legally signed.

In the event that the aforementioned requirements have not been complied with, the Tender will be excluded from assessment and further participation in the tendering process, unless rectification is permitted within the boundaries of public procurement legislation.

6.2 Assessment of requirements relating to the assignment

Subsequently, the Tender's compliance with the requirements to the assignment (see Section 3) will be assessed. Any Tenders that do not comply, will be excluded from further participation in the tendering process.

6.3 Assessment of award criteria relating to the assignment

Subsequently, all Tenders not excluded from the tendering process, will be assessed according to the award criteria stipulated in Section 5. If a score of less than respectively 20% per quality criteria or an average of 35 points is awarded, the tender will be no longer be eligible for the award of a contract in this procedure.

6.4 Determination of definitive total score

The Contract will be awarded according to the principle of the Most Economically Advantageous Tender. The Most Economically Advantageous Tender is the Tender that achieves the highest definitive total score based on the best price-quality. Tenderers can register for a maximum of 3 lots. They can be awarded a maximum of 2 lots with the highest scores of the 3.

The Tenderer's definitive total score will be rounded to one decimal place. No scores will be rounded off until the moment that this definitive total score is determined. 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. In the event that the highest scoring Tenderers also achieve an equal score for this subcriterion, then determination of the Tenderer to which the Contract will be awarded will be made by drawing lots.

6.5 Assessment of evidence

At the moment that the Tenderer legally signs the 'European Single Procurement Document' and submits the Tender, the Tenderer is not (yet) required to provide any evidence, unless expressly asked to do so in this Tender document.

By signing the 'European Single Procurement Document' and submitting his Tender, the Tenderer agrees that at a later date, the Tendering Authority is entitled to request that the winning Tenderer provides the required evidence.

Upon awarding the Contract, the Tendering Authority will only request evidence from the winning Tenderer. The Tendering Authority is entitled to request this evidence at an earlier stage and from all Tenderers if it believes such a course of action is necessary to facilitate the progress of the tendering process.

The evidence must demonstrate that the Tenderer indeed complies with the content of both the 'European Single Procurement Document' and the Tender. Following the Tendering Authority's request to provide the evidence, the Tenderer has 15 (fifteen) calendar days to hand over the required evidence. If the Tendering Authority does not agree with the content and/or validity of one or more of the pieces of evidence provided by the winning Tenderer, then this could result in the winning Tenderer being excluded from further participation in the process. In such cases, the Tendering Authority will inform every Tenderer of this situation. The Tendering Authority will then determine the next Most Economically Advantageous Tender. The score of the Tenderer that has just been excluded will be removed. The calculations will then be carried out once more and a new ranking will be created. The award process will then be conducted again.

In the event a winning Tenderer does not qualify for the definitive award of the Contract, then all Tenderers will be notified of this and the consequences thereof concerning the award of the contract.

7. Submission procedure for Tenders

7.1 Statement of agreement

By submitting a Tender, including the 'European Single Procurement Document', the Tenderer explicitly consents to all requirements and conditions stipulated in this Tender document and the Memoranda of Information and declares that he will continue to comply therewith throughout the entirety of the contract period. Furthermore, the Tenderer confirms that he will comply with all of the specified prices and rates, including any agreed indexation. Failing to comply with one or more requirements will result in his Tender being disqualified from the assessment process and therefore excluded from the tendering process.

7.2 Schedule

See schedule in Subsection 1.3.

7.3 General procedure

This tendering process will be carried out in compliance with the Public Procurement Act. In this case, the 'open procedure' was selected. An announcement thereof was published on www.tenderned.nl and on Tender European Daily (TED).

In the event that a Tender is not submitted in accordance with the provisions and regulations stipulated in this section, the Tendering Authority can set aside the Tender and exclude the Tenderer from further participation in this tender procedure.

7.3.1 Communication

All communication relating to this tender procedure will be conducted via TenderNed (www.tenderned.nl), unless otherwise specified.

