

Lead Generation and Pre-Mission Preparation for a Delegation to WindEnergy Hamburg



RFP Release Date: June 19, 2024
Proposal Due Date: July 9, 2024

Background

econext is planning to lead a delegation of businesses to [WindEnergy Hamburg](#), taking place September 24 to 27, 2024 at the Hamburg Messe in Germany (***pending funding approval***).

WindEnergy Hamburg is a premier global trade fair dedicated to the wind energy sector. The biennial event attracts a substantial number of participants, with over 1,400 exhibitors showcasing the latest advancements and innovations in the wind energy industry. It draws a diverse and international audience, with more than 35,000 attendees from around 100 countries. Spanning across a vast exhibition space of approximately 65,000 square meters, WindEnergy Hamburg serves as a critical platform for networking, knowledge exchange, and business development in the renewable energy sector.

Scope of Work

The primary objectives of this consultancy are to 1) provide pre-mission preparation including high-level market/event intelligence; 2) to work with companies to pre-qualify leads and contacts; 3) program development for trade mission participants. It is anticipated that 10-15 firms/organizations shall take part in the delegation. Consultants are not responsible for delegate recruitment.

Informed directly by iterative consultation with mission participants, selected consultants shall:

- Develop one-page profiles of participant firms to use as a means of introduction to prospective contacts;
- Produce a tailored list of prospective contacts/matches to each firm based on their identified objectives for feedback and prioritization in advance of the mission;
- Generate detailed leads, facilitate pre-mission introductions, and create an in-market meeting program for each delegate firm;
- Provide pre-mission preparation services including market and event intelligence, and conduct a pre-mission webinar/virtual information session for all delegates;
- Conduct regular check-ins with the project Steering Committee to update on progress, identify concerns, and ensure alignment with project goals;
- Produce a final report following the event, including quantitative and qualitative analysis of mission success.

This scope of work is focused primarily on pre-mission matchmaking and lead generation, and as such, does not require the consultant to be on-site for the event. However, consultants are welcome to include on-site services as a budget addendum. Please note that *econext* does not have a booth/meeting room at this event to provide on-site concierge services.

Deliverables and Timing

Deliverable 1:

Consultants to schedule and complete introductory meetings (virtual or in-person) with all delegate firms/organizations to identify primary objectives of mission participation.

Deliverable 2:

Consultants to provide a precursory list of a minimum of ten (10) potential matches/meeting targets to delegates for feedback at least four (4) weeks prior to mission travel.

Deliverable 3:

Consultants to produce qualified leads, facilitate virtual introductions, and produce a meeting program for delegates at least two (2) weeks prior to mission travel.

Deliverable 4:

Consultants to regularly communicate new leads and schedule changes to delegates up to and during the mission week.

Deliverable 5:

Consultants to produce final report within three (3) weeks of mission conclusion.

Timeline (anticipated):

1. RFP Release Date: June 19, 2024
2. Proposal Due Date: July 9, 2024
3. Project Kickoff: July 16, 2024
4. Project Completion: October 18, 2024

Evaluation Criteria

Submissions will be evaluated according to the following criteria:

- Knowledge and experience in relation to the work: demonstrated ability to meet expectations based on completion of similar projects and/or quality of previous works, including primary team member details.
 - Previous experience at WindEnergy Hamburg considered an asset.
 - Demonstrated experience/established networks within Germany and European markets considered an asset.
- Understanding of the scope and objectives of the project: demonstrated comprehension of/adherence to the RFP.
- Proposed approach/workplan: including detailed timeline and project milestones.
- Identification of potential risks to achieving the project's objectives and mitigations/contingencies to address them.
- Knowledge of and experience working with or within Newfoundland and Labrador's green economy and/or energy industries.
- Price: value of work proposed versus identified costs.

Proposal Submissions

The contracting organization for this RFP is *econext*. A single electronic document is sufficient. The proposal should be no longer than four (4) pages, and be concisely worded with clearly described objectives, methods, timelines, and outcomes. The proposal must acknowledge and fully accept the terms and conditions as laid out in this RFP.

Supporting documentation may be appended. Suggested appendices include (1) brief descriptions of the respondent's company/relevant experience with similar projects, (2) a description of the relevant work experience of the staff assigned to this project.

The electronic copy of submissions should be in DOC and/or PDF format, and sent to Abbie Hodder, *econext*'s COO and Director, International Business via email at abbie@econext.ca no later than 4:00 PM NST **July 9, 2024**. Questions from interested applicants can be directed to the same address. Any additional clarification or information will be shared with all proponents.

Budget and Payment Schedule

Bidders are encouraged to bid at a cost per firm/organization. Estimated participation is 10-15 delegate organizations. Travel to/on-site attendance at WindEnergy Hamburg is not required as part of this contract, however bidders may include additional budget projections for these optional services at their discretion.

Initial payment of 50% of total contract value upon contract execution and finalization of delegation. Should the number of delegates change following contract execution, final payment shall be prorated based on adjustment.

Final payment of 50% of total contract value upon receipt of final report.

Terms and Conditions

- All proposals received will be considered strictly confidential;
- The lowest cost, or any proposal, will not necessarily be accepted;
- Proposed costs must be represented in Canadian dollars;
- No payment will be made for the preparation and submission of proposals for this project;
- No fee will be made on the cost of work incurred to remedy errors or omissions for which the consultant is responsible; and
- *econext* reserves the right to meet with all, or any, of the applicants during the proposal evaluation stage to clarify information in the submissions and seek additional detail which may be used in the evaluation.