

## REQUEST FOR EXPRESSIONS OF INTEREST (RFEOI)

**TO:** Interested and Eligible Solomon Islands Exporters

**FROM:** Daniel Guerrini, Activity Coordinator  
Solomon Islands Strengthening Competitiveness, Agriculture, Livelihoods, and Environment (SI-SCALE), Trade and Investment (T&I)

**ISSUANCE DATE:** 21 September 2023

**SUBMISSION DUE DATE:** 13 October 2023 at **XX:XX** SBT

**RE:** Virtual Matchmaking Event for Solomon Islands Exporters

### BACKGROUND

In 2020, USAID/Philippines, Pacific Islands, and Mongolia launched the Solomon Islands Strengthening Competitiveness, Agriculture, Livelihoods, and Environment (SI-SCALE) Program with the primary objective of advancing the Solomon Islands' economic competitiveness and inclusiveness, and with specific emphasis on the development of the agribusiness sector and improved management of the forestry sector. SI-SCALE has three sub-objectives: 1) improve the enabling environment for increased trade and investment; 2) promote the expansion and further development of the agribusiness sector; and 3) improve governance of the forestry sector.

Through a “buy-in” mechanism under the US Support for Economic Growth in Asia (US-SEGA) Program, Nathan, a Cadmus Company, implements SI-SCALE Trade and Investment (SI-SCALE T&I), which focuses on SI-SCALE's Objective 1, “improving the enabling environment for trade and investment.”

The primary goal of SI-SCALE T&I is to improve the business enabling environment to encourage more trade and investment in the Solomon Islands by (a) reducing the cost and steps of obtaining business permits and licenses; (b) improving trade and investment facilitation; and (c) strengthening the competition environment.

In addition to providing technical assistance to the Solomon Islands Government on trade and investment-related policies, regulations, etc., SI-SCALE T&I implements several activities to strengthen Solomon Islands' private sector. Specifically, the project has worked closely with the Solomon Islands Chamber of Commerce and Industry (SICCI) to deliver a training series for export-ready and near-ready firms on a variety of export-related topics.

In April 2023, SI-SCALE T&I hosted a Roundtable with businesses currently exporting goods internationally. The forum enabled exporters to discuss barriers that have hindered the Solomon Islands exporters' competitiveness, as well as opportunities and trends in potential markets. Through these discussions, participating exporters identified three export markets where Solomon Islands businesses see great potential or opportunity for their products: Australia, New Zealand, and the United States.

In response, SI SCALE T&I plans to support select Solomon Islands businesses' participation in an export promotion assistance program designed to connect local firms with corporate buyers from these priority end-markets and to enhance firms' capacity to effectively export to these end-markets.

## OPPORTUNITY

USAID's SI-SCALE Trade & Investment (SCALE T&I) project will invite export-ready Solomon Islands firms to participate in a virtual business matchmaking and learning event on 15 November 2023. Participating firms will have an opportunity to virtually meet potential corporate buyers from Australia, New Zealand, and the United States, present their businesses and product(s), and establish key trade connections necessary to gain access to target markets. The program will also promote information exchange by including learning sessions on critical topics related to accessing these markets. Up to 2 representatives from each selected business will be invited to participate.

**Interested businesses are requested to submit the Expression of Interest Form provided to Daniel Guerrini at [Daniel.Guerrini@cadmusgroup.com](mailto:Daniel.Guerrini@cadmusgroup.com), with CC to [Vincent.Sung@cadmusgroup.com](mailto:Vincent.Sung@cadmusgroup.com) and [David.Qurusu@cadmusgroup.com](mailto:David.Qurusu@cadmusgroup.com) no later than 17h00 SBT on 13 October 2023.**

## SI-SCALE T&I SUPPORT

USAID SI-SCALE T&I will:

- Finalize an agenda for the event that reflects the expressed interests and knowledge gaps related to market access in the specific end-markets (e.g., labeling), as informed by the Expressions of Interest received.
- Invite selected businesses to attend the matchmaking session, and recruit buyers from the target end-markets to participate.
- Conduct at least one business advisory session with each participant to support their preparation for the event.
- Ensure each participant has the opportunity to showcase their business/product to at least one potential buyer from a target end-market.
- Support participants to follow-up on potential leads immediately after the event.