Once you have indicated your interest in this invitation to tender on TenderNed, you can send and receive messages about this tender process via 'My Tenders'. Any questions concerning the tender process can be sent to the Tendering Authority's contact person via TenderNed.
You will receive messages via TenderNed. Via your personal TenderNed settings, you can turn on automatic notifications, including notifications to your private email address. It is your responsibility to ensure that these emails are not blocked by your email provider's security system.
If the communication cannot be conducted via TenderNed, you can contact the following contact person(s):
Henk Ballering, Henk.ballering@rvo.nl
Quintin Stoutjesdijk, Quintin.stoutjesdijk@rvo.nl

Attempts to directly contact parties other than the contact person(s) stated above in relation to this tender process are prohibited.

If you have any functional or technical questions regarding TenderNed, you can contact the TenderNed service desk on weekdays between 08:30 and 18:00 CET on 0800-8363376 or via servicedesk@tenderned.nl. You can also consult the eHandbook via http://www.tenderned.nl/egids/.

7.3.2 eHerkenning

All TenderNed users affiliated with a *Dutch* company registered with the Dutch Chamber of Commerce are obliged to log in and register using eHerkenning.
This obligation does not apply to companies not registered in the Netherlands.
Visit http://www.tenderned.nl/eherkenning-en-tenderned-0 for more information about eHerkenning, including the terms and conditions. You are responsible for any consequences arising from the failure to register with eHerkenning in a timely manner.

7.3.3 Questions and additional information/changes

During the procedure, you have the opportunity to ask questions. Ask your questions as soon as possible. All questions will be answered anonymously. The Tendering Authority can answer your questions via TenderNed in two ways:

- Via one or more Memoranda of Information.
- By means of the TenderNed 'Questions and Answers' facility.

The deadline for submission of your questions is specified in the schedule (see section 1.3). In any event, all questions asked will be answered at least 10 days prior to the deadline for submission of the Tender.

Submitting a question to the Tendering Authority

Questions are to be asked via TenderNed. See https://www.tenderned.nl/cms/english/six-steps-bidding-public-procurement-contracts-online-through-tenderned.

All questions and answers will be published anonymously for all interested parties to view. If you have a compelling reason why you do not wish your question (and its answer) to be revealed to the other interested parties, then tick the 'Answer Individually' box. However, the Tendering Authority will decide whether or not to process your question individually.

Answers from the Tendering Authority

The Memoranda of Information are an integral part of this Tender document. The Tendering Authority assumes that all sections for which no questions have been asked have been clearly and fully understood.

7.3.4 Validity period and submission of Tender

The Tender must be valid for at least the four months after the deadline for submitting the tenders. In the event that an application for a preliminary injunction is filed with the competent court in The Hague against the award decision, then the Tenderers must in any event ensure that their Tenders are valid until four weeks subsequent to the initial decision by the court.

7.3.5 Variants on Tender

Upon submitting a Tender in accordance with the Tender document, the Tenderer is not permitted to submit a variant of this Tender.

7.3.6 Costs of submitting a Tender

The Tendering Authority will not reimburse any Tenderers for any costs resulting from the drafting and submitting of a Tender, including any further information requested of the Tenderer.

7.3.7 Termination of tendering process

Until the moment that the Contract is signed, the Tendering Authority reserves the right to partially, fully, temporarily or permanently terminate the tendering process. In such cases, Tenderers will not be entitled to receive compensation for any costs incurred by them in connection with this Tender, unless the Contracting Authority is of the opinion that a (small) contribution to the tender costs is appropriate in view of the circumstances.

7.3.8 Order of precedence of documents

In the event of inconsistencies between the Tender document and the Memoranda of Information, the Memorandum of Information takes precedence.
In the event that there are multiple Memoranda of Information, then the provisions in the most recent Memorandum of Information takes precedence in the event of inconsistencies between the different Memoranda.

7.3.9 Information about the Tenderer's obligations

The Tenderer must take into account his obligations relating to environmental, social and employment law in compliance with article 2.81 paragraph 2 of the Public Procurement Act.

Information on obligations resulting from Dutch legal provisions with regard to taxes, environmental protection, occupational health and safety and terms of employment that will be applicable to the Tenderer's activities throughout the Contract period is available from the following sources:

- Information on taxes: the Dutch Tax and Customs Administration: (www.belastingdienst.nl).

- Provisions concerning environmental protection: the Ministry of Infrastructure and Water Management (www.rijksoverheid.nl).
- Provisions pertaining to occupational health and safety and terms of employment: the Ministry of Social Affairs and Employment: (www.rijksoverheid.nl).

