



Memorandum of Information European tender 'Market Intelligence Studies'

Date: 18 August 2026

In this Memorandum of Information, the Contracting authority provides answers to the questions asked and remarks posted in the context of the above-mentioned European tender. This Memorandum of Information forms an integral part of the Tender Document (with reference IUC 202601044).

Nr.	Chapter/ Paragraph from the tender document	Question	Answer
1.	Possible classification issue in the new CBI market intelligence tender	The writing assignment for Parcel 3 – Processed Fruit and Vegetables and Edible Nuts includes a study on dried onions. Could the contracting authority please confirm whether this classification is intentional? This appears inconsistent with CBI's existing sector classification and normal European trade practice. Dried onions are generally handled by the spices and herbs sector, together with products such as dried garlic. CBI has already published its study on dried garlic under the spices and herbs sector. Dried onions are also covered by the European Spice Association and are normally traded by specialised spice companies rather than processed fruit, vegetable and nut traders. The allocation has important implications for the tender process. Tenderers select parcels based on their sector expertise and relevant references. Specialists with experience in dried onions are more likely to apply for Parcel 5, while applicants for Parcel 3 may not have the required spice-sector expertise. The classification could therefore affect competition, the comparability of bids and the transparent selection of suitably qualified experts. Could the contracting authority please clarify:	According to the product tree of CBI (which will be shared with Contractors at the start of the Contract) 'dried onions' is a product classified under Processed Fruit, Vegetables and Edible Nuts (PFV – lot 3). CBI acknowledges that this product could fit under the sector Spices and Herbs as well. For the writing assignment of this tender 'dried onions' is (remains) the product for Lot 3 (PFV).

		Whether the inclusion of dried onions in Parcel 3 is intentional and, if so, the reason for this classification; Whether, if this is an error, the writing assignment will be moved to Parcel 5 and the tender documents corrected accordingly; and How relevant sector experience for this assignment will be assessed if the current classification remains unchanged?	
2.	What constitutes one country factsheet?	What constitutes one country factsheet? Reference: Appendix 9, section IV, Country Factsheets: The Terms of Reference state that a Country Factsheet may cover either one country or a group of countries, such as the Nordics or Southern Europe. Please confirm whether a factsheet covering a group of countries constitutes one deliverable and is charged at the same unit price as a factsheet covering one country.	The full Country Factsheet consists of 2 deliverables (a Market Potential and Market Entry part) which are often requested together but can also be requested separately. The Country Factsheet can cover 1 country or a group of countries (e.g. Nordic countries). A Country Factsheet on a group of countries includes a maximum of 4 countries which show similarities in terms of market characteristics, business environment and other criteria. The analysis therefore does not require proportionally more work or time as the analytical framework, research, and key insights can be leveraged across countries. CBI generally prefers individual Country Factsheets over Country Factsheets that cover a group of countries and will likely only occasionally request Country Factsheets on a cluster of countries. The current Country Factsheets on the CBI website, for the sector(s) you are interested in, give a good indication of what (ratio Country Factsheets with single country and multiple countries) you can expect in the contract period. As per Appendix 2 Prices, Tenderer will offer one price for a Country Factsheet, independent of the number of countries covered.
3.	Participation of independent researchers	We have extensive experience in conducting market research and work with both employees and independent researchers. Some of these independent researchers are based outside the Netherlands. Although they are not on our payroll, they work with us on a regular and substantial basis, in some cases for approximately 180 working days per year, and form part of our established research team and network. Can such an independent researcher be included as a member of our proposed team for two lots, while also being included in the team of another consortium or tenderer for a third lot? More specifically, we intend to submit tenders for three lots and plan to include this independent researcher in two of them. At the same	An independent researcher can be included by more than one bidder (but maximum of three (3)) as a subcontractor or consortium partner (see section 2.2 and 7.3.17 of the Tender Document). It must be mentioned in the ESPD form whether they are a subcontractor or a consortium partner (see section 7.3.17 of the tender document for the distinction and requirements), as well as the role and responsibilities.

