

SPECIFICATIONS PAPER: ENGAGEMENT PROCESS

AGREEMENT: [TECHNICAL CONSULTANCY SERVICE FOR DIGITAL INTERNATIONALIZATION AND LOGGING ON INTERNATIONAL DIGITAL MARKETS FOR COOPERATIVES AND SME FROM SUDOE REGION](#) FROM AGROSMARTglobal PROYECT (SOE3/P2/E0897) APPROVED IN THE FRAME OF COOPERATION PROGRAM INTEREG V-B SOUTHWESTERN EUROPE (Interreg SUDOE 2012-2020).

HIRING PROCEDURE: OPEN

AWARD CRITERIA: SEVERAL CRITERIA

MAIN CHARACTERISTICS.

1. NAME OF THE SERVICE

Concept: TECHNICAL CONSULTANCY SERVICE FOR DIGITAL INTERNATIONALIZATION AND LOGGING ON INTERNATIONAL DIGITAL MARKETS FOR COOPERATIVES AND SME FROM SUDOE REGION FROM AGROSMARTglobal PROYECT (SOE3/P2/E0897) APPROVED IN THE FRAME OF COOPERATION PROGRAM INTEREG V-B SOUTHWESTERN EUROPE (Interreg SUDOE 2012-2020).

2. BUDGET OF THE TENDER- AGREEMENT'S VALUE

TAX BASE: THIRTY-SIX THOUSAND TWO HUNDRED AND FIFTY EUROS (36.250,00€) (VAT NOT INCLUDED)

VAT (21%): SEVEN THOUSAND SIX HUNDRED AND TWELVE EUROS WITH FIFTY CENT (7.612,50€).

3. TECHNICAL AND PROFESSIONAL

Minimum Technical Requirements:

- Demonstrable knowledge and experience in the realization of digital internationalization strategic plans, with at least 5 projects' experience.
- Demonstrable knowledge and experience in the digital internationalization support to agri-food companies, with at least 5 projects' experience
- It would be positive that winning company has Chinese employers
- To accredit the technical requirements, the companies should present a certificate of good

execution of services

4. SERVICE LENGHT

Until finishing the closure period of the proyect : 31/03/2023

5. WAYS TO LOG ON CONTRACTOR PROFILE

Web page of COOPERATIVAS AGROALIMENTARIAS DE CLM; UNION DE COOPERATIVAS:
www.agroalimentariasclm.coop

1. - TECHNICAL AND ADMINISTRATIVE SPECIFICATIONS PAPER.

ARTICLE 1. - AIM AND DESCRIPTION OF THE SERVICE.

1. The aim of this specifications' paper is to establish the Specific Conditions to contract, through an open process regulated on Contractor Profile of the company, about the services related with TECHNICAL CONSULTANCY SERVICE FOR DIGITAL INTERNATIONALIZATION AND LOGGING ON INTERNATIONAL DIGITAL MARKETS FOR COOPERATIVES AND SME FROM SUDOE REGION FROM AGROSMARTglobal PROYECT (SOE3/P2/E0897) APPROVED IN THE FRAME OF COOPERATION PROGRAM INTEREG V-B SOUTHWESTERN EUROPE (Interreg SUDOE 2012-2020).
2. The labour will consist on the performance by internet of the following tasks:
 - a. Personalized diagnosis through online tool to evaluate the cooperatives' knowledge about digital internationalization. Diagnosis will be done for cooperatives and SMEs which want to participate in pilot project (USA and China) and in which they want to study in the future
 - b. Personalized tutorials will be offered through a webinar tool to reinforce cooperatives diagnosis and formative actions for technical personal of organizations.
 - c. Elaboration of a key factors and recommendations guide about digital internationalization, which will summarize key factors about digital internationalization, from the export idea until the logistics management and negotiations.
3. This Specifications Paper, the Main Characteristics, the Annex and the final bidder offer will have the value of a contract. The labour will be done with the specifications and details which are described in Technical Specifications in Annex II in this Paper.

