

REQUEST FOR PROPOSALS

Cambodia Australia Partnership for Resilient Economic Development (CAPRED) Program	
RFP Number	RFP24-024
Project Name	Agri-food Industrial Park – Development of Marketing and Promotional Strategy for a Call for Proposals
Domain Name	Trade, Investment and Agri-food innovation
Application Closing Date	31 March 2024
Assignment Duration	About April- December 2024

1. Background

Cambodia Australia Partnership for Resilient Economic Development (CAPRED) is Australia’s key bilateral economic development facility in Cambodia. Funded by the Department of Foreign Affairs and Trade (DFAT) and implemented by Cowater International, CAPRED focuses on supporting inclusive economic recovery and boosting resilience and sustainability over the five years from 2022 to 2027. CAPRED adopts a mix of a programmatic and facility model. The facility model allows CAPRED to flexibly tackle a range of emerging inter-related public and private sector constraints and opportunities to promote resilient, inclusive, and sustainable growth (RISE) across different sectors.

CAPRED interventions fall under three technical components including: Agriculture and Agro-processing; Trade, Investment and Enterprise Development and Infrastructure Development; and one Cross-Cutting component comprising: Gender Equality, Disability and Social Inclusion (GEDSI); Climate Resilient initiatives, and policy support. GEDSI is at the heart of all that CAPRED does.

2. Project Context

CAPRED, in partnership with the Supreme National Economic Council, is supporting the AIP committee and secretariat team to coordinate the establishment of an AIP (Agri-food Industrial Park) in Cambodia, to contribute to inclusive and resilient economic growth in the country.

The project is being developed on a private sector-led and government-linked basis. Under this model, the developer(s) will contribute the capital, land, operations, and management of the AIP and will assume all the commercial risks of the development and operations. The Royal Government of Cambodia will provide an agreed package of support to the developer(s). Through a call for proposal process, the selected AIP developer(s) will negotiate and finalise the developer agreement with the Royal Government of Cambodia.

The overall objective of this AIP mechanism is to encourage private investment in the value-added processing industry in Cambodia, thereby contributing to resilient, inclusive, and sustainable economic growth. This initiative aligns with the Royal Government of Cambodia's Pentagonal Strategy-Phase I.

CAPRED is looking for a marketing firm or individual professional with high qualifications, experience, and an existing international network to assist the AIP application process. The provider will work closely with the CAPRED team, the AIP committee and secretariat, and key stakeholders to design and implement a promotional and marketing strategy to attract high quality proposals through the call for proposal process. This involves producing promotional materials for various actors in the AIP process, such as domestic and



foreign investors, and industrial park operators/developers and others that the provider will identify through their market segmentation plan.

The key objectives of this assignment are as follows:

1. Develop a marketing and promotional strategy for the AIP in Cambodia, in collaboration with the CAPRED team, including the AIP financing advisor and procurement specialist. The strategy should include market segmentation to identify target markets, identification of appropriate marketing channels to reach these target segments, and an implementation plan.
2. Create marketing materials and collateral, including content for an AIP Portal/Website, to promote the AIP among regional and local investors and other identified stakeholders, using the selected marketing channels.
3. Collaborate with CAPRED, the AIP secretariat, and committee to raise awareness and engage with potential AIP target groups to invest in Cambodia, including the implementation of marketing and promotional activities identified in the implementation plan.
4. Provide event management support for the launch of an AIP Expression of Interest (EOI) event
5. Develop terms of reference (TOR) for the recruitment of an IT company to develop the AIP portal/website, and work with CAPRED to launch and maintain the portal/website.

3. Requirements

3.1 Key Tasks and Activities

The chosen firm will collaborate with the CAPRED team, including its experts, and other important relevant stakeholders to perform the following indicative technical tasks. The provider’s outputs/deliverables will be evaluated and verified by CAPRED.

Key tasks / activities	Deliverables	Timeframe
<ol style="list-style-type: none"> 1. Develop a workplan and methodology with specific timeframes to achieve the key objectives of this assignment in close consultation with CAPRED Team 2. Develop a marketing and promotional strategy and implementation plan for outreach campaigns promoting the Agri-food Industrial Park in Cambodia through the AIP call for proposals process: <ol style="list-style-type: none"> a. Undertake a market segmentation to Identify target groups for AIP investment or collaboration, including investors, financiers, industry park developers, industry park tenants and others b. Develop a list of suitable channels such as direct contact, roadshow, investor networks, social media, website, branding, and events best suited to 	<ol style="list-style-type: none"> 1). Workplan and methodology with specific timeframework, approved by CAPRED 2) Marketing Strategy of outreach campaigns with specific timeframe approved by CAPRED. 	<p>Apr-May 2024</p>



<p>reach investors and regional agri-food developers in targeted foreign markets (indicatively, Asia and Oceania), and recommend the top 3-5 for achieving our objectives.</p> <p>c. Identify cost-effective media channels and platforms including online ads (budgeted) to reach target segments (investors, regional developers/operators, and others) including appropriate monitoring framework to measure outreach effectiveness.</p> <p>d. Develop compelling content and targeted messages for the outreach campaigns</p> <p>Note: This development process will be closely consulted with CAPRED Team.</p>		
<ol style="list-style-type: none"> 1. Execute the strategy for outreach campaigns, through the most suitable medial channels and platforms with proper monitoring based on the approval of CAPRED. 2. Develop promotional materials (Videos, brochures, infographics, and presentations) for the AIP establishment project, including: <ol style="list-style-type: none"> a. Information Pack: These materials should cover the EOI/Full proposal application procedure, including the AIP support package and selection criteria. b. Brochure or leaflet: This specific piece should target AIP EOI launch events and backdrops. c. Website content: adaptation of promotional materials to suit an AIP website d. AIP matchmaking booklet: This booklet should include an agenda and profiles of local AIP developers and prospective regional investors/developers. e. Infographic slide presentation: This presentation should visually explain the entire AIP application procedure 	<ol style="list-style-type: none"> 1. 2-3 Progresss reports on implementing outreach campaigns particularly on the most suitable media channel(s), based on the approval of CAPRED. This report also includes outcomes of the outreach effectiveness evaluation. 2. Development of promotional materials for the AIP establishment project, approved by CAPRED as outlined at left column. 	<p>May-October 2024</p> <p>(with various deadlines)</p>