		time, the same researcher may be proposed by another consortium for one additional lot. In that situation, our organisation would participate in three lots, while the independent researcher would also participate in a total of three lots. Can the Contracting Authority confirm that this arrangement is permitted? Please also clarify whether such independent researchers would be considered subcontractors?	
4.	Use of CBI as client reference	Can CBI serve as the client reference for both Core Competency A and Core Competency B?	Yes, this is allowed. Please note that the reference form (Appendix 6) does need to be signed by the referee/client (in this case that would be CBI).
5.	How many countries can one grouped factsheet contain? (Appendix 9, section IV, Country Factsheets)	How many countries can one grouped factsheet contain? Where CBI commissions a Country Factsheet covering a group of countries, please state the maximum number of individual countries that may be included within one deliverable.	A grouped Country Factsheet may cover a maximum of four countries. See also the answer to question 2.
6.	Does the same depth apply to every country in a grouped factsheet? (Appendix 9, section IV, Country Factsheets)	For a Country Factsheet covering multiple countries, please confirm whether each country must receive the full analysis required for a single-country factsheet, including market potential, requirements, channels, competition and pricing, or whether a combined regional analysis is expected.	No, CBI will only opt for a Country Factsheet covering multiple countries if these countries share similarities in terms of market characteristics, requirements and business environment. The majority of the research (trends, requirements, channels, competition) can be conducted using a combined, regional approach, while taking into account individual country differences (e.g. import figures, prices).
7.	What constitutes one product factsheet? (Appendix 9, Section III, Product Factsheet)	Please confirm whether one Product Factsheet will normally concern one individual product; one narrowly defined product group; or a broader product group potentially represented by several HS codes.	This differs per lot/sector. The current Product Factsheets on the CBI website, for the sector(s) you are interested in are a good representation of what (ratio single product/group of products) you can expect during the contract period. For example, in a sector like Natural Ingredients (for Cosmetics, Health products and Food Additives) and Home Decoration and Home Textiles you will often see Product Factsheets on products that are part of a larger HS code group, or that include several HS codes.
8.	Is there a maximum breadth for a product factsheet? (Appendix	Please state the maximum number of products, product variants or HS codes that may be included within one Product Factsheet deliverable.	No fixed maximum number of products, variants or HS codes applies. See also the answer to question 7.

	9, Section III, Product Factsheet)		
9.	How are multi-segment lots treated?	How are multi-segment lots treated? Several lots contain materially different sectors or segments. For example, Coffee and Cocoa contains 2 sectors, Natural Ingredients contains health ingredients, cosmetic ingredients and food additives, and Grains, Pulses and Oilseeds contains 3 product groups. For a lot containing multiple sectors or segments, please confirm whether one Market Statistics and Outlook or Trends deliverable will cover the complete lot; or cover only one specified sector or segment within the lot? For example, under Lot 4, would one deliverable cover all 3 Natural Ingredients segments or only one of health, cosmetics or food additives?	Lot 1 coffee/cocoa is a lot with two sectors, which means separate studies per sector will be requested for this lot. A separate Market Statistics and Outlook for the coffee as well as for the cocoa sector will be requested. The same applies for the tip studies. Check the current CBI website for this. Hence, for Lot 1, Coffee and Cocoa are treated as separate sectors for the purpose of commissioning deliverables. Each separately commissioned study constitutes a separate deliverable and will be remunerated at the applicable price for that deliverable. The price sheet requests the same price for both sectors. Grains, Pulses and Oilseeds (lot 6) is one single sector for CBI, so all studies (Market statistics and Outlook, tip studies, etc) must cover the whole sector. Check the current website. The Natural Ingredients sector (lot 4) used to be three different sectors (it is still like this on the current CBI website) but in this Tender (and for the new contract period) it will be treated as one single sector. This means we request one Market Statistics and Outlook, one trends study, etc. Differences per segment (cosmetics, health, food) should be described in these studies. Specifically for product studies (product factsheets) in Natural Ingredients (lot 4), see answer to question 37.
10.	Are the 2 halves of a factsheet always separate deliverables?	Are the 2 halves of a factsheet always separate deliverables? Please confirm that the Market Potential and Market Entry parts of a Product Factsheet or Country Factsheet will always be counted, commissioned and invoiced as 2 separate deliverables, even when developed and delivered together.	Yes, they are regarded as separate deliverables, and in your price offer you should include a price for each part. At the start of each contract year, Contracting Authority will decide what studies to carry out, and it is possible that Contracting Authority -will request to update only one part of the Product Factsheet (most often this will be the Market Potential part).
11.	Factsheet Structure and Commissioning Approach (Appendix 9, Section III & IV)	Where the Market Potential and Market Entry components of a Product Factsheet or Country Factsheet are commissioned separately, please confirm whether these components may be commissioned within different batches, work programmes or contract years, or whether they will normally be commissioned concurrently.	The Market Potential and Market Entry studies are typically commissioned at the same time. However, Contracting Authority will sometimes request to update only one part of the Product Factsheet if the information in the other part is still up to date.
12.	Typical batch size	Typical batch size: It states that the annual programmes will usually be divided into 2–4 batches, but does not provide typical batch sizes or delivery periods. Please provide the expected	The average batch size will depend on the specific lot. For most lots, Contracting Authority prefers to divide the studies over 3 batches (with, on average 6-8 studies per batch). Depending on the number

