

#	Clarification	Answer
1	<p>You provided an Appendix 1 with Outputs was this for example purposes and are required to fill in our own projected values as part of the RFP propose or is this just meant to provide an example of the type of reporting that will be required by the company that is awarded the tender?</p>	<p>Appendix 1 contains the overall project outputs and not the successful tenderer's specific outputs. CTi included these to provide further background to the project.</p> <p>Page 2 of the tender specification lists the overall project outputs. The outputs on page 4 under 'Deliverables' are the required outputs from the lead generation service. These are; 10 domestic or FDI locations with a minimum of 5 jobs attached to each.</p>
2	<p>Page 2 of the main tender document mentioned the following outputs:  30 business locations  150 jobs  50 businesses supported through export service  Can you please provide additional details on the type of support that will be required with the export services, as this is not detailed anywhere else within the RFP.</p> <p>As well later on page 4 of the tender it says that the deliverables is a minimum of 10 domestic or FDI locations with a minimum of 5 jobs each. Can you please clarify what is the difference between the outputs on page 2 and the deliverables on page 4.</p> <p>Furthermore can you clarify what is meant by 10 domestic or FDI locations since the target markets are listed as NZ, Canada, US and Nordics it does not seem to include domestic lead generation.</p> <p>Please make sure to clarify the different between the 30 business locations and the 10 locations and the differing job</p>	<p>Lead generation tender (TEN453) relates purely to the inward investment service and not the export service.</p> <p>Page 2 lists the overall project outputs. The outputs on page 4 under 'Deliverables' are the required outputs from the lead generation service. These are; 10 domestic or FDI locations with a minimum of 5 jobs attached to each.</p> <p>CTI would like to see as many FDI opportunities as possible but this DOES NOT exclude domestic/UK expansions. Leads generated must not support displaced business activity within Europe and the UK.</p> <p>The 30 locations refer to the total project outputs. CTI expect to see 10 locations to Cornwall as a result of using the lead generation service, with a minimum of 5 jobs attached to each.</p>

	numbers.	
3	Can you please also confirm if Trade is a component of this RFP or rather just provided as a definition of the type of work Invest in Cornwall completes.	The trade element of CTI's service is NOT a component of the tender.
4	<p>Regarding the budget it says the budget should be within 90,000 pounds including all travel costs can we assume that this would mean the travel costs incurred by the vendor to visit Cornwall should be included within the 90,000 pounds, ie once a year and as well as at the onset of the contract?</p> <p>Does this also include any travel budget for the Invest in Cornwall team to visit said target markets, such as the US, Nordics etc?</p>	<p>Yes, all costs, including travel costs, for the successful bidder are to be included in the £90k.</p> <p>The travel budget for the CTI team is separate to this contract.</p>
5	Under Corporate Requirements on page 10 you are requesting evidence of various policies such as Equality and Diversity, Environmental Policy etc. Can we just confirm as part of the tender that we do have these policies in place or would you need us to submit copies of the policies along with the tender submission?	At this stage, CTI will accept confirmation of having these policies in place, but the successful bidder will be required to supply the documents prior to commencement of the contract.

6	For the Insurance requirement do you require proof of insurance or just a statement showing we have it in place?	As per above.
7	Are there any other deliverables other than the 10 locations, ie shall we propose our own metrics for number of meetings, site visits needed to convert the 10 locations?	<p>The two key contract deliverables are;</p> <ul style="list-style-type: none"> <li>- Locations to Cornwall and the Isles of Scilly</li> <li>- Job creation</li> </ul> <p>It is up to the tenderer to propose their own method to successfully deliver these.</p> <p>Please note the Lead Quality Scoring Matrix in Appendix 3.</p>
8	<p>Is there budget assigned for the Invest in Cornwall team to travel to the identified target markets? If so do you know how many visits per year are expected per year?</p> <p>If the team is not planning on meeting companies face to face in market would they expect the contract to act as an in country representative and do meetings on their behalf? Or are all preliminary meetings meant to take place by conference call?</p>	<p>There is a separate travel budget for the CTI team. Travel will be evaluated on a case-by-case basis - CTI's budget is finite and they would expect to keep visits to a minimum.</p> <p>The winning bidder will propose a strategy for the level of interaction required to successfully fulfil the contract requirements.</p>
9	The prospect has mentioned areas of interest to be NZ, US/Canada and Nordic countries. Are there any specific industry types (within medium and large SME) that the prospect is specifically interested in? ex: manufacturing, logistics, etc.?	The successful tenderer will be required to develop a thorough understanding of the "Cornwall Offer" and will match make the offer with business leads. Please refer to the CIOSEP 10 Opportunities & Strategic Economic Plan.

10	For each company identified, are there specific job titles that need to be collected?	As noted in the tender, CTI would expect high/senior level 'key decision makers', not specific job titles.
11	How many contacts do we need to collect per company?	<p>There are no specific targets for the number of contacts to be collected at each company.</p> <p>The successful bidder will assess the relevant contacts at each opportunity and introduce the key decision makers to CTI. CTI are seeking quality leads over quantity.</p>
12	Does the successful bidder need to meet targeted companies in person in order to try & convert them?	The winning bidder will propose their own strategy for the level of interaction required to successfully fulfil the contract requirements.
13	Can we clarify that this means that no associations/partnerships of lead generation providers may bid for this work? The successful lead generation provider will be required to have owned in-market market operations in US, Canada, Nordics and New Zealand?"	<p>CTI would like to contract with a single provider that has all the required knowledge and expertise in house. CTI would expect an in-depth knowledge of local markets for the territories listed.</p> <p>Please see Section 21 of the Tender Specification regarding subcontracting.</p>