7.3.10 Guide Information security and Privacy for suppliers

Protecting information and personal data is the top priority for the Ministry of Economic Affairs and Climate Policy (EZK). That requires significant effort from our own employees, but also from our suppliers. You can read more about it in this concise guide.
Suppliers guide Information Security and Privacy EZK

7.3.11 Inconsistencies and objections

If the Tenderer is of the opinion that the documents contain inconsistencies, errors or matters that are unclear or if the Tenderer has any objections, then the Tenderer must report this to the contact person in writing, including substantiation.

7.3.12 Complaints procedure

If a Tenderer disputes a response given by the Tendering Authority to a question, request, comment or objection from the Tenderer, or if the Tenderer receives no response, then he can submit a complaint. More detailed information on this matter can be found in the 'Complaints Procedure' appendix.

7.3.13 Dispute resolution

In addition to the provisions in the 'Complaints Procedure' subsection, any dispute arising from this tendering process can be presented to the Public Procurement Experts Committee (www.commissievanaanbestedingsexperts.nl) and/or to the competent court in The Hague. Dutch law applies exclusively to such proceedings.

7.3.14 Submission of the Tender

The deadline (date and time) for submission of Tenders is stipulated in the 'Time schedule' (1.3) and it is a final deadline.

- In order to submit a Tender, you must register with TenderNed. One or more registered users must be connected and authorised to submit the Tender via TenderNed on behalf of your company.
  The Tendering Authority advises that you start the TenderNed registration process immediately rather than postponing it until the tendering period is coming to a close. Upon registering your organisation, you must add your tender via TenderNed's announcements platform.
- For more information on registering and establishing your organisation with TenderNed and digital submission of your Tender, visit https://www.tenderned.nl/cms/english/six-steps-bidding-public-procurement-contracts-online-through-tenderned.
- Only Tenders that have been submitted to the digital safe for this invitation to tender either prior to or on the day of the deadline (prior to the time of the deadline) will be processed by the Tendering Authority.
- The time and date as displayed on the digital countdown clock in TenderNed serves as the definitive deadline for the submission of Tenders.
- The Tendering Authority is only able to see the Tenders once the digital safe opens in TenderNed. This safe can only be opened upon expiry of the deadline for the submission of Tenders.
- In the event you have technical issues or questions regarding submission of your Tender via TenderNed, you can contact the TenderNed service desk via servicedesk@tenderned.nl or +31 (0)70-3798899. If you believe that the TenderNed service desk is taking too long to answer your question or comment, then you can contact your contact person within the Tendering Authority.
- Any risks resulting from late submission of the Tender and/or submission of an incomplete Tender is borne by the Tenderer.
- The Tendering Authority is neither responsible nor liable for any consequences resulting from a Tender that is submitted too late, incorrectly or incompletely.

The Tendering Authority will treat confidentional information provided by the Tenderer with due care.

7.3.15 Structure and content of the Tender plus checklist

The Tender must be submitted entirely via TenderNed and the 'European Single Procurement Document' must be legally signed.

Checklist

You can use the following checklist during the submission of your quotation:

	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'	In writing your tender proposal follow the structure as indicated in chapter 5.2 (Quality Criteria). Hand in your answers as 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'	Fill out the price list(s) using the Excel template in appendix 02. Prices should be given for each deliverable and per sector. See Section 5.3 (Award criteria relating to prices/rates) for more details.	Add to TenderNed
4.	Requirements to the Tenderer	Reference study, see Section 4.3.5	Add to TenderNed

**** See Subsection 7.3.16 in the event your Tender is submitted in collaboration with other companies as a consortium or with subcontractors.***

7.3.16 Legally binding signature

A legally binding signature means that a document has been signed by a duly authorized representative.
If it is recorded in the professional or company register that two or more persons only have joint powers of representation, then the documents requiring a legally binding signature must be signed by those two or more persons. If any restrictions are in place regarding the authorization to represent the organization, then these must be taken into account.

Where a legally binding signature is required, the Contracting Authority accepts either an original handwritten signature, or the qualified electronic signature within the meaning of article 3: 15a of the Civil Code (or EU Regulation no. 910/2014, article 3, part 12).

