





ASEAN-Australia-New Zealand Free Trade Area (AANZFTA) Economic Cooperation Support Programme (AECSP)

Request for Proposal

Consulting Opportunity for Capacity Building Programme for MSME on International Prepared Food Standards – Phase II [AANZ-0092-STR-08]

PROPOSAL MUST BE RECEIVED BY 30 April 2021

EMAIL PROPOSAL TO:

AANZFTA Support Unit
External Economic Relations Division
ASEAN Economic Community Department
The ASEAN Secretariat
Jakarta 12110, Indonesia
Email: ecwp@asean.org

Prepared by: AANZFTA Support Unit /

ESED & FAFD/ MID

Time: 03/2021

1 EXECUTIVE SUMMARY

Taking into account the lack of knowledge and practical skills of micro, small and medium enterprises (MSMEs) which hamper them to participate in the global value chain as well as leverage the benefits from the respective Free Trade Agreements, it is essential to recognise the opportunities to play a key role in reducing barriers to trade and helping to develop greater integration within the AANZFTA region.

AANZFTA Sub-Committee on Standards, Technical Regulation and Conformity Assessment Procedures (SC-STRACAP), in collaboration with the AANZFTA Sub-Committee on Sanitary and Phytosanitary (SC-SPS), ASEAN Coordinating Committee on Micro, Small, and Medium Enterprises (ACCMSME) and the ASEAN Consultative Committee on Standards and Quality – Prepared Foodstuff Product Working Group (ACCSQ-PFPWG), and its related bodies, support awareness-raising and adoption of international standards and understanding of food related legislations and regulations by the MSMEs in the AANZFTA region.

This capacity building program will provide a platform for both ASEAN and ANZ MSMEs, MSME enablers including government officials, who are involved in the international food industry, in particular, the processed/prepared foods sector, to enhance their knowledge and expertise in terms of international prepared food standards, thereby gaining market access and reducing barriers to trade within the AANZFTA region.

The Food, Agriculture, and Forestry (FAF) sector was selected as it is one of the twelve ASEAN Priority Integration Sectors (PIS) and with 95% of businesses in this sector being SMEs, FAF plays an important role to (a) deepen economic integration with the global value chain; (b) accelerate strong income growth; and (c) leverage the expanding middle class. This project focuses on the processed/prepared foods sector.

For a start, the focus of capacity building is on areas key to market facilitation which includes relevant food legislation, regulations, international standards (e.g., ISO 22000, Codex) and regulatory standards for traditional and emerging food sectors. The project will support the capacity development for MSMEs on International Prepared Food Standards through a two-phase implementation approach, namely:

- Phase I: to conduct needs assessment and design a regional capacity building programme for MSMEs and MSME enablers in ASEAN and ANZ region, completed in 2020; and,
- Phase II: to implement the capacity building programme.

Phase II follows up the recommendations of Phase I and aims to establish a support mechanism for MSMEs in the prepared food industry by:

- Establishing a pool of qualified and technically capable MSME enablers (SME
 development agencies, standards regulatory bodies, export development agencies
 and business development service providers, trainers) to provide capacity building
 programmes and advisory services to MSMEs to comply to the necessary standards
 and regulations in accessing market opportunities in the AANZFTA region; and
- Providing a mechanism for one-stop source of reliable and up-to-date information regarding regulations and food standards in the AANZFTA region, as well as contact points of relevant regulatory bodies.

