

## **Request for Proposal: Evaluation of the ASA-IM Primary Annual Activity**

### **The Annual Quality Conference**

The ASA-IM is requesting formal proposals for a third party assessment of the content, conduct, and effectiveness of its primary annual activity: The ASA-IM Annual Quality Conference, held on November 17<sup>th</sup> and 18<sup>th</sup>, 2011. The first day of the conference is primarily focused on a discussion of US commodity soybeans and their quality. The second of the conference will be a presentation on America's food soybeans provided under ASA-IM's Soy Food Program.

### **Project Objectives**

The Annual Quality Conference has been held in Tokyo for the last 26 years; it has not been formally reviewed and evaluated since 2002. The Food Bean Program has only been conducted along with the Quality Conference since 2010 and has never been specifically evaluated.

The overall objective of this project will be to evaluate the effectiveness of the two elements – Commodity and Food beans – of this conference and determine how each of them could be improved.

### **Specific Deliverables**

The specific deliverable expected from the project will be a report on the effectiveness of each - both the Commodity and Food Bean days of this activity. These would be backed up by:

- Analyses of the overall Tokyo markets for commodity beans and Food Beans and America's supply position for each.
- A review of materials from past Quality Conferences and past Food Bean meetings – e.g. agenda, participants, presentation materials, past conference/meeting surveys.
- Extensive surveys and detailed face to face interviews of the attendees of both sessions of the Conference
- Based on the foregoing, the subcontractor will provide conclusions and recommendations for how these conferences might be improved and how they could better support US efforts to be export more beans to Japan

### **Qualifications of Bidders**

Proposals will be evaluated based upon the following criteria

- 1) Qualifications of the firm e.g. (50%)\*
  - Knowledge and international experience in food, feed, agriculture, oilseeds
  - Experience in conducting promotion evaluation projects such as this one
  - Good staff knowledge of English and Japanese
- 2) The quality of the proposal (30%)
- 3) Cost (20%)

\*In considering the proposals the above criteria will be weighted by the percentages indicated in parentheses.

### **Proposals**

Proposals should be emailed in English to Mr. James Echle, Japan Country Representative, ASA-IM,

Tokyo, Japan, (**asatokyo@gol.com**). They should be received by October 7, 2011 and should be labeled as "Quality Conference Evaluation Proposal". The subcontractor will be decided upon by October 14, 2011.