		minimum, average and maximum number of deliverables within one batch.	of studies requested for the whole contract year, and in consultation with the Contractor, Contracting Authority sometimes also accepts studies to be divided over 4 batches. Please note that the planning for the whole contract year will be made in consultation with the Contractor in January/February. No rights can be derived from this indication.
13.	Expected delivery timelines between batch confirmation, feedback and revised drafts (Appendix 9, O. Working process (per sector))	To support resource planning, please indicate the typical timelines CBI expects between: 1 - confirmation of a batch and submission of first drafts; and 2 - receipt of consolidated feedback on first drafts and submission of revised drafts. Please also indicate whether these timelines vary materially by deliverable type.	Typically, all batches for the contract year are discussed in January. During this discussion session, the deadlines for all batches (generally 3–4 batches) are determined simultaneously. The period between the confirmation of the first batch (Further Agreement) and the submission of the first draft is minimum two months. The timeline between feedback received on the first draft and submission of the second draft is two weeks. Similarly, the timeline between feedback on the second draft and submission of the final draft is usually one week. Timelines are always agreed upon in consultation with the Contractor.
14.	Concurrent deliverables within a lot	To support capacity planning, please provide any indicative information on the number of deliverables that may typically be commissioned and worked on concurrently within a single lot.	See the answer to question 12.
15.	Timing of the annual work programme (Appendix 9, O. Working process (per sector))	Please indicate the typical timing of the annual Request for Quotation and subsequent confirmation of the annual work programme, including any indicative months in which these are normally issued.	Typically, the Request for quotation is sent in January and the Further agreement (annual contract) is signed in February. The delivery of studies is usually from April to November, in batches. In the first year (2027) we might start a few weeks later because of the start of the new Framework agreement and the kick-off meeting. The working process (section O, page 55-56 of Appendix 9: ToR Market Studies) gives more information about each step in the process.
16.	Changes after the Further Agreement is signed	Please confirm how changes to the number, subject, scope or timing of deliverables will be handled after a Further Agreement has been signed.	In exceptional cases, it can happen that CBI decides to add a deliverable to a batch, or add an extra batch, after the Further Agreement has been signed. This will always happen in consultation with the Contractor, especially regarding the timelines.
17.	Material changes to the ToR (Reference:	The contractor must accept minor changes to the ToR, while all methods and costs are incorporated into fixed prices. Please define what CBI considers a “minor change” to the Terms of	Minor changes to the Terms of Reference (ToR) are changes that do not affect the scope of the assignment or require significant additional work for the Contractor. Examples can be changes in