ARTICLE 2.- ESTIMATED VALUE OF TE CONTRACT.

1. The bidding budget, which it be the greatest, is located in 2 point of the Main Characteristics of this paper. The economic offer which the bidder presents cannot be higher of the maximum budget established.
2. The cost of the contract (VAT not included) will be the budget of the bidding. In any case, the VAT amount will be indicated separately. That budget will be definitive.
3. The budget will include all expenditures from the fulfillment of the contract, general expenditures, industrial profit and all taxes related with the activity and all expenditures that the contract involves (arrangement, studies expenditures, redaction and formation of the Final aim of the contract). The journeys are not included here.

ARTICLE 3.- CONTRACT CAPACITY.

All natural and legal person, Spanish or foreign, which has legal capacity, can make a contract with CACLm. They cannot be legally punished without contract capacity and they have to demonstrate their economic, financial and professional solvency or, the classification, in any case, which it is required in the Specifications Paper.

The entrepreneur should have commercial or professional habilitation required to do the fulfillment of the activity or provision which the aim of the contract is based on.

The legal person only can be a bidder if the provisions are related with the social aim or the scope of the company. This social aim has to be included in the statutes and foundational rules of the enterprise.

It will be applicable Rule 6 of Contactor Profile for the terms not included in this contract. Supplementary, the law which be applicable.

ARTICLE 4.- PLACE, TERM OF BIDDINGS AND REQUIRED DOCUMENTATION.

The people or companies which want to take part in this tender will send an email to: penaranda@agroalimentariasclm.coop, in the term of 10 business days established in the advert, with the offers un four PDF files. They will to write down in the email: Titulo "SERVICIO DE CONSULTORÍA TÉCNICA PARA LA INTERNACIONALIZACIÓN DIGITAL Y SOBRE EL ACCESO A MERCADOS DIGITALES INTERNACIONALES PARA LAS COOPERATIVAS AGROALIMENTARIAS DEL ESPACIO SUDOE DEL PROYECTO AGROSMARTglobal", nombre del licitador, dirección, número de teléfono, correo electrónico.

PDF FILE NUMBER 1: General documentation:

Ability to act and representation:

- In the postulation we are talking about a physical person, copy of the Identity Card
- In the postulation of legal person, the agent will present the writing or notarial evidence of constitution paper, writing down in Registro Mercantil (Commercial Register), when this requirement should be enforceable because commercial law. In the case of the law didn't say this, the agent will guarantee the ability to act through the writing or notarial evidence of the constitution paper, bylaws or foundational action of the society in which the rules of its activity is ruled, signed on, in any case, in the appropriate Official Register.

In which concerns to representation of law person, it should be necessary writing or notarial evidence of the designation or empowerment, which demonstrate the enough representation of the signer of the bidder. The writing should be written down in Registro Mercantil (Commercial Register) in the cases the inscription is enforceable by Reglamento del Registro Mercantil. It should bring a copy of the Identity Card-

PDF FILE NUMBER 2: Professional solvency:

- Accredited documentation about experience in international markets research and the performance of internal digital diagnosis of companies.
- Accredited documentation about experience in digital help to production companies on international digital markets.
- Accredited documentation about experience in giving advice to aggregator projects.
- Accredited documentation about the hiring of Chinese employees.
- Accredited documentation for languages.

In the unforeseen situations, Internal Hiring Rules of CACLM from Contractor Profile will be applied.

PDF FILE NUMBER 3: Technical proposal.

It should contain explanatory documentation about offer's technical characteristics in which the bidder engages to carry out the aim services of this contract, in consonance with the technical specifications paper in Annex II.

All relevant information should be achieved to facilitate the comprehension of the planned strategy to carry out the tasks of the contract.

- Valoration:

The suitability of the methodological procedures will be evaluated for the project development and the coherence with its budget.

PDF FILE NUMBER 4: Economical proposal.

