

## Request for quotation (RFQ) – goods or services

RFQ Title:	RFQ-FW22-016 Strategic Communications for Coffee Investment
RFQ Issue Date:	Friday 22 July, 2022
Terms of Reference / Specifications:	The Goods and/or Services to be delivered are detailed in the attached Schedule
Project	Market Development Facility Phase II
The Company	Palladium International Pty Ltd.
Registration of Interest	Register your interest to submit an offer by sending your name, organization and contact details to the Contact Person by email on or before <b>Monday 1 August 2022, 5:00pm Brisbane Time</b>
Last date for Queries	Send all queries to the Contact Person by email on or before <b>Wednesday 3 August 2022</b> . Indicate the RFQ Title in the subject line.
Closing Date and Time	<b>Monday 8 August 2022, 5.00pm Brisbane Time</b>
Contact Person	Minal Cabraal <Minal.Cabraal-MDF@thepalladiumgroup.com>
Details for Submission	Email completed Response Form to the Contact Person on or before the Closing Date and Time. Indicate the RFQ Title in the subject line.

Thank you for your interest in the above procurement. As managing contractor for the Project, the Company invites you to submit a quote for the Goods or Services listed below. Your quote will be valid for the Validity Period.

Please forward your quote in accordance with the Details for Submission above by the Closing Date and Time.

I look forward to your response.

Yours sincerely,

Momina Saqib  
Country Director – Sri Lanka

## Terms and conditions

### 1. Quote Conditions

By submitting a quote, potential suppliers are bound by these terms and conditions. Potential suppliers must submit offers with all details provided in English and with prices quoted in a single currency.

### 2. Quote Lodgement

The Company may grant extensions to the Closing Time at its discretion. The Company will not consider any quotes received after the Closing Time specified in the RFQ unless the Company determines to do so otherwise at its sole discretion.

### 3. Evaluation

The Company may review all quotes to confirm compliance with this RFQ and to determine the best quote in the circumstances.

### 4. Alterations

The Company may decline to consider a quote in which there are alterations, erasures, illegibility, ambiguity or incomplete details.

### 5. The Company's Rights

The Company may, at its discretion, discontinue the RFQ; decline to accept any quote; terminate, extend or vary its selection process; decline to issue any contract; seek information or negotiate with any potential supplier that has not been invited to submit a Quote; satisfy its requirement separately from the RFQ process; terminate negotiations at any time and commence negotiations with any other potential supplier; evaluate quotes as the Company sees appropriate (including with reference to information provided by the prospective supplier or from a third party); and negotiate with any one or more potential suppliers.

### 6. Amendments and Queries

The Company may amend or clarify any aspect of the RFQ prior to the RFQ Closing Time by issuing an amendment to the RFQ in the same manner as the original RFQ was distributed. Such amendments or clarifications will, as far as is practicable be issued simultaneously to all parties.

Any queries regarding this RFQ should be directed to the Contact Person identified on the cover page of this RFQ.

### 7. Clarification

The Company may, at any time prior to execution of a contract, seek clarification or additional information from, and enter into discussions and negotiations with, any or all potential suppliers in relation to their quotes. In doing so, the Company will not allow any potential supplier to substantially tailor or amend their quote.

### 8. Confidentiality

In their quote, potential suppliers must identify any aspects of their quote that they consider should be kept confidential, with reasons. Potential suppliers should note that the Company will only agree to treat information as confidential in cases that it considers appropriate. In the absence of such an agreement, potential suppliers acknowledge that the Company has the right to disclose the information contained in their quote.

The potential supplier acknowledges that in the course of this RFQ, it may become acquainted with or have access to the Company's Confidential Information (including the existence and terms of this RFQ and the TOR). It agrees to maintain the confidence of the Confidential Information and to prevent its unauthorised disclosure to any other person. If the potential supplier is required to disclose Confidential Information due to a relevant law or legal proceedings, it will provide reasonable notice of such disclosure to the Company. The parties agree that this obligation applies during the RFQ and after the completion of the process.

### 9. Alternatives

Potential suppliers may submit quotes for alternative methods of addressing the Company's requirement described in the RFQ where the option to do so was stated in the RFQ or agreed in writing with the Company prior to the RFQ Closing Time. Potential suppliers are responsible for providing a sufficient level of detail about the alternative solution to enable its evaluation.

### 10. Reference Material

If the RFQ references any other materials including, but not limited to, reports, plans, drawings, samples or other reference material, the potential supplier is responsible for obtaining the referenced material and considering it in framing their quote. And provide it to the Company upon request.

