

TENDER – BRIEF (NOVEMBER 2017) SUPPORT FOR THE PROMOTION OF PROCESSED FRENCH FOOD PRODUCTS IN THE USA

1/ CONTEXT

The French Food and Drink Federation (ANIA, Association Nationale des Industries Alimentaires), is a non-profit association created in 1968. ANIA's mission is to represent, inform and accompany French food processing companies from all over France (17 000 companies, of which 98% are SMEs). Its members include 38 associations: 19 sectoral federations and 19 regional federations.

The French food industry is the number one industrial employer in France (430 000 jobs) and the number one industrial sector in terms of turnover (€ 172 billion, of which 21% come from exports) It has a € 7.2 billion trade surplus.

Following discussions within ANIA's Export Committee and its Working Group on exports to the USA, ANIA was assigned with the mission to build a pilot program aiming at helping food companies expand their exports and relations in the USA.

The main objective of the program will be to increase the visibility, the sales and the general awareness of European and French food products in the USA. The action will aim at widening the range of European and French products available via different North American distribution channels, especially via retail and food service markets.

The recruitment of a specialized executive agency is necessary to plan and execute the actions covered in this program.

ANIA expects a sustainable partnership with the executive agency, based on high mutual confidence, considering the budgets involved, considering the need to sustain companies' confidence in ANIA via the proposed program, and considering that sensitive, confidential information of a competitive nature may be shared with the chosen agency.

This B2B-focused program will include the following activities:

- A Roadshow of B2B meetings
- Buyers' trips
- In-store promotions
- Trade fairs

The program aims at reaching over 250 companies, with a budget of **€ 2 280 000** available for the execution of the actions by the executive agency.

2/ ELEMENTS EXPECTED IN THE BID

The detailed proposition (PowerPoint format preferred) should be sent imperatively in English to Ms. Olivia Poitou (opoitou@ania.net) and should include:

1. Presentation of the agency including information on its financial viability, on its competences for accompanying ANIA with these 4 missions on the US market and on its knowledge on rules concerning EU-funded promotion programs.
2. Proposal based on the logo created for the program (see here below), including B2B meetings, tastings, in-store promotions and trade fairs (c.f. suggested list of fairs). The geographic coverage should not be limited to first-tier cities.

An alternative logo may be proposed if pertinent.



3. For the actions detailed here below, the agency should describe the objectives, the target audience, as well as the expected deliverables and should include a precise budgetary proposition. The proposal should take into account the compulsory EU signature and other graphic elements as stipulated in Regulation EC/1144/2014 and related legislation. The selected executive agency will need to strictly adhere to these criteria for all actions planned and carried out, as non-compliance with these EU rules would lead to non-eligibility of the actions and loss of funding.

3/ SUPPORT ACTIONS

Actions carried out by the executive agency under this program fall under six main types of activities:

1. **Strategy Definition**
2. **Public Relations**
3. **B2B Roadshow**
4. **Buyers' Trips**
5. **Point-of-Sale Promotions**
6. **Trade Fair Booths**

These actions are detailed hereunder.

1. Strategy Definition

- ↘ The agency should propose a market study of the American food market in which it identifies French products that are already present and should create a three-year long campaign for French food and drink products to support the presence of French/EU products on the market.
- ↘ **Indicative budget: € 95 000**

2. Public Relations

- ↘ The agency should propose a communication plan including key messages, press releases and editorials in key trade magazines throughout the three-year programme.
- ↘ **Indicative budget: € 150 000**

3. B2B Roadshow

- ↘ The agency should propose a tour of secondary market cities. We have considered e.g. Denver, Austin, Portland, Atlanta, Nashville, Chicago, Boston, Seattle or San Francisco but the agency may propose other solutions if justified.
- ↘ **Indicative budget: € 445 000**

4. Buyers' Trips

- ↘ The agency should propose 2 buyers' trips per year. The agency should describe the most relevant major buyers to bring to France vs. program objectives, considering the current referencing and listing of French products in stores. We have considered that trips could be organized in conjunction with in-store promotion programs but the agency may propose other solutions if relevant.
- ↘ **Indicative budget: € 135 000**

5. Point-of-Sale Promotions

- ↘ The agency should propose a program with two point-of-sale promotions per year. The agency should describe the way that the relevant stores will be selected in several cities and the steps of negotiation and preparation. The training and management of the animation teams on site should be described. We have considered well-known franchises and local brands like Market of choice, Gelson's market, Central Market and Bristol Farms and that in-store promotion programs could be organized in conjunction with buyers' trips but the agency may propose other solutions if pertinent.
- ↘ **Indicative budget: € 545 000**

6. Trade Fair Booths

- ↘ The agency should propose one French-European pavilion at an American food and beverage fair each year. The selected trade fairs must be complementary to the already existing French promotional programs, with no overlap. We have considered one participation in the NRA Show in Chicago and two participations in the Natural Products Expo West in Anaheim California, but the agency may propose other solutions if justified.
- ↘ **Indicative budget: € 910 000**

The selected executive agency will also be expected to participate in putting in place and in taking part in a validation committee. This committee will verify if the candidate companies interested in participating in the activities meet the criteria set by the EU program, in terms of quality and sustainability to the objectives of raising awareness and added value of European food products in the targeted markets.

An evaluation agency will also be selected by ANIA to audit the program. The selected executive agency will be expected to facilitate the work of the evaluation agency as required throughout the project, e.g. provide information requested by the evaluation agency, participate in occasional meetings with the evaluation agency and take on board its recommendations.

4/ PROPOSED SCHEDULING

- ↘ 13 December by 11h00 : reception of the detailed propositions by e-mail
- ↘ 15 December by 18h00 : notification of preselection results
- ↘ 18-22 December : auditions of the pre-selected agencies
- ↘ 5 January by 18h00 : notification of the chosen agency and detailed notification to the other agencies of non-selection
- ↘ 10 January : signature of collaboration agreement and start of collaboration

Due to the strict timeframe, agencies are advised not to wait until notification of preselection results to prepare their oral presentation for the auditions.

5/ PRESELECTION CRITERIA AND SELECTION CRITERIA

The selection will be done by a jury composed of members of ANIA's staff involved in the implementation of the project. Other personalities may complete the jury (administrators, representatives of member federations).

Preselection criteria:

1. Technical capacity (30 points)
 - Experience in organizing B2B meetings (6 points)
 - Experience with promotional activities in retail (6 points)
 - Experience in PR activities (6 points)
 - Experience with organizing trade fairs (6 points)
 - Experience with communication campaigns (6 points)
2. Experience with EU/1144/2014 export promotion programs (30 points)
3. Experience with the food industry (20 points)
4. Experience in the food and beverage US market. Presence in the USA and in France will be considered as a plus (10 points)

5. Financial viability of the agency (yes/no – eliminatory)
6. Respect of the budgetary envelope (yes/no, overrun of total budget is eliminatory)

The 3 best agencies according to the preselection criteria will be invited to an oral audition.

Selection criteria:

7. Quality and coherence of the strategy, argumentation of proposed actions (30 points)
8. Value for money (20 points)
9. Comprehension and strict respect of UE promotion rules, experience with EU/1144/2014 export promotion programs (20 points)
10. Capacity to execute B2B events, promotional activities in retail, trade fairs and public relations and communication actions (20 points)
11. Qualifications of the project management team (10 points)

6/ CONTACTS

Ms. Laura MARLEY, Innovation and EU Public Affairs Manager (lmalley@ania.net) is available to answer any questions agencies might have (tel: + 33 (0) 1 53 83 86 00).