

**REQUEST FOR PROPOSALS
MICHIGAN STRATEGIC FUND
INTERNATIONAL TRADE PROGRAM SERVICES
RFP-CASE-349113**

QUESTIONS & ANSWERS

- 1) Are contractors able to assist Michigan businesses which are an (affiliate/subsidiary/branch office) as long as Michigan has either export operations/sales in Michigan even though they may be headquartered in a different state?

Response: Yes.

- 2) Under Section E – Deliverables:
a) The bullet: *“Seminars and one-on-one training related to legal considerations that small business must address to export”*

Please confirm if “legal consideration would include items such as U.S. Government/regulatory legal compliance obligations associated with exporting such as:

- i. U.S. export laws and regulations under the (Export Administration Regulations,
- ii. U.S. export control laws and regulations,
- iii. Office of Foreign Asset Control (OFAC)
- iv. U.S. Sanctions/embargoes
- v. Foreign Corrupt Practices Act (FCPA)

Response: Yes.

- 3) Is there a page limit to the proposal which are submitted?

Response: No, but we encourage applicants to be as concise as possible.

- 4) If awarded the contract, is there a designated time frame for the contract? For example, is it anticipated to be an annual contract, 5-year contract, etc.? Or, should the Bidder identify a time frame in the proposal for consideration?

Response: The initial term of the contract is anticipated to be one year, with the option to extend up to an additional four additional upon at the discretion and approval of the Michigan Strategic Fund (“MSF”) Board.

- 5) Is the RFP open to consulting companies consisting of one employee?

Response: Yes.

6) How many hours a week is the successful bidder expected to work?

Response: There is no minimum or set number of hours any selected service provider would be required to commit to service delivery.

7) How will time-off and sick days be handled?

Response: N/A

8) Are companies outside of the United States allowed to submit a bid? Example: India or Canada

Response: The MEDC is seeking proposals from Michigan-based entities and entities with demonstrated Michigan employment that are currently engaged in and have prior experience with supporting small business export development.

9) Do you have to be a Michigan based business to submit an intent/bid?

Response: The MEDC is seeking proposals from Michigan-based entities and entities with demonstrated Michigan employment that are currently engaged in and have prior experience with supporting small business export development.

10) Will selected contractors be required to meet with MEDC in-person?

Response: Bidders may be required to make oral presentations of their proposals to the Joint Evaluation Committee (JEC). These presentations provide an opportunity for the Bidders to clarify the proposals. The MEDC will schedule these presentations virtually or in-person pending scheduling availability, if required by the JEC.

11) Are the tasks related to the RFP able to be performed outside USA? Example: India and Canada

Response: The MEDC is seeking proposals from Michigan-based entities and entities with demonstrated Michigan employment that are currently engaged in and have prior experience with supporting small business export development.

12) Can proposals be submitted via email?

Response: See Page ii of the RFP regarding submission instructions.

13) Would document translation services for multiple languages be suitable for the following line item: "Other customized export services to assist Michigan companies."

Response: The MEDC is not specifically seeking translation services for this RFP. Proposals incorporating services specifically designed to grow export sales will be considered.

14) Do you need to be in an import/export business to apply?

Response: No.

15) Would this RFP be relevant for a company who is able to provide cross-boarder solutions for Michigan based business to access the China Market?

Response: Yes.

16) Are there any international countries or markets, for example China, that would stop U.S based companies from applying for this RFP?

Response: The MEDC is seeking proposals from Michigan-based entities and entities with demonstrated Michigan employment that are currently engaged in and have prior experience with supporting small business export development.

17) What are the key areas or industries of focus for this RFP?

Response: N/A

18) Are any other bidders focusing on international markets?

Response: N/A

19) Are any other bidders focusing on China, either domestically or internationally?

Response: N/A

20) Can you share how many companies are bidding for this RFP?

Response: No.

21) Is ther any other clarification or insight you can provide us with with regards to what areas of focus are most important?