<p>(EOI/Full proposal), including the AIP support package and selection criteria.</p> <p>f. AIP EOI and proposal forms: Design standard templates for EOI and proposal forms, along with any other essential forms needed, in consultation with CAPRED procurement expert.</p> <p>g. Branding: Design a brand, including logo and compelling messages with consistency .</p> <p>Note: Where required CAPRED will provide a separate budget for video production and printing. This will be agreed with consultants with the CAPRED Team.</p>		
<p>Provide event management support for the launch of the AIP Expression of Interest (EOI).</p>	<p>Work with the CAPRED team and other experts (1) to provide marketing and promotional support for the AIP launch event and (2) manage the launch event professionally.</p>	<p>June-July 2024</p>
<p>To develop the Terms of Reference (TOR) to recruit an IT company to develop the AIP portal/website and work with CAPRED to develop the AIP portal/website. Materials to be provided to the IT company with content adapted for the website.</p>	<p>TOR is developed. Content is adapted and provided to the IT company. Other support is provided as per requests from CAPRED and the AIP secretariat team</p>	<p>July – December 2024</p>

4. Qualifications

A firm or a individual with an established international network (preferably in Asia and Oceania) shall have personnel as a team with the following qualifications.

Education:

- A firm must have seven to ten years of experience and expertise in consulting, developing and executing marketing and branding strategy, and communication implementation plans
- Individuals who will work on this project, should have at least a bachelor’s degree in Marketing Communication, Graphic Design, Media and Communication, Public Relations, Economics Business, and Website development, User Experience (UX) Design or a related fields

Technical competencies and Experience:

Essential Criteria

- Proven track record of developing successful domestic and international outreach campaigns for similar target audiences (investors, industrial park/estate developers and operators), ideally in Cambodia, and other international marketplaces like Singapore or other investment hub countries.
- Experience tailoring outreach channels (e.g., email, social media, influencer marketing, events) and compelling contents and messages to targeted audiences for cost-effectiveness and efficiency.
- Experience setting measurable campaign goals, tracking key metrics, and reporting on results.



- Experience in creating marketing and promotional strategies and materials/content for the channels outlined above, with a strong understanding of visual storytelling and design principles.
- Proven ability to adapt to diverse brand styles and target audiences.
- Excellent communication and interpersonal skills in written and verbal communication, demonstrated in both English and Khmer language translations will be provided if necessary.
- Strong project management skills and professional event management, ensuring timely delivery within budget.
- Demonstrated ability to work effectively with a variety of stakeholders

Desirable Criteria

- Demonstrated knowledge of relevant marketing trends and technologies in the region
- Demonstrated knowledge and experience on implementation of Gender Equality Disability and Social Inclusion (GEDSI) principles and climate change issues, for incorporation into outputs, as appropriate.

5. Evaluation

CAPRED will use an objective and reliable process to evaluate each proposal. The proposals and responses will be evaluated based on (in no particular order):

- a. Compliance with this Request for Proposal (RFP).
- b. Understanding of, and ability to meet the requirements and deadlines as specified.
- c. Proposed workplan and methodology for delivery of the Key Tasks/Activities and Deliverables identified above
- d. Supplier expertise and experience with delivery of similar projects.
- e. Expertise of individuals and overall team nominated to deliver the services and equipment. CAPRED reserves the right to reject any individual being proposed and to ask the supplier to provide an alternative.
- f. Past performance relevant to this RFP (as determined by referee checks)
- g. Relevant examples of previous work should be attached preferably with references.
- h. Proposed fee charged for the services.

Note: While price is a factor, it is more important that the applicant can demonstrate value for money. CAPRED reserves the right to contract more than one supplier for these services and may actively seek to contract more than one supplier to ensure supply of technical services. CAPRED reserves the right to vary the contract terms, and to exercise the option period at its sole discretion.

Due diligence checks will be conducted on the organisation/s and individuals nominated in the RFP prior to awarding contract/s.

6. How to Apply

The proposals including the Response Form must be submitted no later than **31 March 2024** by email to procurement@capred.org with "AIP marketing agency – RFP" in the subject line. Any proposals submitted after this time and date will not be considered.

The applicant is required to submit the Response Form in English language (form provided separately), and with an indication of a daily rate for each task/service as per section C of the Response Form. The rate should include any and all costs to carry out the work in the specified location. In addition to the proposal fee, the applicant should also detail any other relevant assumptions or required terms.



For further information:

Further information about this RFP can be obtained from Sereysothea Sao , Trade Promotion Manager at email: sereysothea.sao@capred.org

Attachment:

Response Form

Cowater International is an equal opportunity employer, basing employment on merit and qualifications as they relate to the professional experience and position expectations. Cowater does not discriminate against any employee or applicants on the basis of race, religion, sex, gender identity, disability, age, or any other basis protected by law. CAPRED aims to have a diverse workforce and a workplace that is supportive of gender equality, disability, and social inclusion. Women, people with disabilities and other minorities are highly encouraged to apply.

