



CONTRACT NO. : PF/2960/2018

Terms of Reference (ToRs)
Support for UK business participation and representation at the
“XV National Infrastructure Congress 2018 (CCI 2018)”

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1. Background

Colombia Prosperity Fund Programme

In 2015, the UK Government announced the creation of a £1.2bn global Prosperity Fund (PF) to support selected partner countries with: i) poverty reduction and gender equity through economic development; and ii) the creation of commercial opportunities including for UK companies. The Colombia PF Programme is investing £25.5mn in post-conflict areas where inclusive economic growth is most needed.(see ATT 4 – Background and Overview)

Support for Secondary Benefits

The Prosperity Fund also seeks to improve trade links between partner countries and the rest of the world, including the UK. Higher growth in a partner country offers greater trade opportunities for international and UK businesses.

Every year, PF Programmes around the world are provided with additional resources that complement their primary purpose and may be used to secure secondary benefits. In this financial year, the Colombia PF Programme is allocating these resources to support activities related to information, communication, capacity building and networking. The services to **support UK participation and representation at CCI 2018** will be covered by these additional resources.

XV National Infrastructure Congress 2018 (CCI 2018)

During 15 years, the National Infrastructure Congress has consolidated as the most important business and knowledge platform of the infrastructure sector in Colombia, with around 160 exhibiting companies, and more than 3,000 national and international participants. It will be the best opportunity for participants to interact directly with city and national leaders and receive first-hand information about the new National Development Plan 2018-2022.

It also provides an excellent opportunity to obtain a complete overview of the Colombian Government's infrastructure programmes, which cover a wide range of projects such as roads, railways, airports, schools, hospitals and social housing, among others.

This year, the congress, hosted by the Colombian Chamber of Infrastructure, will take place between 21 and 23 November at the Cartagena de Indias Convention Centre. More information about this event may be found in the following link: **<http://www.infraestructura.org.co/15congreso/>**

The congress has been sponsored by the British Embassy in Colombia for 6 consecutive years and has become the main event in the infrastructure sector in the country and the region.

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As a result, British companies have developed projects in the railway, roads and transport sectors in several cities in Colombia, among others, with a value close to £400 million.

The British Embassy (BE) supports over 30 British companies interested in working in Colombia and the Colombia PF Programme is helping to increase this figure through new commercial opportunities and networking facilitation.

With an audience of over 3,000 people, **CCI 2018** represents an important setting to find current opportunities.

A sample list of the companies/organisations that attended the congress in previous versions is provided in Attachment 6 List of Companies:

CCI 2018 exhibition and conference model enables companies/organisations to:

- Commercialise products locally and internationally;
- Transfer technology;
- Transfer knowledge;
- Have one to one contact with relevant Colombian stakeholders
- Attract financial resources from local and international investors
- Meet with potential buyers both from private and public sector

This year, the UK participation in the congress will be privileged with an exceptional location in one of the largest stands of the Convention Centre thanks to joint efforts from the British Embassy and the Colombia Prosperity Fund Programme.

2. Objective

The **UK participation and representation at CCI 2018** is expected to support the Colombia PF Programme objectives and infrastructure related activities. It will do this by creating an innovative and eye-catching stand showcasing UK expertise in **innovative urban development, smart/future cities and railways**. The stand should attract the attention of infrastructure sector stakeholders i.e. planning and procuring authorities, governments and decision makers, engineering and construction firms, consultants and advisors, professional associations, academia, etc. **CCI 2018** is an effective showcase for UK companies to display their products and offer their professional services. In **CCI 2018**, the British Embassy in Colombia will have a privileged location with an area of almost 2,000 m² where UK companies/organisations will be able to showcase their products and commercial materials. The Embassy Press and Public Affairs (PPA) team will lead the design and display of the British stand. The Department for International Trade in Colombia (DIT) will also provide support to the event by recruiting British companies to join the exhibition and by producing an informative colour brochure of the British Stand.

