

**REQUEST FOR PROPOSALS (RFP)  
Consultant  
Pan Atlantic Mission to the  
Farnborough International Air Show 2010**

**Issued by  
Aerospace and Defence Industry Association  
of Newfoundland and Labrador  
March 16, 2010**



**On Behalf of**

**The Atlantic Alliance of Aerospace and Defence Associations**



**STRENGTH IN TEAMWORK. TRUSTED WORLDWIDE.**

## **BACKGROUND**

The Atlantic Alliance of Aerospace and Defence Associations (AAADA, The Atlantic Alliance: [www.atlanticalliance.ca](http://www.atlanticalliance.ca)) is an alliance of the Aerospace and Defence Industry associations of Atlantic Canada - New Brunswick Aerospace and Defence Association (NBADA), Aerospace and Defence Industries Association of Nova Scotia (ADIANS), Aerospace and Defence Industry Association of Newfoundland and Labrador (ADIANL) and the Aerospace Association of Prince Edward Island (APEI). The regional umbrella organization represents the interests of the manufacturers and service providers in the aerospace, defence, space and security industries within the Atlantic Region through the offices of the Provincial organizations. The AAADA strives to build on its leadership role in being an effective regional facilitator of strategic industry management and growth in Atlantic Canada.

The AAADA was formed in 2003 with the purpose of;

- Coordinating the associations' activities at a regional level and to provide an effective regional voice on behalf of the Aerospace and Defence sector in Atlantic Canada;
- Optimizing Industrial Regional Benefits (IRB's) for Atlantic companies through strategic management and coordination efforts;
- Promoting the region and the capabilities of its member companies and institutions to prime contractors and federal departments/agencies;
- Facilitating initiatives to develop skills, new technologies and competitiveness in the region; and
- Facilitating collaboration and pursuance of partnerships/opportunities amongst companies in the region.

## **PROJECT CONCEPT**

Building on the success achieved during Farnborough International 2004, 2006 and 2008 and the Paris Air Show 2005, 2007 and 2009 the Aerospace and Defence Industry Association of Newfoundland and Labrador (ADIANL), on behalf of the AAADA, is seeking the services of a **Consultant** to assist in the coordination and facilitation of the forthcoming pan-Atlantic science and technology trade mission to the Farnborough International Air Show in conjunction with the Atlantic Canada Opportunities Agency (ACOA). This event is directed at Atlantic Canadian companies in the aerospace, defence and security industry, including technology and research institutions. The Farnborough Air Show will be held in London, UK July 19 – 25, 2010.

Mission tasks are grouped into the three main categories of Pre-Mission, Mission and Post-Mission activities encompassing items such as assisting recruitment activities, participation and on-site support at the Farnborough 2010 International Air Show trade event and follow-up activity upon return. Mission components will include engagement and coordination (as required) as part of any national program being advanced by Trade Team Canada for the Canadian Pavilion stakeholders, exposure to seminars and learning opportunities associated with global industry developments, networking events for all participants and workshop/round table discussions with key industry specialists (industry experts, government officials and embassy officers).

Through this mission, the AAADA will be providing opportunities for 10 - 15 companies from across Atlantic Canada to increase exports, generate new leads, enhance pre-existing relationships or form new alliances with companies from Europe, as well as, provide exposure to potential partners in the Canadian delegation and with companies from the United States.

The macro scope of this project is to:

- Develop an Export Diagnostic/Assessment for each of the Atlantic Canada delegates seeking Matchmaking services;
- Assist Atlantic Canada participants to increase their sales leads further to gaps analysis training;
- Assist Atlantic Canada delegates increase their export sales;
- Assist new Atlantic Canada exporters to enter the international markets and assist existing Atlantic Canada exporters secure new markets;
- Assist Atlantic Canada delegates with follow-up and after-care with mission leads;
- Assist Atlantic Canada delegates obtain new technologies and technology exchanges;
- Assist Atlantic Canada delegates to develop and identify strategic alliances (i.e., assist with supply chain development strategies/targets); and
- Promote Atlantic Canada's aerospace and defence industry for increased trade and investment opportunities.

## PROJECT PURPOSE

### **Assisting in Recruitment/Export Diagnostic/Assessment and Training, Development of Partnership Opportunities and Mission preparation, On-Site Trade Show Support and Post Show Assessment, Final Report and Recommendation and Aftercare**

The Atlantic Alliance of Aerospace and Defence Associations will contract a Consultant to fulfill project tasks and deliverables as categorized under the above-noted four Phases and identified below:

- Upon assisting with recruitment, conduct an Export Diagnostic/assessment (including evaluation of products/services and objectives for the mission) for each company.
- Upon diagnostic/assessment, provide training support in closing any gaps identified (diagnostic and training to a total max of 225 consulting hours);
- Work closely with AAADA and the project committee and provide weekly update reports;
- Provide matchmaking consulting services by scheduling a minimum of four to five meetings with each company (a smaller number is acceptable if mutually agreed upon by both matchmaker and delegate).
- Provide 50% of all matchmaking appointments for each company 15 working days prior to the commencement of the mission. The complete list of matchmaking appointments is to be provided to the Atlantic Canadian company and the AAADA Mission Lead seven working days prior to commencement of the mission including address, phone, fax, e-mail, contact and website address;
- Participate in meeting/conference calls with AAADA and the Atlantic Canada Working Group to discuss the services provided to the Atlantic Canada companies.
- Prepare a **Company Orientation Report** to provide delegates an orientation to this specific venue and trade event, but excluding detailed country reports.
- Develop a "checklist" on trade show protocol.
- Contact all participating companies via phone to review checklist and provide orientation session and ensure company is prepared for the show and knows what information is needed to ensure proper follow up with potential/existing clients after the show.
- Provide on-site support during the Mission. This requires a presence at the trade event and at the AAADA booth, and help with problem solving and opportunity enhancement at the event itself. The Matchmaker will participate in the mission to help facilitate the business program on-site including being available to provide on-site consultation to Atlantic Canadian company

representatives as needed. In addition, the consultant will assist in the welcoming briefing session with the Atlantic delegates.

- Meet with project lead representative(s) daily during trade show for debriefing/review session.
- Following the completion of the mission, work with each company, if so desired by that company, to ensure effective follow-up on leads generated from the mission. This will be an option for each participating company and the number of hours required would be dependant on their level of participation during the mission (number of meetings etc.) – to a maximum of 75 hours in total.
- Reporting on the results in a formal report to the Atlantic Alliance of Aerospace and Defence Associations. Prepare report and submit to AAADA/ADIANL.
- Host a de-briefing conference call with project stakeholders to ensure that the findings are appropriately and effectively communicated.

## **SCHEDULE**

The Consultant will begin work immediately upon signing of the contract with ADIANL on behalf of the AAADA. The expected start date for this project is March 29, 2010 or upon immediate signing of the contract. The completion date of this project is August 31<sup>st</sup>, 2010 (for submission of final report).

## **SELECTION CRITERIA**

The successful contractor will be determined based upon the following:

- the extent of knowledge and experience in relation to the proposed work. Specifically the AAADA is seeking an experienced consultant with a demonstrated track record in conducting competitive intelligence and opportunities analysis, in supporting companies involved in trade missions and in working with industry associations and government partners;
- knowledge and understanding of the aerospace, defence and security sector in **Atlantic Canada**, Canada, and in Europe;
- network of contacts within the business community nationally, internationally and specifically in the UK and Europe;
- understanding the scope and objectives of the proposal requirements;
- proposed approach, work plan and schedule;
- references and
- Cost\*. The Professional Services Fee should incorporate fixed costs pricing basis under Pre-Mission, Mission and Post-Mission in addition to the per company cost for Assessment/Training, Matchmaking and Aftercare support; and Travel and miscellaneous expense charges

estimate.

*\*Determination of best value may not result in the lower cost being accepted.*

## **PRICE AND METHOD OF PAYMENT PROPOSAL**

The contractor shall be reimbursed for professional fees, travel expenses for required travel, with the basis of these costs in accordance with current Treasury Board Travel and Living Guidelines, other direct charges (materials, supplies, and components) and other incidental expenses. Also, indicate whether items are likely to be used or consumed during the course of the work. Identify any other direct charges anticipated such as long distance communication, printing etc. The total estimated price (excluding HST/GST) and the Harmonized or Goods and Services Taxes must be identified separately.

Payment will be made upon the contractor submitting invoices with supporting documentation in a form satisfactory to ADIANL. Payment schedule as follows:

- 25% of total fees, to be invoiced upon this agreement's approval and for payment upon receipt of invoice by ADIANL/AAADA;
- 50% of total fees, to be invoiced upon submission of final event schedule prior to departing to the event; and
- 25% of total fees (holdback), to be invoiced upon satisfactory completion of Phase Four, the post show assessment and delivery of the Final Report and Recommendations for the Project Coordinator.

## **CONSULTANT PROPOSALS**

Proposal should include company prospectus, services offered and background and experience of qualified personnel relating to project management and/or logistics coordination.

Names of former clients and associates for whom similar or relevant work has been performed should be presented as references, as well as a description of the work completed.

Inquiries should be made to Sharon Beattie, General Manager Director of ADIANL at telephone number 709 772-7340.

## **Submission of Proposal**

Proposals must be clearly marked **RFP - Pan Atlantic Mission to Farnborough 2010 – Consultant** and received no later than 4:00 p.m. (ATLANTIC) Thursday, March 25, 2010.

ADIANL reserves the right to refuse all or any of the submissions.

Proposals must be delivered in an electronic version to, in addition to receipt of (one) 1 original and two (2) hard copies to:

1. Sharon Beattie at [sbeattie@adianl.ca](mailto:sbeattie@adianl.ca)

2. **Mail to:**

ADIANL  
90 O'Leary Avenue  
St. Johns, NL A1B 2C7