2 SCOPE OF WORK

2.1 THE ASSIGNMENT

I. BACKGROUND

- 1. It is noted that MSMEs in general have limited information on how to access markets, and are not well aware of the issues related to international requirements or standards. Lack of technical knowledge may prevent these enterprises from participating in the global value chains, and thus poses additional technical barriers to trade. As a result, MSMEs' contribution to exports remains small.
- 2. Providing information platforms and capacity building programmes can therefore play an important role in creating greater (a) awareness of international standards (particularly on processed food) that would facilitate market access and (b) understanding of food related legislations and regulations in the AANZFTA region. Ultimately, equipping MSMEs with better knowledge and technical expertise to comply with regional and international standards of food safety products and quality standard requirements will contribute to MSMEs' deeper participation in the international market and regional value chains.
- 3. Based on a needs-assessment exercise conducted during Phase I, the following elements for a regional capacity building programme for MSMEs in the prepared food sector were identified:
 - a) Training on Food Safety Management Systems (FSMS) including Good Hygiene Practices (GHP), Good Manufacturing Practices (GMP) and Hazard Analysis and Critical Control Point (HACCP)/ ISO 22000;
 - b) Training on technical requirements like labelling nutritional labelling, allergens, nutrition claims;
 - c) Information on food regulations and standards of importing countries that would affect trade;
 - d) Information on Import/ Export Requirements of AANZFTA Parties; and
 - e) Awareness on Free Trade Agreements (FTAs) and incentives available for MSMEs and Training on accredited systems of testing for laboratory staff.
- 4. Technical Food Safety Training was identified as a key requirement for successful implementation of capacity building activities in MSMEs in the AANZFTA region, which can be structured based on tiered approach. The tiered approach is designed to address all levels of "preparedness" of the training recipient countries, units, organizations or individuals. The tiers also represent a natural progression upwards to reach the ultimate objective of having a fully compliant, Food Safety Management System in all its elements1. The need-assessments indicated that most of ASEAN

וחז

¹ TIER 1 represents the basic minimum level of food safety compliance that is necessary to manufacture and distribute safe foods

TIER 2 represents the next level of preparedness/compliance and allows individuals and operations to progress towards Good Manufacturing Practices (GMP), as a steppingstone towards building a full-fledged Food Safety Management System (FSMS) and certification-based compliance, which would allow operations to approach standard, internationally recognized food safety systems

Member States needs to cover Tier 1-3, that would include GHP, as the minimum requirement for food processing operation (Tier 1), GMP, as the foundation upon which world-class food safety is built which includes set of very specific prerequisites that are needed to be implemented in order to comply with internationally accepted standards (Tier 2); and HACCP, the globally accepted food safety assurance system that is in wide implementation across the world, and is also mandatory for certain types of foods (Tier 3).

5. The same report identified that Australia and New Zealand have more advance capacity in their Technical Food Safety Training. For Australia, most of the prepackaged food manufacturers are well versed with Hygiene, GMP and Food Safety requirements, with avenues for skill development and information access are also well developed. For New Zealand, the skill level and relative access to information of manufacturers is better than most countries in AANZFTA region. AMS could learn from the experiences of Australia and New Zealand on the capacity building program and its implementation related to hygiene, GMP and HACCP.

II. PURPOSE OF THE ASSIGNMENT

6. AANZFTA is seeking the services of a team of international expert consultants who will provide technical assistance and support to implement capacity building programmes on international prepared food standards for MSME and MSME enablers (e.g., business associations) in ASEAN, Australia and New Zealand, based on the design of capacity building programme, pre-existing training materials and relevant information delivered under Phase I. The consultants will also provide expertise in preparing and delivering substantive content for the capacity building programmes.

III. CONSULTANT'S SCOPE OF WORK AND ACTIVITIES

7. The Consultant will support the initiative to increase practical knowledge and skills in the prepared food sector for MSMEs, MSME enablers and relevant government officials who face challenges in leveraging the opportunities presented by the ASEAN Economic Community (AEC) and AANZFTA, contributing to MSMEs deeper participation in the regional market and regional value chains. The Consultant will be responsible for delivering the following project activities in consultation with project stakeholders, AANZFTA Sub-Committee on STRACAP, AANZFTA Sub-Committee on SPS, ASEAN Coordinating Committee on Micro, Small, and Medium Enterprises (ACCMSME), ASEAN Consultative Committee on Standards and Quality – Prepared Foodstuff Product Working Group (ACCSQ – PFPWG) and the ASEAN Secretariat:

TIER 3 represents the next level of manufacturing control/ compliance and allows actual, specific food processes to be controlled using the principles of Hazard Analysis and Critical Control Points (HACCP) – the globally accepted food safety assurance system that is in wide implementation across the world, and is also mandatory for certain types of foods (e.g., the Seafood HACCP requirements). HACCP is based on Risk Assessment and requires GMP as a prerequisite. Thus, trainees would require to have completed TIERS 1 and 2 prior to doing TIER 3.