	Tender Document Clause 3.1.2)	Reference. Please confirm that a change which materially increases the research effort, word count, number of countries, number of products, primary research or supporting outputs will be treated as additional work or reflected in the applicable Further Agreement.	terminology, layout, writing criteria, changes in CBI's focus countries, or other editorial requirements (such as fewer words per study or a maximum word count for tips). Changes that affect the scope of the assignment or require significant additional work for the Contractor are not considered minor changes within the meaning of section 3.1.2. Such changes will be discussed with the Contractor, including any consequences for the scope, planning and/or costs.
18.	Adjustment of delivery schedules for large or complex batches	Where a batch contains an unusually high number of deliverables or an exceptional level of complexity, please confirm whether CBI and the Contractor may agree an alternative delivery schedule or sequencing as part of the Further Agreement and batch planning process, without this being regarded as non-compliance.	Yes, where reasonable and with sufficient notice, Contracting Authority will accept an alternative delivery schedule for batches containing a large number of highly complex deliverables. This must be discussed with and approved by Contracting Authority.
19.	How is the 30-40% revision threshold measured? (Appendix 9, B. Assignment ii. Difference between a new study and an update)	An update is expected to revise approximately 30-40% of the prior study, refresh data, visuals, hyperlinks, examples and undertake at least 2 new interviews. Please confirm whether the expectation that approximately 30-40% of an existing study is revised is measured by: word count; sections or chapters; substantive findings; or another measure.	This is measured by change of content/output. During the discussion session (before the year contract is signed) it can also be agreed on that a number of sections or chapters are updated.
20.	When does an update become a new study?	Please confirm that an existing study will be priced as a new study where meeting the latest ToR requires more than approximately 40% of the content to be replaced or substantially rewritten.	Correct; if more than 40% of an existing study needs to be updated, a new study will be requested and the applicable price for a new study will apply. Read 'Appendix 9 ToR Market Studies' for the differences between a new study and an update.
21.	Quality of inherited studies	Where an update concerns a study written by a previous contractor, please confirm that the new Contractor will not be responsible for correcting historic methodological, analytical or factual deficiencies outside the scope of the agreed update.	Correcting inaccurate data is always expected as part of a study update, regardless of whether the study was originally written by the current contractor or by another party. However, if more than 40% of the study needs to be rewritten or corrected, Contracting Authority will decide to commission a new study instead – see the answer to question 20.
22.	What qualifies as an interview?	The ToR requires a minimum of three interviews for each new study and two interviews for each update. CBI may attend these interviews, and interview plans and notes or recordings must be shared. Please confirm what minimum requirements an interaction must meet to count as an interview, including whether there is a minimum duration, format or documentation requirement.	Contracting Authority welcomes a variety in interviews; some can take place online (which will allow a CBI Programme manager to attend), others by phone or physical at a trade fair or at the office of an interviewee. An interview should be well prepared with a script (topics guide) and have a duration of minimum 25 minutes. This means that a casual talk at a trade fair is not considered an interview. After the interview, you must share your notes, recordings or a transcript of the full conversation with CBI. For the avoidance of doubt, the minimum duration of 25 minutes is an additional

			requirement to the interview requirements set out in section 3.2 of the Tender Document.
23.	Sharing interviews across studies	The ToR requires a minimum of three interviews for each new study and two interviews for each update. Please provide a worked example showing how this requirement is applied where a single interview covers multiple studies within the same batch. For example, where one buyer interview includes substantive discussion relevant to four new studies, may that interview be counted towards the minimum interview requirement for each of those four studies?	Yes, you can use one interview for more than one study within the same batch. It requires that the script for this interview contains topics and questions for those different deliverables within the same batch. Please note that an interview carried out for the deliverables in batch 1 cannot be used for the following batches. Contracting Authority values a diversified set of interviews and therefore encourages Contractors to engage different stakeholders and perspectives across the studies.
24.	Reuse across paired factsheets	Where the Market Potential and Market Entry parts of a factsheet are developed together, please confirm whether the same interviews may count towards the minimum interview requirement for both deliverables, provided that the interview guide covers the requirements of both parts.	See the answer to question 23. Yes, the same interview for the Market Potential can also be used for the Market Entry provided that the interview covers the requirements for both parts.
25.	Meaning of “new interviews for every batch” (Appendix 9, O. Working process (per sector))	Please clarify whether “new interviews must be carried out for each batch” means every batch must involve entirely different interviewees; or an individual interviewed in an earlier batch may be interviewed again on a different subject in a later batch.	They can be interviewed again for a new batch, with a new script, suitable for the deliverables of the new batch. Contracting Authority however values insights from a diverse set of stakeholders to ensure a broader and more representative range of stakeholder input.
26.	CBI attendance at an interview	If CBI is unable to attend an interview at the proposed time, may the Contractor proceed with the interview provided the required advance notice has been given?	Yes, the interview can still proceed if CBI cannot attend at the proposed time. CBI does however expect the Contractor to share their interview planning 2 weeks in advance to increase the likelihood of being able to attend.
27.	Interview evidence (Appendix 9, O. Working process (per sector), 7. Field Research Phase / End of Research)	The current wording refers to providing notes or recordings. Please confirm that the Contractor may satisfy the interview evidence requirement by providing written interview notes and is not required to provide audio or video recordings.	Correct; written interview notes suffice. The interview notes should include for each interviewee their full name, organisation, position and when and where the interview was held. This information will be solely used for verification, and no personal data will be made public without prior consent. It is the Contractor's decision whether they either want to share interview notes, full transcript or an audio/video recording with CBI.
28.	Are surveys expected?	The research approach criterion asks bidders to quantify interviews, surveys and cross-references in desk research, while the ToR does not appear to prescribe surveys as a minimum requirement. Please confirm whether surveys are expected as a standard part of the methodology or whether they are an optional	It is up to the Contractor to decide their research approach and the best way that they believe they can answer the main research-, and sub questions listed in CBI's Terms of Reference for each market study. There are no minimum requirements for surveys and cross-references.

