



**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
[AANZ-0079-STR-05]**

**PROPOSAL MUST BE RECEIVED BY
15 March 2019**

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: 01/2019

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, Recognising 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 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, providing a platform for both ASEAN and ANZ MSMEs, MSME enablers, and 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 design will be 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 1: to conduct needs assessment and design a regional capacity building programme for MSMEs and MSME enablers in ASEAN and ANZ region; and,
- Phase 2: to implement the capacity building programme.

This assignment focuses on Phase I of the project to design the required capacity building programme with following key elements:

- a. Project scoping (including a needs assessment) and defining the specific areas of the proposed capacity building programme for MSMEs, including to identify regulations/standards to be covered, coverage of processed food product and specific target audience (e.g. business associations, and or government agencies/officials responsible for developing MSMEs in the food sector) who will benefit from the training/ capacity building activities. The ultimate beneficiaries are the MSMEs doing business in the processed/prepared foods sector. The government agencies/ officials and business associations will also be the beneficiaries, given this project aims to support

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them to conduct capacity buildings for MSMEs in the international prepared food sector. The coverage should include the relevant regulations and standards from ASEAN, Australia and New Zealand regions, and may include, among others, the areas recommended by the ASEAN private sector. The scope of coverage may include but not limited to the following topics:

- i. ASEAN General Standard for the Labelling of Pre-packaged Foods which was finalised in 2016;
 - ii. ASEAN Common Food Control Requirement;
 - iii. Mutual Recognition Arrangement for Inspection and Certification on Food Hygiene for Prepared Foodstuff Products;
 - iv. Corresponding ASEAN Food Safety Policy, ASEAN Food Safety Regulatory Framework (AFSRF), and Harmonization of Food Standards in ASEAN.
- b. Design a regional capacity building programme for MSMEs in the AANZFTA region and its related implementation work plans, both regional and country level, for the selected target audience on the specific identified areas/ scope defined under project scoping in above paragraph;
 - c. Review and collate/ develop the information and training materials/ guidelines relevant to the Regional Capacity Building Program, that can be re-used and widely disseminated to raise awareness and understanding (where feasible), such as online training modules and guides; and,
 - d. Sharing of relevant information regarding regulations and food standards imposed by countries in the AANZFTA region via the ASEAN SME Service Centre, ASEAN website and the AANZFTA website.

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.

II. PURPOSE OF THE ASSIGNMENT

3. AANZFTA is seeking the services of a team of consultants who will provide technical assistance and support to undertake the activities to design capacity building programme on international prepared food standards for MSME and MSME enablers (e.g. business associations) in ASEAN, Australia and New Zealand. The consultants will also provide technical inputs on drafting the implementation plan for the capacity building programme.

III. CONSULTANT'S SCOPE OF WORK AND ACTIVITIES

4. The consultants are requested to:
 - a. Undertake a study to (i) review the current needs for information and capacity building among the MSMEs in the AANZFTA region; (ii) review what processed food products to be covered for the capacity building; and, (iii) review the existing materials including standards and regulations available that are relevant to the MSMEs in the AANZFTA region. Study methods should be clearly described in an inception report and include desktop research as well as consultations with relevant stakeholders, including government officials, MSMEs and business association. The study shall generate needs assessment that will be the foundation to design the required capacity building.
 - b. Design a regional capacity building programme for MSMEs and MSME enablers in the international prepared food sector, including implementation

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work plans, identification of pre-existing training materials to be utilised and production of additional training materials that could be re-used and disseminated/ published widely. The focus would be on areas key to market facilitation which includes relevant food legislation, regulations, international standards (e.g. ISO 22000, Codex), and regulatory standards for emerging food sectors such as those listed in paragraph 5 below.

- c. Facilitate a regional workshop for related ASEAN and ANZ Committees, relevant ASEAN and ANZ SME agencies, food regulators to deliberate the results of the needs assessment study, including design of regional capacity building program, national implementation work plan. This workshop is meant to include private sector representatives, particularly MSMEs, in the process of designing the regional and national capacity building programme. The consultants will prepare workshop agenda and materials, facilitate the discussion during the workshop, and prepare a workshop report including workshop's recommendation.
 - d. Consolidate a list of up-to-date (i) regulations and food standards imposed by AMS and ANZ countries; and, (ii) contact points within the ASEAN and ANZ regulatory bodies for sharing with the public online with support from the ASEAN Secretariat and focal points from AANZFTA parties.
 - e. Consult Project Advisory Team, AANZFTA and ASEAN Bodies, ASEAN Secretariat, as well as relevant officials, MSMEs, and business associations dealing with prepared foods to collect input and seek confirmation. Communication exchange will be done through emails, face-to-face consultation or skype interviews.
 - f. Produce outputs that will be finalised through email communications by the ASEAN Secretariat and consultants.
5. Key focus areas that will be covered for the selected food product include:
- a. marking and labeling (including re-labeling of products at ports, language requirements for storage and cooking instructions and nutritional labels);
 - b. authorization of food ingredients, additives and flavours; and,
 - c. contaminant limits and analytical methods.

