



**Canada Wood  
Produits de bois canadien**

Request for Qualifications

**INTERNATIONAL MARKET ACCESS and DEVELOPMENT SERVICES**

Issue date: September 30, 2015

Request for Qualifications #: CWG015 – 001

Closing location:

<b>BY E-MAIL</b>
<b>Tamara Byrnes Executive Assistant – CWG 604-891-1203 Byrnes, Tamara [rfq@canadawood.org]</b>

Closing date and time:

One (1) copy of the submission must be received by electronic mail as above  
at or before 1:00 PM Pacific Time on **October 30, 2015**

Contact person:

Name: Tamara Byrnes  
Phone number: 604-891-1203  
Email: rfq@canadawood.org

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# Introduction

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## 1. ASSOCIATION DESCRIPTION

The Canada Wood Group (CWG) is a coalition of Canadian industry trade associations which represents Canada's forest sector market development, market access and technical interests in offshore markets including Japan, China, South Korea, India, the United Kingdom, continental Europe and other countries. Through co-funded Emerging Market Opportunities (EMO), Forestry Innovation Investment Ltd. (FII) and industry funding, CWG provides infrastructure, market development and market access services on behalf of member Associations which include the Council of Forest Industries, SPF Group, BC Wood Specialties Group, Coast Forest Products Association, Quebec Wood Export Bureau, Forest Products Association of Canada, Maritime Lumber Bureau, Western Red Cedar Lumber Association and APA – Engineered Wood Association.

Funding for product development, technical, market access and marketing services is provided through activity-specific funding formulae, on a cost shared basis between Natural Resources Canada (EMO Program), Province of British Columbia (FII) and CWG members. CWG is subject to the terms and conditions of funding set out by its government funding partners, and on this basis, is required to undertake competitive processes – as appropriate to the services sought and availability of qualified service providers – for the procurement of consulting and research services both in-Canada and outside of the country. These competitive processes may include price quotes, multi-year Request for Qualifications or Request for Proposals processes, or – where suitable – the use of EMO or FII qualified supplier lists. Competitive processes will be undertaken where they offer a cost-effective means of selecting among multiple qualified service providers, or enhance the ability of CWG to document its contractor selection processes to government funders.

More information on the Canada Wood Group can be found at <http://www.canadawood.org>.

CWG is seeking suppliers with significant senior-level experience and qualifications in both the management and delivery of market access activities which may include wood product testing, research, technical support, technical submission development and foreign market acceptance services. CWG is also active in technology transfer in Asia and therefore requires from time to time contractors who can manage and deliver training programs targeted at builders, designers and regulatory officials. CWG member associations manage/deliver programs under the direction of industry steering committees with activities that include market research, media, tradeshow, missions and other promotional activities designed to expand markets for Canadian wood products. Specialists in marketing are required from time-to-time.

Suppliers selected through this Request for Qualifications process will make up a “Qualified List” for services that may include:

- Providing project management, project work planning, project budget management and project team selection services for CWG market access activities or market development activities.
- Developing, reviewing, advising on and contributing to market development and technical strategies for existing and emerging forest products markets;
- Undertaking specific product research, trials, testing or other product development services;
- Developing, delivering and / or presenting technical submissions to foreign regulatory agencies;
- Liaising with foreign government regulatory agencies responsible for forest product acceptance;
- Assisting CWG in the development of promotional materials to communicate the technical case for the maintained or enhanced use of wood products in international markets;
- Assisting CWG in the identification and analysis of opportunities to increase offshore exports.
- Conceiving and delivering training or providing expert mentoring services in emerging market situations.

## **2. Request for Qualifications**

Through this Request for Qualifications, CANADA WOOD GROUP is seeking to establish a list of qualified firms and / or individuals with demonstrated senior-level experience – including specific experience with forest products and markets - from which CWG can select contractors or teams for project work.

Interested parties are asked to provide a detailed description of their qualifications, experience in similar projects, knowledge of TASK, their knowledge of forest product markets, and / or their experience in TASK OTHER. Applicants must provide a quotation of the hourly or daily rates proposed for themselves, team members, staff, sub-

contractors or other resources that would be involved in the work. Work may, at the discretion of CWG, be allocated on an hourly, daily or fixed-price project basis. Where work is allocated on a fixed-price project basis, further project proposals may be sought for large segments of work.

On the basis of its assessment of the qualifications received, CWG will establish a pre-qualified list of resources that it may draw from, as required. This pre-qualified list will remain in place for a minimum period of three (3) years, and may be extended for further one (1) year increments if, in the opinion of CWG, the pool of qualified service providers has not changed substantially enough to warrant another competitive process.

CWG may negotiate and enter into a contract or series of contracts with those applicants that best meet the needs of specific projects, and provide the best value. However, CWG reserves the right to refuse any or all submissions received, and does not guarantee that firms on the CWG qualified list will receive project work.

