



Subject: Request for Proposal (RFP) for Contract of “ Bakery Training Courses and Promotions with U.S. Value Enhanced Soy Products ” Project

ASA-IM Background: ASA-IM is a non-profit organization representing U.S. soybean farmers having the interests of promoting exports of U.S. soybeans and products to Taiwan.

Purposes:

The main purpose of this RFP is to create market demand for U.S. value enhanced soy products in Taiwan through conducting training programs and exhibition to introduce to bakery technicians and ingredient importers the functionalities and health benefits of using soy as a major ingredient in bakery products. This activity is also for maintaining industry relation with U.S. soy ingredient users through providing technical assistances to bakers in reducing production costs, developing new products and improving profits under the diversified market demands for bakery products.

Description:

ASA-IM only accepts proposal from firm or industry association having close contact with the bakery industry in Taiwan and experiencing in conducting training courses. Proposal without detailed description of your organization and related business will not be accepted.

On behalf of ASA-IM, the awarded contractor will be responsible for conducting the training courses for targeted bakery technicians nationwide focusing on introducing the availability of U.S. soy ingredients, functionality and health benefits of soy, new baking products and technologies.

Scope of Work:

The awarded firm will be responsible for the following tasks:

Baking with Soy Training

1. Organize a R&D consultant Team consisting local bakers with good reputation in Taiwan bakery industry to create new bakery products containing soy products or U.S. soy ingredients.
2. Invite at least 120 bakers and technicians to attend the training courses.
3. Design the process of baking products, questionnaires and print proceedings to participants.
4. Be responsible for decorating the venues, printing proceedings to participants and preparing meeting facilities and materials for training.
5. Analyze the results of the questionnaires and make suggestions upon the results for future activities if needed.

Complete a final report consisting of

1. Executive Summary with Recommendations for Future Program
2. Expenditure Statement
3. Snapshots of the activity

Timeline:

☉ January ~ June, 2012

- January 6, 2012—RFP issued
- January 17, 2010—Deadline for submission of proposals
- Before the end of January, 2012—Prepare all suitable documents to STL and sign with contactor

☉ February 1, 2011~ June 30, 2012

Execute the scope of works to complete the project.

Fiscal Year:

July 1, 2011 ~ June 30, 2012

Revenue Source:

MAP Fund: M11GX13107

Required Information in the Proposal :

1. Brief introduction of your organization, background information and experiences in conducting similar marketing programs of your organization
2. Descriptions on how your firm will organize and execute the projects and achieve the goals set as described previously
3. Estimated expenses for the projects by line items
4. All documents have to be written in English

Please submit your proposal to Mr. Julian Lin, Marketing Manager of Soy-Foods, before January 17, 2012. We will inform you the results after internal reviews are completed. Proposals received after the deadline will not be accepted.

American Soybean Association-IM

Email: JLin@ct.asaim.org

Tel: (02) 2560-2927 www.asaimtaiwan.org