		research method to be used where relevant to the research question.	
29.	Can a no-survey approach receive full marks?	The research approach criterion asks bidders to quantify interviews, surveys and cross-references in desk research. Please confirm that a methodology which does not include surveys may still receive full marks where the Tenderer demonstrates that trade-data analysis, desk research and qualitative interviews are more appropriate for the relevant lot and research question.	It is up to the Contractor to decide their research approach and the best way that they believe they can answer the main research, and sub questions listed in CBI's Terms of Reference for each market study. It is up to the Contractor to provide substantiated arguments for the most appropriate research methods. The absence of surveys will not in itself prevent a Tenderer from obtaining the maximum score. The proposed research approach will be assessed in accordance with the award criterion as described in the Tender Document.
30.	Use of proprietary survey and syndicated research data	Please confirm whether proprietary survey data and intelligence generated through the Contractor's existing syndicated research programmes may be used as evidence where relevant and methodologically robust, rather than commissioning project-specific surveys.	Yes, that is allowed. The Contractor must, however, have all necessary rights to use the proprietary or syndicated data for the purposes of the assignment and to enable publication of the CBI studies in accordance with the Tender Documents and the ARVODI 2025. Please note, since all CBI studies are publicly available and free of charge, the Contractor must accept that the data and findings can be shared publicly. Please also refer to article 23 of the ARVODI 2025 on Intellectual property rights.
31.	Trade-fair and physical visits	Please confirm whether trade-fair visits, company visits or shop visits are mandatory for any deliverable type, or whether the Contractor may determine when these methods are proportionate and relevant to the research question.	It is up to the Contractor to decide their research approach and the best way that they believe they can answer the main research, and sub questions listed in CBI's Terms of Reference for each market study.
32.	Varying methods by study	Please confirm that the number and type of research activities may vary between individual studies according to the subject, evidence availability and complexity, provided the minimum requirements and proposed quality standards are met.	Correct; the appropriate research methods may differ depending on the subject matter and availability of relevant data. For instance, for some products/services, no relevant HS codes may be available. It is the Contractor's responsibility to take this into account when submitting their offer.
33.	Historical period (Appendix 9 – Market Statistics and Outlook, Product Factsheets and Country Factsheets)	Please state the minimum historical period that must be analysed in Market Statistics and Outlook, Product Factsheet and Country Factsheet studies.	This depends on the availability of data. Contracting Authority would ideally like to see a historical period of 5 years or more. It is important that the analysis shows how the market has developed over time, and where possible, to make a prediction for the future, based on historical data and other relevant sources.
34.	EU27 versus wider Europe	The ToR normally defines Europe as the EU27, but the Coffee and Cocoa lot description gives Switzerland as an example opportunity market. Please confirm whether the standard geographic scope is strictly the EU27. If countries outside the	For the new contract period (2027-2030) the scope will be solely EU27. Your price offer for Country Factsheets should only include the target markets within the EU27.