The economical proposal will be included in this file. It will be the only one and like the model:

"Don, con DNI(en nombre y representación de.....) con domicilio en.....Provincia de enterado de las condiciones y requisitos que se exigen para la adjudicación por el procedimiento abierto regulado en las Instrucciones Internas de AGACA del contrato de, se compromete en nombre de(propio o de la Empresa a quien represente), a tomar a su cargo la ejecución del mismo con estricta sujeción a los expresados requisitos y condiciones y por la CANTIDAD de € IVA EXCLUIDO. (Importe de IVA) (*)

(*) En la proposición deberá indicarse como partida independiente el importe del Impuesto sobre el Valor Añadido que deba ser repercutido

..... dede

Fecha y firma del LICITADOR

ARTICLE NUMBER 5.- OPENING, ADMISSION OF PROPOSALS AND CONTRACT AWARD CRITERIA.

The opening of the profiles by Contract Desk will be done in private session, but with transparency and solemnity of guarantee of rigor.

1. Bidders' admission.

The Tender Table will qualify the documents submitted in time and form, regarding the consequent technical and legal reports.

The files number one titled "General Documentation" and number two titled "Professional solvency" will be opened for the qualification.

If the Tender Table would appreciate material defects in the documentation submitted in the aforementioned profiles, it can give, if it estimates appropriate, a time shorter than 3 days, giving the bidder the opportunity to correct any term that should be solved. The Tender Table can exclude anyone who didn't solve their wrong terms. The bidder companies should furnish the documentation required in time. The existence of fixable defects and omissions will be communicated by email. The corrections should be send in time by email to: penaranda@agroalimentariasclm.coop

The Hiring Body will solve about admission process for bidders taking in account the qualification done by the Tender Table.

2. Technical report

Following with the process, the Tender Table will open FILE NUMBER 3, titled "Technical proposal" of all admitted bidder companies. The Tender Table, regarding the result of the different proposals, will evaluate the proposals presented by admitted bidders. The criteria taken in account for the evaluation are the reviewed in the 4th part of this article. Besides, when circumstances require, the Table can ask for explications and aclarations about any aspect of the formulated proposal

3. Economic offers opening.

After that process, the Table will open file number 4, titled "Economical proposal", which includes the economic proposals submitted by admitted bidders.

If any economical proposal has not concordance with submitted and examined documentation, it will surpass the budget of the tender, if the established model will vary substantially or it would manifest material error in the amount of the proposal or it would exist an appreciation by the bidder about any mistake or weakness that make the proposal non-viable, it will be regretted by the Tender table

4. Award criteria.

In this paragraph, the objective criteria which are the key factor of contract award, the criteria are mentioned by descending order of importance and the consideration for each one.

Technical offer (80 points)

- Content and technical qualityFrom 0 to 50
- Suitability of the professional profiles proposed to the execution of the tasks.....From 0 to 20
- Improvement proposal.....From 0 to 10

Minimum break-even point: the minimum break-even point is established in an initial technical score of 50 points, from the addition of all technical criteria. This break-even point will be enforceable for each bidder to continue in the process.

Economic offer (20 points)

- PriceFrom 0 to 20

Final technical valuation:

Once the initial valuation is done through the addition of the scores in every technical concept based on the value judgment previously established and as long as the offer surpasses the established minimum break-even point, the final technical valuation will be done following this procedure:

The best scored offer will have the highest score, and the rest of the offers will be counted proportionally in relationship with the highest score offer.

Valuation of the economic proposal:

To obtain the economic punctuations, only the economic proposals that were definitively admitted will be examined. They are those which have surpassed the minimum break-even point from technical score, those which have submitted economic offers that they do not incur abnormal or disproportionate values or those which had this abnormal value, but they have justified satisfactorily in the opinion of the Contracting Authority.