Please note: it is not possible to sign the European Single Procurement Document with a qualified electronic signature immediately. You can provide the ESPD with a handwritten signature or you must make a digital PDF printout of the PDF form, after which the qualified electronic signature can be placed on this digital PDF printout.

The lack of a legally binding signature in principle will lead to exclusion from the tendering procedure. In that case, however, you will be given one single opportunity to correct it within 48 hours.

7.3.17 Submission of a Tender in collaboration with other organisations

If you cannot carry out the assignment independently, you can set up a collaboration with other organisations.

There are two ways in which you can submit a Tender in collaboration:

- 1) As a consortium in which each member of the consortium is jointly and severally liable for the fulfilment of the obligations arising from the Tender as well as the fulfilment of the Contract.
- 2) In a principal contractor-subcontractor structure in which the Contractor is liable for the fulfilment of all obligations, including the obligations that will be subcontracted.

Tendering as a consortium
If a Tender is submitted by a consortium, then:

- Every member of the consortium must fill in and legally sign a separate 'European Single Procurement Document', which also includes a specification of who the consortium members are (see Part II of the 'European Single Procurement Document'). Indicate the role each member plays within the consortium. In the 'European Single Procurement Document', you must indicate who is in charge of the consortium (who is lead manager) and will act as its authorised representative.
- All organisations in the consortium accept joint and several liability for the fulfilment of the obligations arising from the Tender and the eventual fulfilment of the Contract.
- If a consortium member relies upon the capacity of another entity in order to demonstrate compliance with the applicable Suitability Requirements, then the entities in question must complete and sign Part II C of the 'European Single Procurement Document' (in compliance with the provisions specified below in the subsection 'Submitting a tender together with subcontractors' in the eventuality that subcontractors are obliged to demonstrate their capacity).
- Every member of the consortium, for their part, must provide the evidence requested for the Tender.

Submitting a tender as a principal contractor together with subcontractors
If a Tender is submitted by a principal contractor that does *not* rely upon the capacity of any subcontractors, then only the principal contractor is required to complete and legally sign Part II D of the 'European Single Procurement Document'.

If the principal contractor *does* rely on the capacity of subcontractors in order to demonstrate compliance with the applicable Suitability Requirements, then the subcontractor(s) in question must also complete and legally sign Part II C of the 'European Single Procurement Document'.

The principal contractor is fully liable for the fulfilment of the obligations arising from the Tender as well as the fulfilment of the contract (if awarded). In addition, the principal contractor is liable for the fulfilment of the obligations for which he has hired the subcontractor(s).

All completed and legally signed 'European Single Procurement Document' forms must be added to the Tender.

Upon the award of the Contract , the Tendering Authority will request – prior to the commencement of the Contract – that the winning principal contractor provides the following

information:
the name, contact details and legal representatives of the subcontractor that will be involved in the execution of the work or the provision of the services.

7.3.18 Single Tender

All natural persons, legal entities and organisations may only submit a single Tender (either individually or in combination with other natural persons, legal entities and/or organisations). Tenderers who are mutually connected via a relationship of dependence (group link) are permitted to participate separately in this tendering procedure. However, this is on the express condition that they participate as competitors in this tendering process. For this purpose, they must demonstrate that their mutual relationship has not influenced their behaviour within the scope of this tendering procedure nor has it restricted fair competition.

By submitting a Tender, the Tenderer in question agrees to this condition.

The Tendering Authority does not consider submission of a Tender for multiple lots to constitute submission of multiple Tenders.

7.3.19 Violation of the fundamental principles of procurement law and restriction of fair competition

Any Tenderer whose actions violate a fundamental principle of procurement law (such as the equality principle), the result of which restricts or could restrict fair competition, will be excluded from this tendering procedure. This is also the case if the violation or the restriction of fair competition only comes to light after the announcement of the award of the Contract to all Tenderers. Prior to making the decision to exclude the Tenderer in question, the Tendering Authority will notify the Tenderer of this intention, at which point the Tenderer will be given the opportunity to demonstrate to the Tendering Authority that no violation of a fundamental principle of procurement law or restriction of fair competition has taken place.

By submitting this Tender, the Tenderer declares his awareness that actions contravening any fundamental principle of procurement law can result in the aforementioned consequences. The Tendering Authority can use all resources available to him in order to identify any violation of the fundamental principles of procurement law or the restriction of fair competition. A judicial decision will not be a necessary requirement in such cases.