		EU27, such as Switzerland, Norway or the United Kingdom, may be included, please confirm whether they are: additional to the EU27 analysis; or substitutes for EU27 markets in the relevant study.	For other (European) countries, such as Switzerland, Norway and the United Kingdom, we keep the possibility open to request this in a tailored assignment. For tailored assignments (additional work), the hourly rate as quoted in your offer will apply.
35.	Internal opportunity analysis (Appendix 9, I. Market Statistics and Outlook)	The Market Statistics and Outlook study includes an additional internal product-opportunity assessment for CBI, but the format and scale of this assessment do not appear to be specified. Please confirm whether this internal analysis forms part of the Market Statistics and Outlook deliverable and is included within the applicable unit price, or whether it is considered a separate deliverable or separately commissioned activity.	You are referring to section I-E "Additional analysis for CBI internal use" (page 12 of Appendix 9 ToR). This analysis is part of the Market Statistics and Outlook study (although it must be delivered in a separate format) and is included within the price for the Market Statistics and Outlook study. We will however adapt this additional analysis in the Terms of Reference to the question: Which products from Low- and middle-income countries have most potential on the EU27 market? This analysis you have already done for chapter 3 of the study. In chapter 3 we ask you to describe the 6 most interesting products. For the additional analysis for CBI internal use we ask you to deliver the statistics of all products, preferably in Excel. For an example of this see Annex FFV and https://www.cbi.eu/sites/default/files/market_information/researches/Annex_-_European_import_statistics_of_spices_and_herbs.pdf attached to the MSO study on the CBI website.
36.	Expected scope of the internal analysis (Appendix 9, I. Market Statistics and Outlook, E. Additional analysis for CBI internal use)	Please state the expected number of products to be assessed, number of CBI countries to be assessed, level of supporting analysis, number of indicators and preferred output format for the additional internal product-opportunity analysis accompanying the Market Statistics and Outlook study.	See the answer to question 35.
37.	Lot 4: Natural Ingredients (Lot Description and Product Factsheet Requirements)	Lot 4: Natural Ingredients Please confirm whether a Product Factsheet concerning one natural ingredient is expected to cover all relevant applications across health products, cosmetics and food additives, or only the application specified by CBI. Where an ingredient is used across more than one Lot 4 segment, please confirm whether the study will be treated as one Product Factsheet or as separate deliverables for each application segment. Where a product overlaps with another CBI lot, for example an	Natural Ingredients (lot 4) used to be 3 different sectors (it is still like this on the current CBI website) but in this tender (and for the new contract period) it will be considered as 1 single sector. This means we request 1 Market Statistics and Outlook (MSO), 1 trends study, 1 'tips to find buyers', etc. If there are significant differences per segment (cosmetics, health, food) this should be described in these studies. Specifically for the MSO a segment approach would be suitable for answering the questions of chapter 1, 2 and 3. For the product studies the focus on one segment remains. For example: We now have a study on 'Exporting shea butter for food'

		essential oil used both as a spice-derived product and as a cosmetic or food ingredient, please confirm who determines the applicable lot and the final study scope.	as well as a study 'Exporting Nilotica shea butter (for cosmetics) to Europe'. This will remain. For product fact sheets CBI will specify the segment (application). When a product is applicable for different lots, CBI decides per case in which lot this study will be carried out.
38.	Lot 7 and Lot 8: Apparel versus Home Decoration/Home Textiles	Appendix 10's Lot 8 writing assignment uses apron-related HS codes that may also be interpreted as apparel. Please clarify the boundary between Lot 7 Apparel and Lot 8 Home Decoration and Home Textiles for products that may fall under apparel HS chapters but are used primarily within the home, hospitality or occupational environment.	Contracting Authority acknowledges that products could potentially fall under two CBI sectors (for example Apparel and Home decoration and Home Textiles). On a case-by-case basis, CBI will decide under which lot the Product Factsheet for the particular product will be commissioned. In most instances, it will then publish the study on both sector pages. See appendix 8 "Description of each Lot" for examples of products where there might be overlap between sectors.
39.	Lot 1: Coffee and Cocoa	Please confirm whether Coffee and Cocoa will be managed as two separate annual research programmes within a single lot. For deliverables such as Market Statistics and Outlook, Trends, Buyer Requirements and Webinars, please confirm whether a single deliverable may be expected to cover both coffee and cocoa, or whether each sector will normally be commissioned as a separate deliverable.	See the answer to question 9.
40.	Minimum volume commitment	The Tender Documents state that the estimated output volumes are indicative and create no entitlement to work. Please confirm whether any minimum contract value, minimum annual value, minimum number of deliverables or other minimum volume commitment applies to an appointed Contractor for a lot.	No, there is no minimum contract value or volume. See also article 1.1 of the Draft Framework Agreement.
41.	Annex 6a and Annex 6b – Core Competency A and B	Please would you confirm that we are able use CBI as a reference to prove core competency.	See the answer to question 4.
42.	Countries	Is it correct that studies / fact sheets / trends etc. are requested for the following TOR items+. I included Germany as this is our home market. Please advise if this is correct / and / or which markets should be included. <i>[see image on next page]</i>	The Terms of Reference (Appendix 9 ToR Market studies) describes all studies that the Contractor can be requested to write for CBI. It also describes the target market (EU27 with a focus on Netherlands). CBI prescribes the country in the annual Further Agreement. This is not for the Contractor to choose.