The calculus of the score of the proposals related to automatically quantifiable (economical offer) will be done following these steps:

- The cheapest offer will be awarded with 20 points
- The rest of the bidders will have their score estimated with the following formula:
 - o Cheapest price score=20* (cheapest price/bidder offer)

ARTICLE NUMBER 6.- AWARDS PROPOSAL.

Once the technical evaluation is done, in which bidders' punctuation in every criteria and the evaluation of economical offers allowed would be seen (the offers should surpass the minimum break-even point and those economical offers that they do not incur abnormal or disproportionate values or those which had this abnormal

value), the Tender Table will classify the proposals, in decreasing order, according to award criteria collected in this Specifications. It will propose the award for the bidder who has presented the more economical proposal.

In the case two or more bidders have the same punctuation in the objective criteria; the purchaser would be the one who has a better score in the technical offer. If the draw continues, a new economic proposal should be presented in three days. These new offers will be rated, but the technical punctuation will be the same.

The Awards Proposal does not create a right for the bidder proposed by COOPERATIVAS AGROALIMENTARIAS DE CLM, UNIÓN DE COOPERATIVAS-CACLM.

ARTICLE NUMBER 7.- ABNORMALLY LOW ECONOMIC OFFERS.

Abnormal or disproportionate low offers are those economic offers that are included in the following assumptions:

- With a single bidder, when his budget is a 25% lower than the award budget.
- With two bidders, when one offer is 20% lower than the other.
- With three bidders, those offers which are 10% lower to the arithmetic average of the presented offers. These offers which are 10% higher to that average will not be included in the formula.
- With four or more bidders, those offers which are 10% lower to the arithmetic average of the presented offers. These offers which are 10% higher to that average will not be included in the formula. The average will be calculated with the offers that are placed between these two percentages. If there are only three proposals remaining, the new average will be calculated over the three lowest offers.

ARTICLE NUMBER 8.- CONTRACT ADJUDICATION.

The Contract Body can waive about contract procedure before the adjudication, without creating any economic right for the bidders, who specifically accept this article when they present each offer, if CACLM cannot reach the necessary licenses, authorizations or permits for carrying out the contract.

The adjudication will be notified by email to the awardee and CACLM will communicate to the rest of bidders that they are not awardees and, at the same time, it will post the adjudication at Contractor Profile.

ARTICLE NUMBER 9.- PERFECTION AND FORMALIZATION OF THE CONTRACT.

the contract will be perfected and formalized in accordance to Article number 10 of Contracting Internal Instructions of Cooperativas Agroalimentarias de CLM

ARTICLE NUMBER 10. – TERM AND EXECUTION OF THE CONTRACT.

The calendar for the realization of the contract includes the following tasks:

1. Elaboration of a diagnostic tool (SP, FR, PT): 31.08.2021
2. Execution of digital internationalization diagnosis for those companies which ask for it: 31.03.2023
3. Elaboration of a key factors and digital internationalization recommendations guide (SP, FR, PT): 31.08.2021
4. Starting up a consultancy service (training tool, elaboration of documents for the three territories in collaboration with the partners): 28.02.2022
5. Consultancy service for those companies which ask for it: 31.03.2023

This service will be developing though 28 months, from the date of the signature until the finishing date of the project, in other words, until 31.03.2023.

ARTICLE NUMBER 11.- PAYMENT METHOD.

The payment will be done according to the contract that the winning company and CACLM, taking in account this calendar:

CONCEPT	2021	2022	2023
Elaboration of a diagnostic tool	4.250,00	0,00	0,00
Execution of digital internationalization diagnosis for those companies which ask for	3.000,00	6.000,00	1.000,00
Elaboration of a key factors and digital internationalization recommendations guide	4.000,00	0,00	0,00
Starting up a consultancy service	3.000,00	2.000,00	0,00
Consultancy service for those companies which ask for it	1.000,00	5.000,00	7.000,00
TOTAL	15.250,00	13.000,00	8.000,00

Each one of the project beneficiaries is responsible of the corresponding payment. The cost of this service is being shared equally among the project beneficiaries. The distribution of the cost is distributed in this way:

Beneficiary number 1 - <Unión de Cooperativas Asociación Galega de Cooperativas Agrarias> engages to pay an amount of <6.266,07> Euros.