TIER 4 represents the most advanced level of preparedness and is usually a prelude to an operation applying for certification of their Food Safety Management Systems (FSMS) – such as HACCP Certification, ISO 22000 and Global Food Safety Initiative (GFSI) certifications like FSSC 22000, BRC etc.

Page 4 of 16

Activity 1: Specialised session to learn the experiences of Australia and New Zealand on Capacity Building to implement food safety management system (including GHP, GMP and HACCP) as well as broad overview of food industry development policies and strategies.

Design specialised session to learn the experiences of Australia and New Zealand on Capacity Building to implement food safety management system (including GHP, GMP, HACCP) as well as broad overview of food industry development policies and strategies (formulating, implementing and monitoring policy to support MSMEs, particularly bridging the funding gap for MSMEs to comply and maintain compliance to international standards):

- Develop agenda, workshop materials, coordination with speakers and coordination with each country coordinator for workshop delivery arrangement.
- Propose criteria of targeted participants and identify additional speaker if required.
- Facilitate two two-days virtual workshops to provide opportunity for learning from the experience of Australia and New Zealand in respect of developing capacity of MSMEs to implement food safety management system including GHP, GMP and HACCP and broad overview of food industry development policies and strategies.
 - i. 1st Workshop Australia experience
 - ii. 2nd Workshop New Zealand experience
- Provide written report following the two workshops setting out the outcome of the workshop, including successes, challenges and lessons learned, and key recommendation going forward.
- Produce compilation of good practices and recommendations relevant to Training and Food Safety management Systems (FSMS) on GHP, GMP, HACCP training and implementation.

Activity 2: A special session of SC-STRACAP, SC-SPS, ACCMSME and PFPWG (or other relevant bodies) to discuss a mechanism to maintain the integrity of (a) database of import and export regulations and (b) catalogue of relevant regulations and contact points, which would include regular updating and verification of information listed in the database.

Design a special session for the ACCMSME, SC-STRACAP, SC-SPS, PFPWG and other relevant bodies to discuss a mechanism to maintain the integrity the catalogue of relevant information compiled during Phase I:

- Compile existing mechanisms to disseminate trade information in ASEAN, Australia and New Zealand, such as the ASEAN Trade Repository and ASEAN Food Safety Network, conduct review to identify gaps and opportunities for collaboration, and propose a mechanism for database maintenance and public dissemination;
- Develop agenda, workshop materials, coordination with speakers and coordination with each country coordinator for workshop delivery arrangement;
- Propose criteria of targeted participants and identify additional speaker if required. Understanding the role of relevant agencies for MSME capacity development in each country, could also be considered for nomination of targeted participants;
- Facilitate two-day virtual workshop for cross-sectoral bodies, involving ACCMSME, SC-STRACAP, SC-SPS, PFPWG and other relevant bodies;

- Provide written report following the workshop setting out the outcome of the workshop, including successes, challenges and lessons learned, and key recommendation going forward;
- Produce a mechanism to maintain the integrity of the database/information and dissemination to public.

Activity 3: Training programmes for trainers/enablers focusing on areas for market facilitation GHP and GMP.

Design training programmes for trainers/enablers focusing on areas for market facilitation GHP and GMP. The training programmes to not only cover delivering of contents but also focus on how to deliver the training to participants:

- Develop and produce trainers/enablers' electronic handbook and training materials (including case studies related to application of relevant standards), focusing on areas for market facilitation GHP and GMP based on curriculum and training materials collected in Phase 1, tailored based on country needs of AANZFTA Parties, to be considered and approved by SC-STRACAP, SC-SPS, ACCMSME and PFPWG;
- Design and facilitate two four-day virtual trainings for trainers/enablers (including development of agenda, workshop materials, workshop facilitation and workshop report, coordination with speakers and coordination with each country coordinator for training delivery arrangement):
 - i. Training Workshop 1: GHP
 - ii. Training Workshop 2: GMP
- Target participants for the trainings includes, among others, SME development agencies, export promotion agencies, government-owned business development service providers, food standard regulatory agencies. Consultant to propose criteria of targeted participants and identify additional speaker if required;
- Provide written report following the training workshops setting out the outcome of the training workshop, including successes, challenges and lessons learned, and key recommendation going forward.