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The selected supplier is expected to actively support **UK participation and representation at CCI 2018** by working closely with PPA, DIT and the Prosperity Fund (PF) Teams to deliver the following objectives:

1. Help recruit **UK engineering & construction and financial & professional services** companies to attend **CCI 2018**.
2. Collect examples of innovative and cutting edge technology accompanied by appropriate marketing materials for inclusion in the UK stand.
3. Manage the transport to and from Colombia of all exhibition materials.

3. Scope of Requirement

CCI 2018 is a three-day congress taking place in Cartagena de Indias, Colombia on 21, 22 and 23 November 2018. Almost 3,000 entrepreneurs are expected to attend this congress, as well as most of the senior representatives of the Colombian government including the President. Large enterprises, small and medium-sized businesses, consultants, engineers, constructors professional associations, academia, governmental institutions and planning authorities, and more are expected to visit the British stand. We also expect to capture the attention of the general public so they can associate UK as a source of innovation and technology for the infrastructure sector.

We expect the supplier to:

1. Recruit up to 10 UK companies/organisations that are not yet established in Colombia to participate at **CCI 2018** where they will display their technology and marketing materials (i.e. print-ready digital artwork in high resolution for large format printing). The type of companies/organisations and technologies the supplier will recruit shall include, but not be limited to: digital urban planning and design, digital construction (i.e. BIM), urban innovation, urban infrastructure, urban informatics, smart grids, sustainable urban planning and development, smart water management, waste management, smart transport management, mobility, multimodal transportation, railways and trains, financial & professional services.
2. For those companies/organisations unable to attend **CCI 2018** or send a representative, the supplier will collect their technologies and marketing materials and will be responsible for their exhibit during the congress.
3. Recruit, collect and display at **CCI 2018** technologies and appropriate marketing materials from at least 10 UK innovative companies/providers. This means the Supplier needs to coordinate the participation of a representative who will be in charge of explaining and promoting the 10 companies that have sent products. Alternatively, lead and manage briefing sessions for the British Embassy staff so they are properly instructed to do so on behalf of the 10 companies.
4. Organise the transport and logistics for the materials collected above to reach **CCI 2018** in advance of the event. The supplier must ensure all materials are insured in

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case of accidents. The British Embassy in Colombia will fund the in/outbound shipping and insurance costs that the supplier organises. This entails the supplier must obtain at least three quotes for shipping and insurances which the BE will use to make a decision before authorizing the supplier to proceed. If possible, companies should be encouraged to permanently donate the materials so that no returning of the items is required. Otherwise, the supplier will coordinate and manage the appropriate returning of all materials.

Points to consider

The following points should be taken into account by the awarded supplier when developing this project:

- Work with DIT to help with travel and accommodation arrangements of company representatives attending to **CCI 2018**.
- Consolidate and ship the materials from the place of origin to Cartagena with enough time so PPA can coordinate their assembly and display at **CCI 2018**. Make sure the materials arrive in Cartagena on the week of 12 November.
- Ensure shipped materials are covered by the insurance against any type of loss, damage or theft.
- Include assembly, handling and care instructions for the proper display of the shipped materials.
- Work closely with PPA and DIT to guarantee that all commercial samples and marketing material can be displayed in the stand.
- Send to PPA and the Contract Manager specifications of display materials such as size, weight and photographs of each collected materials. They will use this information to determine the viability of their display at the British stand and authorise the supplier to proceed with collection and shipping.
- Keep informed and update PPA, DIT and the Contract Manager of any changes that may affect the logistics and organisation of the commercial exhibition. Contact details of the Contract Manager and the designated person from each team will be provided after the award of the contract.
- If required, ensure the safe and timely return of any materials to the place of origin once the congress is over.
- Provide company and delegates' full contact details including names, emails, phone numbers, address, job title, etc.
- Provide high resolution logos and description of each participating UK companies which will be used for marketing purposes.
- Provide a report with key findings and details of companies that were invited to participate and showed interest in **CCI 2018**.
- Collect feedback from UK delegates.