In addition, regulatory standards for emerging food sectors such as the following are to be included as well:

- a. functional foods (e.g. how regulators address the grey areas between food and health);
- b. elderly nutrition;
- c. valorisation of food waste;
- d. natural health and supplementary products;
- e. health claims made for specific foods; and,
- f. the use of novel ingredients.

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6. The following are detailed activities and time frames of the Phase 1:

No.	Time Frame	Activity
1	March 2019	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	April-July 2019	<ul style="list-style-type: none"> • Conduct: a needs assessment and prepare needs assessment report; • Design a regional capacity building programme and its implementation work plans; • Review and collate/develop the information and training materials/guidelines relevant to the regional capacity building program, that can be re-used and widely disseminated to raise awareness and understanding (where feasible), such as on-line training modules and guide. The materials include training materials for the MSMEs and training materials for the trainers.; • Compile and consolidate information regarding international and national food standards and regulations, as well as the contact points within respective regulatory bodies for uploading on relevant websites and information outreach. <p>The process would include submission of draft of each output by the consultant for consideration by relevant ASEAN and AANZFTA bodies. The Consultant is expected to incorporate the comments and inputs from stakeholders for each output.</p>
3	July/August 2019	Conduct regional consultation workshop
4	August – September 2019	Submit all the revised outputs, incorporating all comments, suggestions and output of discussions for approval by relevant ASEAN and AANZFTA bodies.
5	October 2019	Prepare and submit the final report [summarising all findings and outputs related to the assignments] for consideration by relevant ASEAN and AANZFTA bodies.

7. The consultants would be expected to complete the scope of work and activities with maximum 70 input days.

IV. EXPECTED DELIVERABLES

8. 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. Needs assessment report on MSME capacity building in the international prepared food sector, with 2 focus areas: (1) key international food standards to facilitate market access; and (2) regulatory standards for emerging food sectors;
 - c. A regional capacity building program and its implementation work plans for MSMEs, MSMEs enablers and relevant AANZFTA Party government officials in the above-mentioned 2 focus areas of the international prepared food sector;
 - d. Training materials to support the capacity building program, which include training materials for the MSMEs and training materials for the trainers based on the implementation work plans;
 - e. Catalogue of relevant information regarding regulations and food standards in the AANZFTA region, as well as the relevant contact points within regulatory bodies publicly shared in the SME Portal of the ASEAN SME Service Centre and on ASEAN/AANZFTA websites;
 - f. Agenda, materials, and report for the regional consultation workshop; and,
 - g. Final report.

2.2 QUALIFICATIONS

CONSULTANT’S QUALIFICATIONS

#	Qualification	Weight
1	Proven professional experience and knowledge in: <ol style="list-style-type: none"> 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; 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	30%
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 **15 March 2019**

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 **31 May 2019**

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).
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 Sub Committee on Standards, Technical Regulations and Conformity Assessment Procedures (SC-STRACAP) through the ASEAN Secretariat.

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

Action	Deliverables	Indicative Timeline
Contracting		March/April 2019
Submission of draft output:		
Submission of inception report	Inception report	April 2019
Submission of draft needs assessment	Draft needs assessment report	April 2019
Submission of draft regional capacity building program and its implementation work plans	Draft regional capacity building program and its implementation work plans	May 2019
Submission of draft compilation of training materials relevant to the regional capacity building program and its implementation work plan	<ul style="list-style-type: none"> • Compilation of relevant training materials for MSMEs • Compilation of relevant training materials for trainers 	June 2019
Submission of draft catalogue of information	<ul style="list-style-type: none"> • Draft catalogue of relevant information regarding regulations and food standards • Draft catalogue of relevant information regarding contact points within the ASEAN and ANZ regulatory bodies 	June 2019
Regional Workshop:	<ul style="list-style-type: none"> • Agenda for the workshop; • Workshop materials; • Workshop facilitation; and • Workshop report 	<ul style="list-style-type: none"> • June 2019 • June-July 2019 • July/August 2019 • August/September 2019
Finalisation of final version of outputs, including consideration by relevant ASEAN and AANZFTA bodies	<ul style="list-style-type: none"> • Needs assessment report • Regional capacity building program and its implementation work plans • Compilation of relevant training materials for MSMEs • Compilation of relevant training materials for trainers 	August-September 2019

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Action	Deliverables	Indicative Timeline
	<ul style="list-style-type: none">• Catalogue of relevant information regarding regulations and food standards• Catalogue of relevant information regarding contact points within the ASEAN and ANZ regulatory bodies	
Submission of preliminary and final report	Final report	October 2019

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.

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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.

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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			

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**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	

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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