8. The following are detailed activities and time frames of the Phase 2:

No.	Indicative Time Frame	Activity
1	April-May 2021	Prepare an inception report for consideration by relevant ASEAN and AANZFTA bodies. The Consultant is expected to incorporate the comments and inputs from ASEAN and AANZFTA bodies for finalisation before proceeding to the next steps.
2	May-June 2021	Conduct two two-day virtual workshops on the experience of Australia and New Zealand in respect of developing capacity of MSMEs to implement food safety management system including GHP, GMP and HACCP and broad overview of food industry development policies and strategies. o 1st Workshop – Australia experience o 2nd Workshop – New Zealand experience The tasks include development of agenda, workshop materials, workshop facilitation, workshop report,

No.	Indicative Time Frame	Activity	
		coordination with speakers and coordination with each country coordinator for workshop delivery arrangement. Compile good practices and recommendations relevant to Training on Food Safety Management Systems (FSMS) on GHP, GMP, HACCP training and implementation.	
3	May-September 2021	 Develop consolidated handbook for trainers/enablers and MSMEs based on training materials collected in Phase I. The handbook is to be finalised upon feedback received from participants of training programmes for trainers/enablers. Conduct two training programmes for trainers/enablers focusing on areas of food safety training for market facilitation on GHP and GMP. Training to not only cover delivering contents but also focus on how to deliver the training/advisory services to MSME participants in the future. Training Workshop for Trainers on GHP (4 days) in August 2021 Training Workshop for Trainers on GMP (4 days) in September 2021 	
4	June-July 2021	 Design and conduct a two-day meeting for cross-sectoral discussion on the mechanism for maintaining the integrity of (a) database of import and export regulations and (b) catalogue of relevant regulations and contact points, which would include regular updating and verification of information listed in the database, and public dissemination. The mechanism would take into account the existing mechanism/platform in ASEAN, Australia and New Zealand, e.g., ASEAN Trade Repository (ATR) and ASEAN Food Safety Network (ASFN). The tasks include development of agenda, workshop materials, workshop facilitation, workshop report. Draft the mechanism prior to the workshop and improve it by incorporating the comments and inputs from the stakeholders. Once agreed upon, the mechanism is to be adopted by relevant ASEAN and AANZFTA bodies. 	
5	August- September 2021	Submit all the revised outputs, incorporating all comments, suggestions and output of discussions for approval by relevant ASEAN and AANZFTA bodies.	
6	October 2021	Prepare and submit the final report, summarising all findings and outputs related to the assignments, for consideration by relevant ASEAN and AANZFTA bodies.	

The ASEAN Secretariat will coordinate the nomination of participants with relevant bodies.

9. The consultants would be expected to complete the scope of work and activities with maximum 85 input days.

IV. EXPECTED DELIVERABLES

- 10. The main output documents of this project will be, but not limited to:
 - a. **Inception report**, detailing the approaches and methodologies as well as workplan to carry out the activities;
 - b. <u>Activity 1</u>: Specialised session to learn the experiences of Australia and New Zealand on Capacity Building to implement food safety management system (including GHP, GMP and HACCP) as well as broad overview of food industry development policies and strategies.
 - i. Delivery of two two-days virtual workshops two learn the experiences of Australia and New Zealand to implement food-safety management system;
 - ii. Agenda, workshop documents/materials and written report following two workshops;
 - iii. Compilation of good practices and recommendations relevant to Training on Food Safety Management Systems (FSMS) on GHP, GMP, HACCP training and implementation.
 - c. Activity 2: A special session of SC-STRACAP, SC-SPS, ACCMSME and PFPWG (or other relevant bodies) to discuss a mechanism to maintain the integrity of (a) database of import and export regulations and (b) catalogue of relevant regulations and contact points, which would include regular updating and verification of information listed in the database.
 - i. Delivery of two-day virtual workshop for cross-sectoral bodies, involving ACCMSME, SC-STRACAP, SC-SPS, PFPWG and other relevant bodies;
 - ii. Agenda, workshop documents/materials and written report following the special session workshop;
 - iii. A mechanism for maintaining the integrity of (a) database of import and export regulations and (b) catalogue of relevant regulations and contact points, and dissemination to public.
 - d. <u>Activity 3</u>: Training programmes for trainers/enablers focusing on areas for market facilitation GHP and GMP.
 - i. Delivery of two four-day virtual trainings for trainers/enablers;
 - ii. Agenda, training materials, workshop facilitation and workshop report, following each workshop training for trainers/enablers;
 - iii. Electronic handbook and training materials on GHP and GMP (including case studies related to application of relevant standards), for trainers/enablers based on curriculum and training materials collected in Phase 1, tailored based on country needs of AANZFTA Parties.
 - e. Final report, summarising the Capacity Building Programme for MSME on International Prepared Food Standards.