We DO NOT expect the supplier to:

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- Cover access fees (**CCI 2018** registration is about £500 per person) and/or other related costs (travel, accommodation and subsistence) of UK companies/organisations' representatives to attend **CCI 2018**.

The Colombia PF Programme will: (this is for information purposes only)

- Cover all costs related to shipping and insurance of commercial materials even though the supplier will be responsible to manage the related activities.
- Pay all related fees and expenses required for selected speakers to participate in **CCI 2018**.

4. Methodology

To successfully deliver the proposed objectives the supplier should:

- a) Review and understand the relations between Colombia and the UK infrastructure sectors, and the objectives of the Colombia PF Programme especially its Infrastructure component.
- b) Be familiar with all the British engineering and construction associations and networks in order to effectively target recruitment of innovative firms to either participate directly at **CCI 2018** or to provide materials for the British stand.
- c) Develop an outreach strategy for UK companies recruitment (for example, engaging companies/organisations attending events like the conference "Smart Cities and Communities: Solving Urban Challenges The Bridgewater Hall" that will be held in Manchester on the 27th September 2018, may be a plus).
- d) Collect materials for shipping in one consignment.
- e) Give preference to British materials that can remain in Colombia for future use after **CCI 2018** closes.
- f) As the Colombia PF Programme has a gender an inclusion focus, ensure that, whenever possible, technology and marketing materials are supportive of women's socio-economic empowerment and inclusive growth.
- g) Events of this nature can suffer from high last minute drop out rates. The supplier should include in their bid a plan for mitigating against this.

5. Deliverables and Outputs

There are 4 main outputs/deliverables to this initiative:

- i) Participation in the **CCI 2018** UK stand of at least 10 UK companies/organisations from the AEC (Architecture, Engineering and Construction) industry that are not yet established in Colombia.

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- ii) Display at **CCI 2018** of at least 10 tangible engineering/construction innovative products and technologies (printed materials, pamphlets and posters **do not count**) collected from UK companies/organisations from the AEC industry. This display must ensure all related queries are properly addressed. Therefore, the supplier should be able to showcase the products/technologies in case the companies' representatives do not attend **CCI 2018**. Alternatively, the supplier will have to lead and manage briefing sessions for the British Embassy staff regarding companies and their products, so they will be properly instructed to provide information to the attendants on behalf of the 10 companies.
- iii) Well-organised logistics, ensuring that all materials and inputs from the UK are appropriately in/outward shipped and assembled with full care instructions at **CCI 2018**.
- iv) Feedback report outlining lessons learned, improvement advice for future similar events and performance of UK companies/organisations representation at **CCI 2018**.

The suggested process to delivering these outputs is the following, although bidders are encouraged to propose more efficient and effective approaches that will have to be agreed with its counterpart upon the delivery phase.

Week	Output
1	Action Plan (maximum 2 pages)
2-4	Start recruitment & collection of products/technologies and exhibition materials
5	Report on recruitment & collection of materials
6-7	Shipment to Colombia and assembly of materials and support for UK companies/organisations' representatives to attend CCI 2018
8	Return of materials to UK
9	Feedback report

The contract will be starting as soon as possible in accordance with the procurement timeline and it is envisioned to terminate after assuring that all materials are returned to the UK companies/organisations.

6. Tendering process

Interested parties are asked to tender an outline methodology (see ATT 2 – Information Required From Tenderers & Evaluation Criteria) describing how they would tackle the recruitment process. This should be accompanied by a detailed budget for the costs of proposed activities (use ATT 3 Schedule of prices and rates), a plan schedule and a minimum team organisational structure with specific roles and responsibilities to demonstrate the bidder's capability to conduct the work.