## **Administrative Requirements**

The following terms will apply to this Request for Qualifications and to any subsequent Contracts. A submission in response to this Request for Qualifications indicates acceptance of all the following terms.

### **3. Request for Qualifications Terminology**

Throughout this Request for Qualifications, terminology is used as follows:

- a) “Contract” means any written agreement resulting from this Request for Qualification executed by CANADA WOOD GROUP and the Contractor;
- b) “Contractor” means a successful Contractor to this Request for Qualifications who enters into a written Contract with CANADA WOOD GROUP;
- c) “Must”, or “Mandatory” means a requirement that has to be met in order for a Submission to receive consideration;
- d) “Applicant” means an individual, partnership, institution, firm or company that submits, or intends to submit, a submission in response to this Request for Qualifications;
- e) “Should” or “desirable” means a requirement having a significant degree of importance to the objectives of the Request for Qualifications, and will be taken into account in the evaluation of the Submissions.

## 4. Request for Qualifications Process

### 4.1 Enquiries

All enquiries related to this Request for Qualifications are to be directed, in writing, to the person identified below. Information obtained from any other source is not official and should not be relied upon.

<p><b>CANADA WOOD GROUP</b> <b>1501-700 West Pender Street</b> <b>Pender Place Business Building 1</b> <b>Vancouver, BC V7X 1S7</b> <b>ATTENTION: Tamara Byrnes</b></p>
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Phone: 604-891-1203

E-mail: [rfq@canadawood.org](mailto:rfq@canadawood.org)

### 4.2 Closing Date

One (1) copy of the submission is required to be submitted by (E-MAIL OR HARD COPY) and must be received at or before 1:00 PM Pacific Time on October 30, 2015 at:

<p><b>BY EMAIL:</b></p>
<p><b>Tamara Byrnes</b> <b>Executive Assistant</b> <b>Canada Wood Group</b> <b>604-891-1203</b> <a href="mailto:rfq@canadawood.org">rfq@canadawood.org</a></p>

**FOR E-MAIL SUBMISSION “Submissions will only be accepted by e-mail, clearly marked with the subject line Response to CANADA WOOD GROUP Request For Qualifications, RFQ #CWG015-001. Submissions must not be sent by mail, courier or facsimile. Records will be maintained of the time and date of electronic proposal submission, which must be received by the closing date and time. The electronic submission must also include the name, address and all contact information of the applicant.”**

### 4.3 Late Submissions

Late submissions will not be accepted and will not be evaluated.

#### **4.4 Eligibility**

- a) Applicants should, within their submission, indicate any real or potential conflict of interest that could impact work that may be performed under this Request for Qualifications.
- b) Applicants will not eligible to perform certain or all work where their current or past corporate or other interests may, in CANADA WOOD GROUP'S opinion, give rise to a conflict of interest in connection with an assignment.

#### **4.5 Evaluation Committee**

Evaluation of submissions will be carried out by a committee formed by CANADA WOOD GROUP, which may include participation from government funding agency representatives.

#### **4.6 Evaluation and Selection**

- a) The evaluation committee will check submissions against the mandatory criteria. Submissions not meeting all mandatory criteria will be rejected without further consideration.
- b) Submissions that do meet all the mandatory criteria will be assessed and scored against the desirable criteria. CANADA WOOD GROUP'S intent is to establish a list of qualified Applicants who have the highest overall ranking, from which CANADA WOOD GROUP will select the institutions, firms or individuals which best fit project needs.

#### **4.7 Notification**

At the conclusion of the Request for Qualifications process, all Applicants will be notified of the acceptability of their submissions, and whether or not they have been included in the Qualified List for assignments associated with this Request for Qualifications.

#### **4.8 Estimated Time-Frames**

The following timetable outlines the anticipated schedule for the Request for Qualifications. The timing and the sequence of events resulting from this Request for Qualifications may vary and shall ultimately be determined by CWG. Timing is of the essence in this Request for Qualifications.

Event	Anticipated Date
Request for Qualification issued	September 30, 2015
Request for Qualification closes	October 30, 2015
Qualification Evaluation Completed	November 30, 2015
Qualified list will remain in effect for a three year period until	MARCH 31, 2018

#### **4.9 Working Language**

The working language of CANADA WOOD GROUP is English and all responses to this Request for Qualifications must be in English. (**Exception** – applicants submitting with the intent of securing contracts with the Quebec Wood Export Bureau can submit in French.)

#### **4.10 Applicants' Expenses**

Applicants are solely responsible for their own expenses in preparing their submission, for undertaking any assessments necessary to establish their organization's / institution's ability to comply with the terms and conditions under which federal and provincial funding partners support CANADA WOOD GROUP projects, and for subsequent contract negotiations with CANADA WOOD GROUP, if any. If CANADA WOOD GROUP elects to reject all qualifications received, or elects not to proceed with any or all projects included in this Request for Qualifications, CANADA WOOD GROUP will not be liable to any Applicant for any claims, whether for costs or damages incurred by the Applicant in preparing their submission, or any other matter whatsoever.