Beneficiary number 2 - <Cámara Oficial de Comercio, Industria y Servicios de La Rioja> engages to pay an amount of <6.266,07> Euros.

Beneficiary number 3 - <Cooperativas Agro-alimentarias Castilla-La Mancha, Unión de Cooperativas> engages to pay an amount of <6.266,07> Euros.

Beneficiary number 4 - <KONFEKOOP- Federación de Cooperativas de Euskadi> engages to pay an amount of <6.266,07> Euros.

Beneficiary number 7 - <La Coopération Agricole Nouvelle-Aquitaine> engages to pay an amount of <6.266,07> Euros.

Beneficiary number 10 - <Confederação Nacional de Cooperativas Agrícolas e do Crédito Agrícola de Portugal, CCRL> engages to pay an amount of <6.266,07> Euros.

Beneficiary number 11 - <Chambre de Commerce et d'Industrie Limoges et Haute-Vienne> engages to pay an amount of <6.266,07> Euros.

The quantities expressed before include VAT.

ARTICLE NUMBER 12.- SUPPLEMENTARY LAW.

In the case this Specifications Paper does not rule something related with the contract or in the Internal Hiring Rules, rules about Public Sector Contracts will be applied.

ANNEX I

PROJECT'S SUMMARY

REFERENCE NUMBER: SOE3/P2/E0897

PROGRAM: Interreg SUDOE 2014 – 2020 (third announcement 2018)

OBJECTIVE OF THE PROGRAM: encourage competition and internationalization of southwestern SME companies

STARTING DATE AND FINISHING DATE: October, the 1st, 2018 to September, the 30th, 2022 (36 months)

TOTAL BUDGET: 1.598.000,00 Euros (FEDER aid: 1.198.500,00 Euros)

AGROSMARTglobal project “Space for the competition, promotion and smart internationalization expansion for agri-food cooperatives from rural territory SUDOE” includes 10 regions from SUDOE space (Galicia, Castilla-La Mancha, País Vasco, La Rioja, Nouvelle Aquitaine, Norte of Portugal, Algarve, Portugal Centro, Lisboa and Alentejo) and it pretends to mitigate disadvantages from rural areas and tries to stimulate their development and economic comprehension, through generation of capacities and the search of more efficiently and effectively transnational solutions to give assistance to agri-food cooperatives in their needs in order to improve competition with the creation and consolidation of services and networks for internationalization

Its principal objective is consolidating and space for interconnection, interaction and competition for agri-food cooperatives in SUDOE through the development of processes, tools and advanced support services which ease the positioning, promotion and smart international expansion by means of digital marketing strategies which bets for inter-company cooperation.

The main products of the project will benefit to agri-food cooperatives from SUDOE space and they will lie in: Joint Strategic Plan for Digital Internationalization, Technical Consultancy for Digital Internationalization, Digital Internationalization Pilot Projects (China and USA), Joint Program for Training and Education and Joint Campaign for International Promotion and Positioning for agri-food cooperatives products.

SPECIFIC OBJETIVES:

1. It supports digital internationalization of SUDOE agri-food cooperatives, taking in advantage the benefits of new technologies and the international ecommerce
2. Stimulate the positioning of cooperatives from SUDOE space agri-food products in international markets, betting for endogenous character and quality, protecting Denominations of Origin, Geographic Indications and ecological products on the Internet.
3. It strengthens the association of SUDOE agri-food cooperatives tissue and the creation of alliances with professionals in target market with the aim to facilitate international promotion and expansion, through inter-enterprise cooperation and networking.