The estimated procurement timeline (subject to change) is as follows:

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Activity	Target Date
Call for proposals	11-Sep-2018
Last day to submit questions	15-Sep-2018
Responses to questions due to Bidders	18-Sep-2018
Closing Date	24-Sep-2018 @ 11:59 PM Colombia Time
Evaluation Date	27-Sep-2018
Award Date	28-Sep-2018
Contract signature and start date by	1-Oct-2018

7. Skills and Competencies

The supplier (company or professional individual) must have:

- A strong track record of delivering events at scale;
- A strong knowledge of UK infrastructure related companies and their products;
- Experience in overseas logistics;
- Experience of working with the Foreign and Commonwealth Office (FCO) and/or other bilateral and multilateral organisations as well as government and private sector interlocutors.

8. Tenders/Bids Package

Tenders should include:

- A cover letter introducing the bidder's organisation and full contact details. It must also state their due diligence and acceptance of these ToRs.
- A proposed methodology to satisfy these ToRs (see ATT 2 – Information Required From Tenderers & Evaluation Criteria).
- Detailed budget covering all major costs (use ATT 3 Schedule of prices and rates).
- CV for each member of the minimum team organisational structure (see ATT 2 – Information Required From Tenderers & Evaluation Criteria)
- Evidence on previous similar projects managed by the supplier which could include: reports; communications materials; advertisements; invitations, etc. (see ATT 2 – Information Required From Tenderers & Evaluation Criteria)

9. Assessment

Evaluation criteria for selection will be based on quality, technical and commercial supports as follows:

Criterion ID	Criterion	Percentage Weightings
1	Technical	70%
2	Price	30%
	Total evaluation	100%

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- a) *Methodology*
- b) *Experience*
- c) *Resourcing*
- d) *Price*

For detailed information in this section, see ATT 2 – Information Required From Tenderers & Evaluation Criteria.

10. Management Arrangements

The Colombia PF Deputy Programme Manager will review all bids. The selected supplier will report to the Colombia PF Team. Also, for the successful delivery of the project, they will have to report and work closely with PPA and DIT.

11. Budget

The maximum budget allocation for these services is £15,000. the supplier will propose the overall budget for this initiative which must be inclusive of all applicable taxes, overheads and travel costs for field visits. Bidders are expected to demonstrate VfM and not reach the budget ceiling if costs can be lower.

Payment will be on delivery and subject to the satisfaction and approval of the Colombia Prosperity Fund Programme in consultation with PPA and DIT.

Please note that in order to reimburse shipment and material insurance fees, the supplier must submit invoices and supporting documents.

12. Duty of Care

The Supplier is responsible for the safety and well-being of their Personnel and Third Parties affected by their activities under this Contract, including appropriate security arrangements. They will also be responsible for the provision of suitable security arrangements for their domestic and business property.

Department will share available information with the Supplier on security status and developments in-country where appropriate. Department will provide the following:

All Supplier Personnel will be offered a security briefing by the British Embassy / Department on arrival and an Embassy Welcome Pack. All such Personnel must register with their respective Embassies to ensure that they are included in emergency procedures.

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The Supplier is responsible for ensuring appropriate safety and security briefings for all of their Personnel and ensuring that their Personnel register and receive briefing as outlined above. Travel advice is also available on the FCO website and the Supplier must ensure they (and their Personnel) are up to date with the latest position.

The Supplier is responsible for ensuring that appropriate arrangements, processes and procedures are in place for their Personnel, taking into account the environment they will be working in and the level of risk involved in delivery of the Contract (such as working in dangerous, fragile and hostile environments etc.). While a UK government approved hostile environment training course (SAFE)¹ training is not a requirement for this contract, the Supplier must ensure their Personnel receive an appropriate level of training prior to deployment.

Bidders must develop their Tender on the basis of being fully responsible for Duty of Care (use ATT 5 – Duty of Care Acceptance). They must confirm in their Tender that:

- They fully accept responsibility for Security and Duty of Care.
- They understand the potential risks and have the knowledge and experience to develop an effective risk plan.
- They have the capability to manage their Duty of Care responsibilities throughout the life of the contract.

¹ UK Government approved hostile environment training course is known as SAFE (Security Awareness in Fragile Environments). The course should be booked through DFID-FCO and facSoRed into the commercial tender.