

ADVERTISEMENT FOR COMPETITION ORGANIZER

The Consulate has a requirement for an organizer of a chef competition as described below.
Proposals will be due by 8 AM on August 13, 2012.

Background/Scope

The purpose of this contract is to organize three regional chef competitions in Beijing, Chengdu, and Shanghai featuring ingredients from the United States. These competitions will feature innovative cuisine, a fresh approach to competitions, and U.S. ingredients. The winners of these regional competitions will participate in a Mainland China competition tentatively scheduled for May 2013. The winners of the China competition will participate in an East Asia competition in June 2013. This contract covers only the regional chef competitions within mainland China covering Shanghai, Beijing, and Chengdu. The main goal of the contests is to introduce chefs to U.S. ingredients and to attract as much media attention as possible. The winning team of the final East Asia competition tentatively scheduled to take place in Taipei will be flown to California for a one week long training session at the Culinary Institute of America in 2013. Airfare, tuition, room and board will be fully covered by the competition organizer. The Culinary Institute will also participate as a co-sponsor of this new competition series.

Contractor Requirements

Firms submitting proposals shall include statements of the following:

- Ability to meet or exceed all requirements as set out in Contractor Responsibilities and background Information.
- Adequacy and availability of professional level staffing.
- Credentials and related experience of key staff and the organization, with emphasis on experience with the HRI industry.
- Knowledge of and experience with USDA export assistance programs.
- Level of service and scope and creativity of proposed activities.

For purpose of their proposals, contractors are therefore asked to outline expenditure for the budget approved for this activity. This budget will cover all costs associated with the proposed schedule of events and all contractor fees. Proposals should break out fees from activity expenses. The GSO office Shanghai will award the contract to the agency/firm whose proposal is most responsive to this Statement of Work and is most advantageous in terms of price and other stated criteria.

Components of a Proposal

While a proposal may include other items that the contractor feels are beneficial, a complete proposal for this contract should include the following:

- 1) A projected work plan highlighting all key developments.
- 2) A description of the experience of the organization.
- 3) A description of the background of the key employees in the organization
- 4) A detailed budget and cost breakdown.
- 5) A detailed description of the activities the contractor will perform and any innovations the contractor would like to propose.
- 6) A communication strategy with the media, cooperators, ATO offices, and participants.
- 7) A description of the social media solution proposed.

Objectives

- Attract and enhance media exposure of U.S. agricultural food/ingredients.
- Expand the visibility of U.S. agricultural food/ingredients on restaurant menus across China.
- Enhance the Hotel, Restaurant, and Industrial (HRI) sector's preference for U.S. agricultural food/ingredients.
- Cultivate relationships with professional chefs.

Additional details are contained in the full statement of work.

If a company or individual is interested in competing for this requirement, please provide a written request for a copy of the solicitation documents to the U.S. Consulate by sending an email to cumminske@state.gov.

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