Deliverable	Tasks	Europe	Netherlands	Germany	Supplier focus	Other
1 Market Statistics and outlook	What makes Europe/the Netherlands an interesting market for the sector; Which European countries offer most opportunities; Which products (or services) from low- and middle-income countries have most potential on the European market.	EU EU EU	NL			
2 Trends	8-10 major trends on the European market the most important sustainability aspects of this sector and what the transition to a new market looks like.	EU EU				
3a Product Factsheets (Market Potential Part)	What makes Europe/the Netherlands an interesting market for the product or service; Which European countries offer most opportunities; Which trends offer most opportunities.	EU EU EU	NL			
3b Product Factsheet (Market Entry Part)	What requirements the product must comply with; What additional requirements have Dutch buyers/importers/retailers; 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.	EU EU EU EU	NL			
4a Country Factsheets (Market Potential Part)	What makes (country) an interesting market for the sector Which products (or services) low- and middle-income countries have most potential in the country; Which trends offer most opportunities.			DE DE DE		
4b Country Factsheet (Market Entry Part)	What are specific country requirements products and services must meet; 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			DE DE DE DE		
5 Buyer Requirements	Mandatory requirements (legal and non-legal); Additional requirements and certifications buyers ask for, specifically for Dutch buyers; Niche market requirements.		NL NL NL			
6 Tips on how to find buyers in the European market	6-10 practical tips for the target group on how they can find European/Dutch 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).	EU				
7 Tips on how to do business with European buyers	6-10 practical tips for the target group on building and improving relationships with European and specific Dutch buyers (in the specific sector) and gaining a competitive edge.	EU	NL			
8 Tips on how to organise your exports to Europe	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.	EU			supplier	

43.	The term "Europe"	The term "Europe" includes countries that are most relevant for the sector, e.g. buying countries (in our case we only apply for the ICT sector analysis)? Or shall information on other countries in Europe be included, perhaps with their relevance as target markets (e.g. which markets are not relevant at the moment)?	The CBI Terms of Reference (Appendix 9) defines "Europe" as the European Union Market (EU27). The analysis should primarily focus on European countries where there is demand for the specific product/service in question (buying countries). However, for the analysis on the competing countries, you need to consider all countries within the world, including those within the EU27 for which there is no specific demand, but that could either be a competitor or play a role as potential partners. In case of the ICT sector, for example, Central and Eastern European countries are often also identified as potential competitors or as potential partners to find buyers in other, for example, West and North European countries.
44.	Languages	Is it sufficient to provide the deliverables in English language, or do you need them as Dutch translations as well?	Only English is sufficient as this is our working language.
45.	Format	CBI is focussing on dissemination online as web content. Normally we deliver studies and market data as reports in PDF form. In which format would you like to receive the reports / data (e.g. word or text documents, etc. We offer production of finalized PDF reports, please advise if you would like that as well.	All CBI market studies need to be delivered in Microsoft Word format, with graphs (in Microsoft Excel format) and pictures separately attached. A CBI Content Manager will then do the formatting of the study for online publication.
46.	Qualitative analysis	Could you please give a range of how many interviews you are looking for to be held for the analysis?	Please refer to chapter 3, requirement 3.2.2 of the Tender Document (page 14). Per new study a minimum of 3 interviews is mandatory. For update studies, this is 2.
47.	Length	Please advise on how many pages you are looking for for each of the deliverable (except Webinars)	Studies are not counted based on the number of pages, instead we have set a minimum and maximum number of words for each study. These numbers are specified for each study and can be found in the Terms of Reference (Appendix 9).
48.	Experience requirements	We would appreciate clarification regarding the experience requirements set out in Sections 3.5.3 and 4.3.2 of the Terms of Reference. Section 3.5.3 requires the research team to have completed at least three (3) market research assignments in the specified sector during the past four (4) years, as well as two (2) completed assignments (e.g. training, consulting, or market research) related to sustainability, corporate social responsibility, and/or digital tools/innovation within the same period. Could you please confirm whether these assignments may also be used as the reference projects required under Section 4.3.2 to demonstrate the tenderer's core competency, provided they meet	Yes, this is allowed, provided that the assignments meet all applicable requirements of both sections 3.5.3 and 4.3.2.