BENEFICIARY ENTITIES:

- Unión de Cooperativas Asociación Galega de Cooperativas Agrarias, AGACA (Beneficiario principal) - ES
- Cámara Oficial de Comercio, Industria y Servicios de La Rioja, CCI La Rioja - ES
- Cooperativas Agro-alimentarias de Castilla-La Mancha, Unión de cooperativas, CACLM - ES
- Federación de Cooperativas de Euskadi, KONFEKOOK – ES
- AMVOS Digital S.L, AMVOS – ES
- Association des régions européennes des produits d'origine, AREPO - FR
- Coop de France Nouvelle Aquitaine, LCA NA – FR
- Chambre de Commerce et d'Industrie Limoges, CCI Limoges – FR
- Universidade de Trás-os-montes e Alto Douro, UTAD – PT
- Confederação nacional de Cooperativas Agrícolas e do Crédito Agrícola de Portugal, CCRL, CONFAGRI - PT

MAIN ACTIVITIES FROM THE PROJECT.

Working Package 1 (WP1): Analysis of the capability of adaptation and differentiation of the agricultural cooperatives of the SUDOE territory in the current international market:

Results: Two Transnational Operative Groups have been created (TOG) to promote the creation of global strategic alliances between agri-food cooperatives from SUDOE to digital international expansion; the intrinsic elements of agro-food products have been identified to protect and help GI and cooperatives' ecological products on the Internet, creation of a collective mark for agri-food cooperatives from SUDOE, creation of measures for protecting and promoting GI and ecological specifications in digital markets, definition of strategies for digital internationalization for those products in two target market (USA and China), and applying markets' intelligence to determine the best introduction strategy of the cooperatives' agri-food products in each market.

Working Package 2 (WP2): Creation of digital internationalization support services and development of business models for intelligent commercialisation:

Results: To design of support services for digital internationalization (technical consultancy and Pilot Projects) for agri-food cooperatives from SUDOE, consolidation and optimization of AGROSMARTcoop web, with new contents in AgroLab and Intercooperation Virtual Community, consolidation and provision of new contents for ICT tools designed to ease learning about digital marketing and internationalization, implementation of technical consultancy services about digital internationalization and on access to digital international markets, implementation of comprehensive digital internationalization services focused on China and USA, through B2B marketplace, with the identification of new opportunities for agri-food cooperatives of SUDOE.

Working Package 3 (WP3): Actions to boost knowledge in digital marketing and promote intercooperation for intelligent internationalisation:

Results: To carry out awareness-raising and networking actions on the thematic areas of the project and joint actions for international promotion of cooperative agri-food products and the creation of strategic alliances, design of a joint education program with new formats for the cooperative agri-food sector in digital international markets, commercial negotiation techniques and digital communication, creation of a favourable framework for business-to-business cooperation for promoting global strategic alliances and smart internationalization and commercialization projects, promotion of the quality of the cooperatives' products and services and the endogenous nature of its resources as a differentiation factor, guarantee of the continuity and reproducibility of the activities, products and results of the project.

TRANSVERSAL ACTIVITIES

Transversal Working Package 1: Project Management

Transversal Working Package 2: Project Communication

Transversal Working Package 3: Project Monitoring and Evaluation.

PROJECT BUDGET

Entidades Beneficiarias	Importe (euros)	FEDER (euros)	Tasa de cofinanciación
Beneficiario principal AGACA	275.000,00	206.250,00	75.00 %
Beneficiario CCI La Rioja	129.938,00	97.453,50	75.00 %
Beneficiario CACLM	147.263,00	110.447,25	75.00 %
Beneficiario ERKIDE	147.263,00	110.447,25	75.00 %
Beneficiario AMVOS	147.261,00	110.445,75	75.00 %
Beneficiario AREPO	118.360,00	88.770,00	75.00 %
Beneficiario CDF NA	158.958,00	119.218,50	75.00 %
Beneficiario CCI Bayonne (socio retirado del consorcio)	7.264,66	5.448,50	75.00 %
Beneficiario UTAD	151.200,00	113.400,00	75.00 %
Beneficiario CONFAGRI	163.800,00	122.850,00	75.00 %
Beneficiario CCI Limoges	148.814,50	111.610,88	75.00 %
PRESUPUESTO TOTAL	1.591.122,16	1.193.341,63	75.00 %