7.3.20 Communication and language

During the tendering process, communication with the Tendering Authority must be conducted in Dutch OR English.

The Tender must be submitted in English.
Additional documents (such as CVs, informational materials etc.) can be provided in Dutch OR English.

During the fulfilment of the contract, communication must be conducted in Dutch OR English

7.3.21 General terms and conditions

The applicability of any of the Tenderer's general terms and conditions concerning delivery, payment and/or any other matters is explicitly excluded. The General Government Terms and Conditions apply to the Contract.

7.3.22 Contract conditions

The draft Contract, and the corresponding General Government Terms and Conditions are included in the appendices. The Tenderers have the opportunity to ask questions, make comments and propose textual amendments.

The Tendering Authority is free to accept or reject the proposed textual amendments. The Tendering Authority will indicate whether or not the proposals have been accepted or rejected in the Memorandum of Information. By submitting the Tender, the Tenderer declares his consent to the (possibly amended) Contract(s). Only the definitive Contract(s) will apply during the execution of the assignment.

7.3.23 Explanation and verification of the Tender

The Tendering Authority can request that the Tenderer explains his Tender in greater detail and/or provide substantiating documents. The Tendering Authority is entitled – although not obliged – to check the accuracy of all data and statements submitted within the scope of the Tender.

7.3.24 Request for supplementary information concerning the Tender

The Tendering Authority can ask Tenderers to provide supplementary information and/or clarification of their Tender.

7.3.25 Announcement of the award of the Contract

All Tenderers will receive a message simultaneously that announces the award of the Contract and substantiates its decision. All Tenderers are entitled to request further information regarding this decision from the Tendering Authority.

Standstill period
All Tenderers and stakeholders who dispute the award of the Contract and/or the verbal/written substantiation thereof can apply for a preliminary injunction at the competent civil court in The Hague. This must be done no later than 20 calendar days subsequent to the sending of the digital notifications concerning the award of the Contract. Upon expiry of this period, no more applications for a preliminary injunction can be submitted. In the event a Tenderer applies for a preliminary injunction, we kindly request that you send a copy of the summons to the Tendering Authority.

On the grounds of Section 2.129 of the Public Procurement Act the award of the Contract does not yet mean the Tenderer’s Tender has been accepted. For the 20 calendar days subsequent to the sending of the digital notification of the award of the Contract, the Tendering Authority is not permitted to definitively award the assignment by concluding the Contract.

If a preliminary injunction is applied for during these 20 calendar days, then a waiting period will be required pending a judgement in the preliminary injunction proceedings. The judgement will serve as the basis for further decision making by the Tendering Authority.

If preliminary injunction proceedings are brought against the award of the Contract, then the Tendering Authority will notify the Tenderer of this fact. The Tenderer must ensure that his Tender remains valid for at least four weeks subsequent to the judgement in the preliminary injunction proceedings.

Interest in relation to the judgement
Tenderers who have an interest in the judgement in these preliminary injunction proceedings can only engage in these proceedings by means of intervention or joinder. The Tenderer cannot initiate separate proceedings or other judicial proceedings.

7.4 Further Agreements within the Contract

7.4.1 Further agreements within the Contract

A further agreement within a framework contract is referred to as a Further Agreement.

Usually, there will be a yearly assignment with a yearly programme within the scope of this Tender, according to the working process below.

7.4.1.1 Working process (per sector)

Step	**Activity**
1. Request for Quotation	Every year the Contractor receives a Request for Quotation (RFQ) for the market studies assignment from the Netherlands Enterprise Agency. A work package specifies the deliverables and the planning. The work is usually divided into **2-4 batches** of multiple studies. The Contractor answers with his/her quotation for the assignment, according to the RFQ and following the prices as tendered. For updates, the contractor offers a price based on the daily rates for additional work.

