

**Marketing, Cargo Development, and Trade Promotion**

**RFQ 983 - Verification of Availability**

Find attached the “**Scopes of Work**” and “**Special Requirements**” for an upcoming **Request For Qualifications (RFQ)**. Please review to determine if you would be able to **satisfy the requirements** (as applicable), and **interested in responding**; if so, please check the appropriate areas below and respond to this email confirming the same. Please pay “**CLOSE**” attention to the various sections and the “**SPECIAL & MINIMUM Requirements**”, being specified, and confirm your **ability** and **availability** to satisfy “**ALL**” sections/scopes.

See **Sections 2.1 through 2.3**; paying very close attention to all Sections listed, and the “**minimum**” requirements of each. (While you are **not** proposing at this time, be mindful your response strongly influences SBD’s determination as it relates to a potential **SBE Measure**). So please be diligent in your review of the information and respond accordingly, based on your ability to meet **ALL** the applicable requirements.

**Are you able to meet the requirements as it relates to the “Background” of Section 2.1, as follows?    YES\_            NO\_**

**Are you able to meet the “Preferred Qualification Requirements” of Section 2.2, as follows? (Bullets 1 through 5)    YES\_            NO\_**

**Are you able to satisfy the “Services to Be Provided” of Section 2.3?    YES \_ NO \_**  
**(Bullets 1 through 11)**

**Do you have prior experience consistent with the requirements of this RFQ?**  
**YES \_    NO \_**

**\_\_\_ I am “NOT” interested in this solicitation.**

**Name of Firm: \_\_\_\_\_ SBE Exp. Date: \_\_\_\_\_**

**Owner’s Name: \_\_\_\_\_ Signature: \_\_\_\_\_**

Please respond by **2:00pm, Thursday September 26, 2013** – (Providing References)

Any questions, feel free to contact me at the number below.

(Respond to the “**Verification** “whether you are interested or not (choosing “**Yes**” or “**No**” as applicable); this helps SBD in the determination of measures).

**Vivian O. Walters, Jr.**  
Contract Development Specialist II  
Regulatory and Economic Resources Department  
Small Business Development Division  
111 NW 1st Street #19 Floor, Miami, Fl 33128  
walterv@miamidade.gov  
☎ Office (305) 375-3138 | 📠 Fax (305) 375-3160

## 2.0 SCOPE OF SERVICES

### 2.1 Background

PortMiami is among America's busiest ports and is recognized throughout the world with the dual distinction of the Cruise Capital of the World and the Cargo Gateway of the Americas. The commercial trade industry contributes approximately \$27 billion annually to the South Florida economy and helps provide direct and indirect employment of 207,000 jobs.

The County, as represented by PortMiami, is soliciting proposals for the professional services of experienced and qualified firm(s) or individual(s) to provide marketing, cargo development and trade promotion for PortMiami in four regions: 1) Peru/Chili; 2) China/Hong Kong; 3) Brazil; and 4) Caribbean. The required services include promoting the advantages of PortMiami with ocean carriers, shippers and brokers active in the region; identifying opportunities for PortMiami in the trade transshipment cargo market; providing consulting services to increase two-way trade with strategic markets; and representing PortMiami to increase its competitive advantage and to promote its infrastructure improvement and trade advantages at trade shows, logistics and maritime meetings, government and private industry seminars, and similar functions in the target market.

PortMiami's current business in each region is:

- 1) Peru/Chili;
- 2) China/Hong Kong
- 3) Brazil
- 4) Caribbean

### 2.2 Preferred Qualification Requirements

The preferred qualification requirements for this Solicitation are that the selected Proposer(s) and/or its key personnel performing the services should have:

- 1) A minimum of five years of experience performing similar services within the maritime industry;
- 2) Experience with successful marketing efforts in the trade and logistics arena, raising awareness and helping garner new business;
- 3) Working knowledge of PortMiami and its stature in the maritime industry to include knowledge of other ports' activities (in contrast to PortMiami) and international trade;
- 4) Established relationships with local, national and regional agencies responsible for trade programs in the region; and
- 5) Established relationships with key institutions and companies in the product import and export industry of the region to include ocean carriers, shippers and brokers active in the region.

### 2.3 Services to be Provided

The selected Proposer(s) shall

- 1) Work with PortMiami to prepare an annual work assignment to include objectives and goals to be achieved.
- 2) Submit to PortMiami written progress reports on a monthly basis, or on an as needed basis, to include:
  - a. Selected Proposer's actions and achievements;
  - b. Important issues that will affect the assignment and the actions taken on such issues;
  - c. Status of all issues that the selected Proposer is monitoring that may affect PortMiami and the actions taken on such issues;

- d. Complete full contact database on the government officials, shipping executives, exporters and logistics experts that the selected Proposer met with; and
- e. The status of any pending deliverables.

Note: Reports shall be provided in a format, and with a level of detail, acceptable to PortMiami.

- 3) Provide industry related research, trade statistics, country trade profiles and analysis of growth potential for specific products and markets.
- 4) Arrange for and/or conduct meetings, including meetings with key players in two-way trade (i.e., ocean carriers, major shippers, manufacturers, exporters and importers, brokers, distributors, etc.) to promote PortMiami.
- 5) Promote the advantages of PortMiami with ocean carriers, major shippers, manufacturers and brokers active in the region.
- 6) Conduct meetings with government trade representatives and trade facilitators to identify special needs of the regional industry that PortMiami could meet and recommend the appropriate course of action that would enhance PortMiami's ability to meet the identified needs.
- 7) Promote PortMiami as the preferred transshipment hub linking to Asia, Latin America, Europe, Africa and the Caribbean.
- 8) Generate international press relating to PortMiami's activities in the region.
- 9) Participate in conferences and seminars as well as promote new services and infrastructure improvements.
- 10) Identify new import and export opportunities for PortMiami (i.e., textiles, beverages, heavy load, perishables etc.).
- 11) Attend a yearly strategy meeting in Miami and tour the port to become familiar with the latest developments at PortMiami.

#### **2.4 Optional Services**

The County may request optional services such as travel (other than the yearly visit required per Section 3, item 11) and special projects. Compensation for approved optional services will be provided separately from the monthly fee and may be negotiated with the selected Proposer. All optional services and related expenses require prior written County approval.

#### **2.5 Compensation/Payment Schedule**

The County will compensate the selected Proposer a flat monthly fee of \$5,000 for the services. Refer to Section 2.4 above for compensation for Optional Services. Note: An invoice will not be accepted by the County as proper, and ready for payment, if the selected Proposer has outstanding reports or deliverables due from that invoice period or earlier.

### **3.0 RESPONSE REQUIREMENTS**

#### **3.1 Submittal Requirements**

In response to this Solicitation, Proposer should **return the entire completed Proposal Submission Package** (see attached). Proposers should carefully follow the format and instructions outlined therein. All documents and information must be fully completed and signed as required.

The proposal shall be written in sufficient detail to permit the County to conduct a meaningful evaluation of the proposed services. However, overly elaborate responses are not requested or desired.

### **4.0 EVALUATION PROCESS**

#### **4.1 Review of Proposals for Responsiveness**

Each proposal will be reviewed to determine if the proposal is responsive to the submission requirements outlined in this Solicitation. A responsive proposal is one which follows the requirements of this Solicitation, includes all documentation, is submitted in the format outlined in this Solicitation, is of timely submission, and