Response: N/A

22) What is the actual firm(s) that will be contracted with the winning Bidder? Is MEDC contracting with the Bidder, or is the Bidder contracting with multiple smaller Michigan companies?

Response: Selected service providers will contract directly with the MSF.

23) What is the methodology of services and therefore payment expected with the winning Bidder? A multi-year annual services fee with the winning bidder, a per-project fee, or a time-based hourly project fee?

Response: Selected service providers will contract with the MSF for quarterly disbursements of annual payment as approved.

24) What is the mechanism of distributing the Deliverables in Section E? Is this distributed via MEDC to contracted companies or by winning bidder to MI companies? Is this hosted in digital and/or print formats?

Response: MSF will review all proposals and consider all methods of delivery for services and programming requested.

25) What systems does MEDC expect Deliverables to be integrated to? Example CRM, Cloud hosting system, Content Management System (CMS). Will MEDC host this or will winning bidder?

Response: MEDC utilizes a CRM internally but no specific method of delivery has been identified for service providers at this time.

“State and describe the geographic region within Michigan in which programming will be provided (if not statewide).”

26) Please define “programming”.

Response: “Programming” in this sentence is intended to convey the services offered by the selected International Trade small business services provider(s).

“Describe how the respondent proposes to promote statewide export services by the MEDC International Trade Program.”

27) Please define “promote”.

Response: “Promote” in this sentence is intended to convey the method of raising awareness and visibility of the MEDC International Trade Program, which may be achieved in a variety of ways.

“Demonstrate ability to effectively measure outcomes based on standardized metrics and report them to MEDC on a regular basis.”

28) Please define “standardized metrics”.

Response: “Standardized metrics” in this sentence is intended to convey a set of data indicating performance outcomes to be agreed upon by the selected International Trade small business services provider(s) and MEDC.

“Customized International Search Engine Optimization (“SEO”) reports, which involve reviewing source code; identifying county specific search engine rankings; examining up to 50 website pages per project; accounting for cultural considerations.”

29) Please define who is the End Customer. Is it the MEDC or a Michigan small business?

Response: The end customer will be a small-medium sized business with operations in Michigan.

“Export Diversification Plans, which includes the identification of international customer segments; value propositions; key international partners; risks and opportunities; strategy planning for increasing export sales.”

30) Please define who is the End Customer. Is it the MEDC or a Michigan small business?

Response: The end customer will be a small-medium sized business with operations in Michigan.

“Customized web-based micro sites with language specific to a company’s proposed export market, optimized for visibility in target markets.”

31) Please define who is the End Customer. Is it the MEDC or a Michigan small business?

Response: The end customer will be a small-medium sized business with operations in Michigan.

32) What is the scope of a “micro-site”? Example: A single landing page or five (5) pages?

Response: “Micro-site” in this sentence is intended to convey a smaller version of a company’s primary website, with the exact scope to be provided by the selected International Trade small business services provider for this service.

“Early stage ‘new to export’ client trainings, which include reviewing company financials, updating company’s business plan, and reviewing and updating company’s export strategic plan.”

33) Please define who is the End Customer. Is it the MEDC or a Michigan small business?

Response: The end customer will be a small-medium sized business with operations in Michigan.

34) What is the expected format? Example: digital training videos, written training documents.

Response: The format will be determined by the proposal submitted by the selected International Trade small business services provider for this service.

35) What is an End Point for deliverables? Example: Pages? Hours? For example: A business plan could be five (5) pages, fifty (50) pages, five (5) hours, or 50 (fifty hours).

Response: The format will be determined by the proposal submitted by the selected International Trade small business services provider for this service.

“Collaborate with regional partners to offer educational programming on relevant international trade topics to companies, including peer learning and networking opportunities.”

36) Please define who is the end customer. Is it the MEDC or a Michigan small business?

Response: The end customer will be a small-medium sized business with operations in Michigan.