### 11. Price Basis

Prices quoted must be provided as a fixed maximum price and show the tax exclusive price, the tax component and the tax inclusive price.

The contract price, which must include any and all taxes, supplier charges and costs, will be the maximum price payable by the Company for the Goods and/or Services.

### 12. Financial information

If requested by the Company, potential suppliers must be able to demonstrate their financial stability and ability to remain viable as a provider of the Goods and/or Services over the term of any agreement.

If requested by the Company, the potential supplier must promptly provide the Company with such information or documentation as the Company reasonably requires in order to evaluate the potential supplier's financial stability.

### 13. Referees

The Company reserves the right to contact the potential supplier's referees, or any other person, directly and without notifying the potential supplier.

### 14. Conflict of interest

Potential suppliers must notify the Company immediately if any actual, potential or perceived conflict of interest arises (a perceived conflict of interest is one in which a reasonable person would think that the person's judgement and/or actions are likely to be compromised, whether due to a financial or personal interest (including those of family members) in the procurement or the Company).

### 15. Inconsistencies

If there is inconsistency between any of the parts of the RFQ the following order of precedence shall apply:

- (a) these Terms and Conditions;
- (b) the first page of this RFQ; and
- (c) the Schedule

so that the provision in the higher ranked document will prevail to the extent of the inconsistency.

### 16. Collusion and Unlawful Inducements

Potential suppliers and their officers, employees, agents and advisors must not engage in any collusive, anti-competitive conduct or any other similar conduct with any other potential supplier or person or quote any unlawful inducements in relation to their quote or the RFQ process.

Potential suppliers must disclose where quotes have been compiled with the assistance of current or former the Company employees (within the previous 9 months and who was substantially involved in the design, preparation, appraisal, review, and or daily management of this activity) and should note that this may exclude their quote from consideration.

Potential suppliers warrant that they have not provided or offered any payment, gift, item, hospitality or any other benefit to the Company, its employees, consultants, agents, subcontractors (or any other person involved in the decision-making process relating to this RFQ) which could give rise to a perception of bribery or corruption in relation to the RFQ or any other dealings between the parties.

### 17. Jurisdiction

This Agreement shall be subject to the laws of the Jurisdiction.

The Supplier and the Company will use their best efforts to settle amicably any dispute, controversy, or claim arising out of, or relating to this Agreement or the breach, termination, or invalidity thereof.

If no agreeable settlement can be found, any dispute, controversy, or claim arising out of or relating to this Agreement or the breach, termination, or invalidity thereof, shall be settled by arbitration in accordance with the UNCITRAL Arbitration Rules in effect on the date of this Agreement. The appointing authority shall be the Secretary-General of the Permanent Court of Arbitration. The Parties will be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such dispute.

The place of arbitration shall be the headquarters location of Company at the time the claim is filed and the language of the arbitration will be English. The relevant laws shall be the laws of the Jurisdiction.

# Schedule – Scope of Services

## 1. Background

Market Development Facility (MDF) is an Australian Government funded multi-country initiative which promotes sustainable economic development, through higher incomes for women and men, in our partner countries. We connect individuals, businesses, governments, and NGOs with each other, and with markets at home and abroad. This enhances investment and coordination and allows partnerships to flourish, strengthening inclusive economic growth. MDF is funded by the Australian Department of Foreign Affairs and Trade (DFAT) and New Zealand Ministry of Foreign Affairs and Trade (MFAT). It is implemented by Palladium in partnership with Swisscontact. In Sri Lanka, MDF works in high-value agriculture, high-value tourism and fisheries sectors with cross-cutting investments to promote climate change mitigation and adaptation, access to finance and digital tools adoption.

Specialty coffee is an area of focus for MDF Sri Lanka. The global specialty coffee industry was valued at USD 35.9 billion in 2018 and is expected to grow to USD 83.5 billion by 2025. Sri Lanka is well-positioned geographically and climatically to produce high-quality specialty coffee and benefit from this growth. However, Sri Lanka currently does not produce a continuous supply of specialty coffee to supply the global market. MDF has designed and successfully implemented several interventions to address market challenges. The sector now needs investment to scale up successful coffee business models in Sri Lanka.

Towards this end, MDF Sri Lanka has collected material for an investment prospectus on coffee. The objective of the prospectus is to provide, in concise and engaging language, the necessary information to attract investment in the Sri Lankan coffee sector from potential foreign and domestic investors. The document captures the current dynamics of Sri Lanka's specialty coffee value chain and the investment opportunities available for domestic and foreign investors. MDF intends to launch this investment prospectus at the Melbourne International Coffee Expo (MICE 2022). A draft confidential copy can be provided to interested service providers. MDF now seeks a results-driven strategic communications agency to assist in the publication and dissemination of this investment prospectus. Interested service providers can request a draft of the MDF data that has been collected already (to be kept confidential) via e-mail.