		the requirements of both sections? Or are separate reference projects expected for each section?	
49.	Liability provision	We would appreciate clarification regarding the liability provisions set out in the ARVODI. The liability clause appears to introduce two separate liability caps: (i) a per-event cap of four (4) times the contract value, and (ii) an annual aggregate cap of six (6) times the contract value for each year (or part of a year) that the contract remains in force. Could you please confirm the intended interpretation of these provisions? In particular, it would be helpful to clarify whether the applicable liability cap under this contract is intended to be: • four (4) times the contract value or six (6) times the contract value; • €3 million or €5 million; or • the lower of the contract value-based cap and the corresponding monetary cap. If possible, we would appreciate clarification of the drafting to ensure the intended liability cap is unambiguous.	As is stated in the ARVODI 2025, article 19.2: Liability is limited to a maximum of four times the contract value <u>per event</u> and six times the contract value <u>per year</u> (or part of a year) that the Contract has been in force. The amounts of €3,000,000 per event and €5,000,000 per year are absolute maximum liability caps. This means that the applicable liability cap is four times the contract value per event and six times the contract value per year, unless these amounts exceed the applicable absolute maximum of €3,000,000 per event or €5,000,000 per year.
50.	Lot 7-8	Appendix 2 (Prices): We see an estimated number of 128 hours. Can you please verify what these hours stand for?	Part of the Framework agreement is the possibility to carry out additional work (work that is not part of the deliverables in section 2.1.2 of the Tender Document and the Terms of Reference, see Appendix 9 ToR Market studies 2027-2030). For this kind of work, Contracting Authority requests Tenderers to share an hourly rate. In a contract period of 4 years, CBI estimates (no rights can be derived based on this estimation) 128 hours (16 working days) for additional work. This can be one or more tailored studies, a live or online presentation for a CBI stakeholder group, and/or organising a focus group with European importers. For these additional assignments, CBI will request a price from you, based on the hourly rate. This number of hours is for evaluation purposes only; no rights can be derived from this.
51.	Lot 7-8	We are a private partnership (like a law firm) and will therefore not be able to produce a company registrar issued by e.g. a chamber of commerce. Does that cause any problems?	In order to establish that the Tenderer is authorised to practise his trade, and to establish the legal validity of the signed statements, declarations and other evidence, the Tendering Authority may request evidence that the Tenderer is registered in the applicable

			professional register or trade register in accordance with the regulations of the country in which the Tenderer is established. See section 4.4 of the Tender Document. This evidence does not have to be submitted together with the Tender, but only when requested by the Contracting Authority. If requested, the Tenderer must be able to provide the applicable evidence in accordance with section 4.4. Failure to provide the required evidence upon request may result in exclusion from further participation in the tendering process.
52.		Do i need to submit the company profile also with the proposal	No. Please do not submit any other documents than the documents requested in section 7.3.15. They will not be read nor reviewed.

Additional notes by Contracting Authority

1.	The Tender Document, section 3.8.2 contains an incorrect cross-reference to section 3.6.1. This should be section 2.1.2 and Appendix 9 (Terms of Reference).
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