ANNEX II

TECHNICAL SPECIFICATIONS PAPER

After a first phase focused on strategic analysis, the program is developing an Aggregator Project which will collect, under a common catalogue, companies products from 3 different regions for its positioning in, at least, two great B2B platforms in Chinese and American markets. It will offer visibility for companies' products by the way of "virtual stand" on selected platforms, the most relevant on each target market.

This products' exhibition pursues the goal to create some trade deals with interested importers in commercial relationships with the participants in the project. These contacts will allow a real possibility to generate business opportunities on these markets, following the model of traditional trade shows.

To achieve the described objectives in AGROSMART Global Project, we look for a company which offers the technical consultancy services in every knowledge area about digital strategy, with the aim of an exhaustive and personalized advising for participants in the project about the main barriers and opportunities in each one.

OFFERED SERVICES' DESCRIPTION:

The contracting company will go along with the companies and it will give operative support to the project's management, in which the following activities are collected:

- Counseling about competitive intelligence: analysis of the market's data and about participants' main competitors inside American and Chinese markets.
- Counseling about the development of a communication and marketing plan in selected platforms for Agrosmart Global Project:
 - Counseling about organic positioning of the participants' products on the selected platforms.
 - Counseling about marketing campaigns of the participants' products on the selected platforms.
- Counseling about promotion, publicity and communication policy in costumers service in those platforms.
- Counseling about image and corporative design of Agrosmart Global Project: analysis and definition of online mark's positioning.
- Personalized technological counseling for functionalities analysis required for mini-sites development and the selection of the suitable partners.
- Counseling about international payment methods, financing services and economic, political and credit risks coverage services.

PURCHASER REQUIREMENTS:

The contracting company will offer, at least, the detailed services in "Obligations of the successful tenderer". It will provide the services in each market and it must have the following professional experience:

- Staff with, at least, 5 years' experience and the execution of 10 International Ecommerce projects
- Experienced staff in, at least, the management and execution of 3 aggregator projects in the main B2B business platforms (Alibaba.com, Amazon Business, 1688.com, etc...). It is required the fulfillment of an aggregator project for agri-food sector in Chinese market.
- Staff with, at least, 5 years' experience and the execution of 10 International Ecommerce (B2C and B2B), with 3 project in the Chinese market.
- The fact that the successful bidder has participated in training events on this type of project or has some kind of collaboration with platforms that are the object of this contract will be positively assessed.
- Chinese staff in the contracting company will be positively assessed.

OBLIGATIONS OF THE SUCCESSFUL TENDERER:

1. It will offer advice for the development of an international ecommerce sectorial strategy for agri-food sector for Chinese and USA markets.

2. It will offer advice for the competitive positioning analysis for participant companies in each market.
3. It will offer advice and support to any of the operational phases of the pilot project, for example:
 - a. Registration of the project profile on the selected platforms: Documentary process to verify the information of the aggregator account, as the owner of the accounts in the selected platforms.
 - b. Development of the project's mini-site (in those platforms that allows it): design and implementation of the "virtual portal" that will add the products of the selected companies
 - c. Upload and optimization of the product inside the platform, in accordance with the internal positioning rules of each of the platforms.
 - d. Operative management of the platform.
 - e. Filtering queries and RFQs relevant to participating companies.
 - f. Monthly report with inquiries received and requests for quotation answered.
 - g. Support for the doubts generated by potential buyers regarding international trade (help with Incoterms, international payment methods, credit insurance, logistics recommendations, etc.)
 - h. Marketing campaigns (keyword advertising) on selected platforms

The winning company must follow the governance rules established by the Agrosmart Global partners for the effective monitoring of the project results.