### **5. Additional Terms**

#### **5.1 Sub-Contracting**

- a) All sub contractors must be clearly identified in the request for qualifications.
- b) Sub-contracting to any firm or individual who's current or past corporate or other interests may, in CANADA WOOD GROUP'S opinion, give rise to a conflict of interest in connection with this project will not be permitted.
- c) The Applicant will not add to, delete from, or otherwise change this list of sub-contractors without the written consent of CANADA WOOD GROUP.

#### **5.2 Confidentiality of Information**

Information obtained or developed in relation to services delivered under this Request for Qualifications will be distributed in accordance with the terms and conditions of Recipient Agreements between CANADA WOOD GROUP and its government funding partners.

#### **5.3 Ownership of Information**

All projects, including all materials or work related to projects, assigned to any Contractor under this RFQ process, will be subject to the ownership terms defined in Recipient Agreements between CANADA WOOD GROUP and Forestry Innovation Investment Ltd. (FII) and / or the Emerging Market Opportunities (EMO). Applicants acknowledge that CANADA WOOD GROUP is obliged to abide



by the ownership terms and conditions imposed by government funding partners.

## 6. Evaluation Criteria

### 6.1 Mandatory Criteria

The following are mandatory requirements. Submissions not clearly demonstrating that they meet all mandatory requirements will receive no further consideration during the evaluation process.

Mandatory Criteria
a) The Submission must be received at the closing location by the specified closing date and time, with the project title “CANADA WOOD GROUP, RFQ # CWG015-001 clearly marked.
b) The Submission must be in English (except as noted in 4.9).
c) One copy of the Submission must be submitted by electronic mail to: <a href="mailto:rfq@canadawood.org">rfq@canadawood.org</a>
d) The Submission must confirm that the Applicant – and all relevant sub-contractors if any - has a current Canadian Passport (or other), and is eligible to receive entry visas for all international markets in which CANADA WOOD GROUP may wish to pursue market research, customer opinion measurement or economic analysis projects. Note: Applicants submitting only for the economic model project are exempt from this requirement, as the project will not require travel.
e) The Submission must demonstrate that the Applicant has relevant senior-level experience per point 7.
f) The Submission must demonstrate the Applicant’s experience managing or conducting related Market Access projects.

### 6.2 Desirable Criteria

Submissions meeting the mandatory requirements will be further assessed against the following desirable criteria.

Desirable Criteria
a) Applicant(s) Profile
b) Applicant(s) Qualifications. Applicants should demonstrate their knowledge of the (subject area), and their ability to deliver services on a timely basis.

c) Applicant, Co-applicant, Staff or Sub-contractor Teams. Applicants should demonstrate their ability to establish multi-functional teams with the capacity to undertake all or most elements of potential strategy work.
d) References
e) Brevity and Communications Skills. Applicants should demonstrate their ability to provide clear, concise, well-written information in their proposal.
f) Rates

## 7. Applicant Response

In order to receive full consideration during evaluation of the desirable criteria, submissions should include, and will be evaluated on the demonstration of, the following:

### a) Applicant(s) Profile (25%)

Applicant(s) should provide a profile of their firm and describe the individual (s) who wish to be considered for project work. Please provide a summary of the background, relevant experience and qualifications of each, describing the applicability of prior experience to the scope of services desired by CANADA WOOD GROUP;

### b) Applicant(s) Qualifications (25%)

- Applicant(s) should list their related qualifications and relevant experience;
- Applicant(s) should list relevant details of their knowledge of (WORK TYPE);
- Applicant(s) should demonstrate their knowledge of (ISSUE / FOCUS AREA).

### c) Applicant, Co-applicant, Staff or Sub-contractor Teams ( 5%)

Preference will be given to Applicants or Firms that offer multi-functional co-applicant, staff or sub-contractor teams, with the demonstrated ability to successfully deliver strategic and advisory work assignments.

### d) References (15%)

Applicants should provide a list of relevant client references, including name, company or organization, telephone number and e-mail address.

### e) Brevity and Communications Skills (15%)

CANADA WOOD GROUP is seeking qualified service providers with the strong communications skills, and the ability to develop succinct written descriptions of complex (SCOPE OF SERVICES) information.

**f) Price (15%)**

The Applicant should include an hourly and daily rate, including rates charged for any staff or sub-contractors that may be associated with work assigned as a result of this Request for Qualifications.

Projects may be assigned to qualified Applicant(s) on a fixed price or hourly basis. In the case of fixed-price projects, detailed project proposals will be sought from the selected Applicant(s) prior to work being assigned.

**8. Qualification Format**

The following format and sequence should be followed in order to provide consistency in Applicant response and ensure each Submission receives full consideration:

- a)** Submission covering letter (including contact information).
- b)** The body of the submission should include applicant's experience, references and price schedule.