2.2 QUALIFICATIONS

CONSULTANT'S QUALIFICATIONS

#	Qualification		
1	 Proven professional experience and knowledge in: a. International regulatory policy and cooperation, especially on food sector; b. Implementation of international standards for prepared food in traditional food sector and emerging food sector in trade (such as Codex standards); c. Managing import/export of prepared food with good knowledge of regulatory practices and compliance requirements of technical regulations in the AANZFTA region; d. Organisation development and capacity building, including delivery of training for trainers/enablers; e. Facilitation and writing; f. Government service or consulting work in ASEAN/ AANZFTA is preferred but not necessary. 	40%	
2	Appropriateness of proposed concept and work plan, including detail content and clear deliverables		
3	Qualification of proposed team members	30%	

3 RFP REQUIREMENTS

3.1 PROPOSAL SUBMISSION INSTRUCTIONS

a) Consultant must ensure that both Technical & Financial Proposals are received via email at the following address before the tender closing date 30 April 2021

AANZFTA Support Unit External Economic Relations Division ASEAN Economic Community Department The ASEAN Secretariat Jakarta 12110, Indonesia Email: ecwp@asean.org

- b) All proposals must be submitted in English.
- c) Consultant should indicate the Title of the Tender at the subject of the email.
- d) The Technical and Finance Proposals must be submitted in two separate documents.
- e) Consultant must not include any financial/cost data in the Technical Proposal, but only in the Financial Proposal.
- f) The proposal should be concisely presented and structured, and should explain in detail the Consultant's availability, experience and resources to provide the requested services.
- g) Proposals that are incomplete or do not address the required criteria may not be considered in the review process.

3.2 RFP TERMS & CONDITIONS

3.2.1 3.3.1 Bid Expiration Date

Received proposals shall be valid until 30 June 2021

3.2.2 Implementation/Delivery Schedule

- a. Contract award will be decided by the Selection Committee comprised of Co-Chairs of the AANZFTA Sub Committee on Standards, Technical Regulations and Conformity Assessment Procedures (SC-STRACAP) in consultation with SC-SPS and ACCMSME.
- b. Terms and reference of the contract will be negotiated by the ASEAN Secretariat.
- c. In carrying out his/her assignment, the consultant or consultant team will work closely with the ASEAN Secretariat and reporting to the AANZFTA SC-STRACAP and AANZFTA SC-SPS through the ASEAN Secretariat.

d. The timeline for hiring and initial activities of the consultant will be as follows:

Action	Deliverables	Indicative Timeline
Contracting		April 2021
Submission of draft output:		
Submission of inception report	Inception report	May 2021
Workshop on Australia and New Zealand's experience	 Agenda for the workshop; Workshop materials; Workshop facilitation; and Workshop report 	 May 2021 May 2021 June 2021 June 2021
Compilation of good practices and recommendations relevant to Training on FSMS on GHP, GMP, HACCP training and implementation	Compilation of good practices	June 2021
Submission of draft mechanism to maintain the integrity of the database/information and dissemination to public	Draft mechanism	June 2021
Workshop on the mechanism to maintain the integrity of database and catalogue of food standard-related information	 Agenda for the workshop; Workshop materials; Workshop facilitation; and Workshop report 	June 2021June 2021July 2021July 2021
Submission of draft electronic handbook and training materials on GHP and GMP, for trainers/enablers	Draft electronic handbook and training materials	July 2021
Training programmes on areas for market facilitation (GHP & GMP)	 Agenda for the training; Training materials; Training facilitation on GHP; Training facilitation on GMP; and Training report 	 July 2021 July 2021 August 2021 September 2021 September 2021
Finalisation of final version of outputs, including consideration by relevant ASEAN and AANZFTA bodies	MechanismCompilation ofElectronic handbook	August-September 2021

Action	Deliverables	Indicative Timeline
Submission of preliminary and final report	Final report	October 2021

4 RESPONSE FORMAT (PROPOSAL FORMAT)

In conformance to the ASEAN Secretariat's Financial Rules and Administrative Procedures (AFARP), the Consultant shall submit the applications in **two** separate documents: Technical Proposal and Financial Proposal.

4.1 TECHNICAL PROPOSAL

The technical component should contain the following information:

- a. A brief discussion indicating the prospective Consultant's understanding of the project's purpose;
- b. A discussion of how the prospective Consultant proposes to approach the project including but not limited to methodology to undertake the assignment, list of possible reference materials and a work plan specifying the activities to be undertaken (including draft agenda or focused topics for workshop, travels per expert for each activity), an outline of the reports to be delivered, and schedule of activities, taking into account the targets to complete the undertaking;
- c. A brief summary of the prospective Consultant's expertise and knowledge in international prepared food standards and SMEs sectors in ASEAN, highlighting experience in related work relevant to the project. (*Please provide links to the publications if available, or enclose selected publications in soft-copy in the application*);
- d. Brief discussion on the consultant's or firm's past experience in undertaking similar work and brief summary of projects undertaken;
- e. Names and curriculum vitae of associates, subcontractors, personnel or employees who will be engaged in the performance of services;
- f. Complete the attached Appendix 1 and 1a Company General Information and List of Clients; and
- g. Other information to substantiate the capacity of applicants to undertake the project.

4.2 FINANCIAL PROPOSAL

Please complete submit the financial proposal which shall include detailed cost estimates including a summary sheet indicating the unit prices; payments schedule, following Appendix 2 to this RfP.

The financial component should specify all direct and indirect costs for undertaking the project, including but not limited to:

- Professional services fee for completing all deliverables in unit cost and the number of hours/days;
- Miscellaneous charges, if applicable.

The cost of travels to support the proposed work program, as may be required and arranged by the ASEAN Secretariat, shall be borne by the Project Fund and based on actual costs.

Appendix 1

Company General Information

(Only required for consulting firms, to be submitted as part of the **Technical Proposal**)

Company's Legal Name:		
Division or Subsidiary (if applicable):		
Company Address:		
City:		
Province / State:		
Country:		
Postal Code:		
Telephone:		
Business Name Registration:		
Tax Registration Number:		
Valid Business Permit:		
Company Contact:	Telephone no.:	
Title / Position:	Fax no.:	
E-Mail:		
Indicate number of years involved in similar		
business		
Are you a subsidiary of a financial institution?		
*If Yes, Please indicate your Holding Company		

Appendix 1a. Customer Reference

To be submitted as part of the Technical Proposal

Customer Details	
Company Name	
Company Address	
Telephone Number	
Fax Number	
Contact Name	
Project Title	
Customer Details	
Company Name	
Company Address	
Telephone Number	
Fax Number	
Contact Name	
Project Title	
Customer Details	
Company Name	
Company Address	
Telephone Number	
Fax Number	
Contact Name	
Project Title	

APPENDIX 2 Price and Payment Schedule

To be submitted as part of the Financial Proposal

A. PRICE

Unit: USD or AUD

No	Description	Unit	Price (Total estimated cost)
1	Professional Services		
	- Input days for each expected output	(# of days)	
2	Other expenses		
	- Item 1		
	- Item 2		
TOTAL			

B. PROPOSED PAYMENT SCHEDULE