	The contractor gives a reaction to the proposed planning and batch division, and has the opportunity to propose any necessary changes.
2. Contracting	CBI contracts the Contractor for the research with a letter of contract that contains the agreed upon final planning and batch division.
3. Kick-off (& Evaluation)	CBI organises a kick-off, to discuss the work for the year (for year 1). In year 2, 3, 4 the kick-off often is combined with an evaluation of the prior year.
4. Discussion session and selection of CBI Product Factsheets to be made	CBI organises a session to: • communicate input from CBI projects back to the researchers • discuss which CBI Product Factsheets will be made • discuss if CBI organises a focus group on top of the field research this year • determine the topic(s) for the News Item(s) • determine the topic, venue and date for the webinar or presentation • determine the topics for any other deliverables to be made
5. Start of Research / Desk Research Phase	The contractor starts its desk research and the preparation of the field research. Secondary market research concerns desk research of statistical trade data, industry reports, legal texts, websites of companies, authorities, sector associations and certification bodies etc.
6. Interview planning	The contractor shares their interview planning for the field-research phase per batch with CBI, offering CBI the possibility to join in on one or two interviews. This will allow CBI to get first hand insight and interaction with the target group(s) and the interviewee the possibility to connect with CBI.
7. Field Research Phase / End of Research	Primary research includes interviews with European buyers, industry associations, sector experts, certification bodies etc. Per new studies a minimum of 2 interviews is conducted. Other forms of primary research are for example: company and shop visits, trade fair visits and focus groups (if CBI choses to do a focus group this is always on top of the standard research method). After completing the interviews for the batch, the contractor shares interview notes with CBI and an actualized interview planning indicating which interviews really took place and at what time.
8. Proofreading Phase	A CBI contracted proofreader reviews the 1st draft of the studies, based on whether: • the research questions posed in the ToR for the specific studies are answered; • the content criteria mentioned in this ToR are met; • all other criteria mentioned in this ToR (related to writing, layout, use of charts, maps, visuals etc.) are met; • the research is conducted according to the method proposed by the contractor in the tender (or according to the otherwise agreed upon method); • If the criteria are not met the proofreader may request additional research if needed. The contractor processes or reacts on all feedback, and turns in a 2nd draft of the studies. • CBI reviews the 2nd drafts, focusing on whether or not the comments on the 1st draft have been sufficiently processed. The contractor processes or reacts on all remaining comments, and turns in the final drafts of the studies. • Studies are final approved by CBI after completion of the third correction round.
9. Invoicing	After final approval by CBI, the Contractor can turn in the invoice for work carried out, according to the requirements of the Netherlands Enterprise Agency.
10. Editing	CBI contracts professional editors to edit the CBI Market Studies. This editor only focuses on grammar correction, use of British English and use of numbers. The Contractor must be ready to answer questions from the editor, also after the study has already been approved by CBI.
11. Publication	Studies will be published on the CBI website, after which CBI will promote the studies through a mix of online and offline channels. CBI can ask the contractor to give a presentation after publication.
12. Promotion	Although most readers visit the studies as a result of organic search, CBI periodically invests in online promotion via such tools as Google AdWords, and paid advertisement via social media. Furthermore, studies are promoted on CBI's own channels, such as the CBI news section on the Website and an e-mail newsletter.

7.4.2 Award of further agreements within the Contract

The award of further agreements within the framework contract will be made based on the following Award Criteria:

The quotation for the assignment, based on the request for quotation, the ToR and following the prices as tendered. For study updates, the contractor offers a price, based on the daily rate for additional work.
The contractor gives a reaction to the proposed planning and batch division, and has the opportunity to propose any necessary changes.

Appendices and Annexes

The following appendices and annexes constitute an integral part of this Tender document. These appendices and annexes were published together with the Tender document.

Appendix 01: European Single Procurement Document
Appendix 02: Prices/Rates
Appendix 03: Draft Framework Agreement
Appendix 04: ARVODI-2018 Government terms and conditions,
Appendix 05: Complaints Procedure
Appendix 06: Reference contracts
Appendix 07: MI Webinar announcement
Appendix 08: MI Writing assignment
Appendix 09: Terms of Reference (ToR) CBI Market Studies 2023

ToR Annex 1: CBI News Item Tips and Tricks
ToR Annex 2: Clear and understandable English (b1)
ToR Annex 3: MI Excel example high charts
ToR Annex 4: Product Tree revision
ToR Annex 5: Style guide English
ToR Annex 6: Style guide RVO-photography
ToR Annex 7: MI Visualisation presentation