## 2. Scope of Services

The assignment will be carried out in five phases and will entail the following:

Stage	Deliverables	Timeline
Phase 1	<ol style="list-style-type: none"><li>1. Evaluate the information presented by MDF.</li><li>2. Coordinate with the MDF team to request any additional information that may be required.</li></ol>	Within two weeks from the start of the assignment.
Phase 2	<ol style="list-style-type: none"><li>3. Develop the prospectus pitch deck (minimum 12 slides, maximum 20 slides)</li><li>4. Develop a 1-2 page summary of the pitch deck.</li></ol>	Within three weeks from the start of the assignment.
Phase 3	<ol style="list-style-type: none"><li>5. Finalise the pitch deck and summary based on MDF's feedback.</li><li>6. Coach the MDF team in presenting the pitch deck.</li><li>7. Develop a dissemination strategy for the investment prospectus.</li></ol>	Within four weeks from the start of the assignment.
Phase 4	<ol style="list-style-type: none"><li>8. Publish the investment prospectus on identified platforms and implement the dissemination strategy.(to be published on minimum 8 platforms and minimum 8 lead-based follow up conversations)</li><li>9. Share any identified leads with MDF.</li></ol>	Within eight weeks from the start of the assignment

Phase 5	10. Submit a report evaluating the dissemination strategy and providing recommendations for the MDF team.	Within twelve weeks from the start of the assignment.
---------	---	---

### 3. **Required Deliverables**

The Service Provider will be required to deliver the following as part of the Services:

1. A designed and edited investor prospectus pitch deck (minimum 12 slides, maximum 20 slides) built on MDF's compiled information.
2. A 1-2 page (A4 lsize) infographic summary of the investment prospectus.
3. Coaching of MDF team in presenting this pitch deck. (Coaching time required is 4 hours)
4. A results-driven dissemination strategy that will identify different audiences and platforms to share the investment prospectus. (to be published on minimum 8 platforms and minimum 8 lead-based follow up conversations to be achieved)
5. Publication of the investment prospectus (or shorter write-ups (1 page per write up and a maximum of 3 write ups on a need basis) based on the investment prospectus) in platforms/publications identified together with MDF. The shorter write ups will be jointly developed by MDF and the service provider, with MDF providing the content and the service provider responsible for preparing the final written material.
6. An ex-post reach and lead assessment of the dissemination strategy with suggestions to further drive awareness of and investments into the Sri Lankan coffee sector.

MDF will support the service provider with branding guidelines and the necessary background data.

### 4. **Mandatory Criteria**

Interested Service Providers must be duly registered to legally operate in their country of origin, and must hold appropriate levels of public liability and professional indemnity insurances.

### 5. **Evaluation Criteria**

MDF will assess submissions in line with the technical and financial evaluation process described below. In assessing submissions, MDF, at its sole discretion, may consider information from other relevant sources.

#### Technical evaluation

MDF will first score compliant submissions against the following technical criteria:

- A. Organisational capability and experience demonstrating ability to deliver MDF's requirements (50% of the Technical Score)
- B. Approach to delivering MDF's requirements (50% of the Technical Score).

The technical score will account for 80% of the Total Score.

#### Financial evaluation

Following the assessment of the technical response, MDF will undertake a like-for-like price comparison of all technically suitable offers. The Financial Score will account for 20% of the Total Score. The lowest-priced financial offer will be awarded the full weighted score. The weighted score of other financial offers will be calculated as a fraction of the higher scoring offer.

### **Proposal format**

Interested service providers must complete the Response Form provided with this RFQ to submit an offer.

If your quote is successful, you will be required to enter into the Company's standard contract for the types of goods or services being provided. In the provision of the Goods and Services, you will be required to comply with the Company's policies, including (without limitation) its Business Partner Code of Conduct and any relevant Project Manual. Potential suppliers must also comply with the Company's Business Partner Code of Conduct in the submission of any quotes pursuant to this RFQ.

If you are bidding as part of a joint venture, partnership or similar, please make this clear in your submission. Likewise, if you propose to subcontract any part of the goods or services provision, then disclose this fact within your submission. The Company may require additional information from you and approval for subcontracting will not be automatic as subcontractors will be subject to Palladium's Due Diligence process.