37) What is the expected format? Example: Digital training videos or written training documents?

Response: The format will be determined by the proposal submitted by the selected International Trade small business services provider for this service.

38) What is an End Point for deliverables? Examples: Pages? Hours?

Response: The format will be determined by the proposal submitted by the selected International Trade small business services provider for this service.

“Seminars and one-on-one training related to legal considerations that small business must address to export.”

39) Please define who is the End Customer. Is it the MEDC or a Michigan small business?

Response: The end customer will be a small-medium sized business with operations in Michigan.

40) What is the expected format? Example: Digital training videos or written training documents?

Response: The format will be determined by the proposal submitted by the selected International Trade small business services provider for this service.

41) What is an End Point for deliverables? Examples: Pages? Hours?

Response: The format will be determined by the proposal submitted by the selected International Trade small business services provider for this service.

“International digital market strategy development and/or execution.”

42) Please define who is the End Customer. Is it the MEDC or a Michigan small business?

Response: The end customer will be a small-medium sized business with operations in Michigan.

43) What is the expected format?

Response: The format will be determined by the proposal submitted by the selected International Trade small business services provider for this service.

- 44) Are you specifically wanting a digital marketing strategy for a Michigan small business (ex: digital marketing pertaining to multiple markets) or a strategy for a particular international market digital strategy (ex: specific to Saudi Arabia)?

Response: International digital market strategy development and/or execution would include deliverables specifically for Michigan small-medium sized businesses to grow international sales and visibility in one or more company-designated target markets.

- 45) What is an End Point for deliverables? Example: Pages? Hours?

Response: The format will be determined by the proposal submitted by the selected International Trade small business services provider for this service.

“International trade supply chain support, which may include annual calendar of training modules.”

- 46) Please define who is the End Customer. Is it the MEDC or a Michigan small business?

Response: The end customer will be a small-medium sized business with operations in Michigan.

- 47) What is the expected format? Example: Digital training videos or written training documents?

Response: The format will be determined by the proposal submitted by the selected International Trade small business services provider for this service.

- 48) What is an End Point for deliverables? Example: Pages? Hours?

Response: The format will be determined by the proposal submitted by the selected International Trade small business services provider for this service.

“International sales training supporting company pitch of products/services, which may include annual calendar in training modules.”

- 49) Please define who is the End Customer. Is it the MEDC or a Michigan small business?

Response: The end customer will be a small-medium sized business with operations in Michigan.

- 50) What is the expected format? Example: Digital training videos or written training documents?

Response: The format will be determined by the proposal submitted by the selected International Trade small business services provider for this service.

51) What is an End Point for deliverables? Example: Pages? Hours?

Response: The format will be determined by the proposal submitted by the selected International Trade small business services provider for this service.

“Coordinate the identification of export resources and integrate them into an export assistance continuum.”

52) Please define “resources” and “continuum”.

Response: “Resources” in this sentence is intended to convey the publicly and privately available export support services, programming, etc., with the exact scope to be provided by the selected International Trade small business services provider for this service. “Continuum” in this sentence is intended to convey the demonstration of the full range of publicly and privately available export support services, programming, etc., with the exact scope (written, visual, etc.) to be provided by the selected International Trade small business services provider for this service.

“Individualized training on export compliance topics and processes, including basics of exports, export controls, Harmonized Schedule classification, Free Trade Agreement review, Automated commercial Environment setup, Incoterms, export transactions and documentation.”

53) Please define who is the End Customer. Is it the MEDC or a Michigan small business?

Response: The end customer will be a small-medium sized business with operations in Michigan.

54) What is the expected format? Example: Digital training videos or written training documents?

Response: The format will be determined by the proposal submitted by the selected International Trade small business services provider for this service.

55) What is an End Point for deliverables? Example: Pages? Hours?

Response: The format will be determined by the proposal submitted by the selected International Trade small business services provider for this service.