## EXPECTATIONS OF PARTICIPANTS

USAID SCALE T&I expects the selected companies to:

- Develop and share one page snapshot of their business and product that can be circulated to potential buyers ahead of time; if participants do not already have a one-page business profile, SI-SCALE T&I will provide a template.
- Attend the learning sessions incorporated into the program, which will be informed by the Expressions of Interest received.
- Prepare and practice their pitches in advance of the virtual matchmaking event.
- Share information regarding the results of the matchmaking event, including the establishment of business relationships, signing of business documents, number of follow-up business meetings held, and/or any future action plans developed as a result of the event.
- Submit in a full and timely manner the information requested and respond to subsequent inquiries for any clarification and further information.

## PARTICIPANT ELIGIBILITY

The activity may select and screen the participants based on selection criteria (below), types of interested companies, and the budget. USAID SCALE T&I may select companies that have:

- Business potential or interest in exporting to one or more of the target end-markets (i.e., Australia, New Zealand, United States);
- Brand or product with potential to market in one or more of the target end-markets;
- Draft marketing materials and/or ability to cooperate with the SCALE T&I team to develop more targeted, segmented, and well-positioned marketing materials appealing to potential buyers; and
- Willingness and ability to develop new or upgraded products after the matchmaking event.

## Attachment I: Illustrative Agenda for Virtual Business Matchmaking Event

### SI-SCALE T&I Buyer Matchmaking Event

**Objectives:** Provide an opportunity for Solomon Islands exporters to develop market linkages with potential buyers in the Australia, New Zealand, and/or US markets, and to provide support to help businesses better understand the end-market requirements, preferences, and/or structures of these target markets.

**Dates/Period:** November 15, 2023

**Location:** Hybrid; discussions with market actors from Australia, New Zealand, and the US will be facilitated virtually

**Targeted sectors:** Agribusiness and/or value-added agriculture products (may include fisheries/fish products)

**Targeted Participants:** Traders, producers, manufacturers, and business associations in target sectors (above) with export potential

#### Anticipated Outcomes

- Business leads or potential buyers identified, contacted, and/or established.
- Business documents including letters of intent signed with identified buyers and/or industry players for further scoping.
- Strengthened understanding of the target end-markets.
- Increased awareness of potential business advisory resources and other service offerors who can support Solomon Islands businesses as they pursue the target markets.

#### Example Agenda (TBD)

Time	November 15
8.00 – 8.15 am	<b>Arrival and Check-in</b>
8.15 – 8.30 am	<b>Welcome and Logistics Overview</b>
8.30 – 9.15 am	<b>Virtual US Business Matchmaking</b> Businesses matched with potential US buyers deliver virtual pitches (no more than 5 minutes each, and time will be strictly kept)
<b>Info Session 1</b> 9.15 – 10.00 am	<b>Panel Discussion: Learnings on the US market</b> (topic to be confirmed depending on Expressions of Interest received)
10.00 – 10.15 am	<b>Morning Tea Break</b>
<b>Info Session 2</b> 10.15 – 11.00 am	<b>Deep Dive: Packaging and Labeling for the Target Market</b> (topic to be confirmed depending on Expressions of Interest received)
<b>Info Session 3</b> 11.00 – 12.00	<b>Business Advisory Service Fair</b>

12.00 – 13.00 pm	<b>Lunch</b>
13.00 – 14.00 pm	<b>Virtual Australia and New Zealand Business Matchmaking</b> Businesses matched with potential Australia and/or New Zealand buyers deliver virtual pitches (no more than 5 minutes each, and time will be strictly kept). If businesses have been matched with buyers from both countries, there will be a schedule.
14.00 – 14.30	<b>Reflection and Closing</b>

# MATCHMAKING EVENT EXPRESSION OF INTEREST FORM

SI-SCALE T&I requests interested exporters to complete the following expression of interest (EOI) form to be considered for selection for the 2023 matchmaking event. Please note that interested businesses should return the EOI form **17h00 SBT on 13 October 2023** via email to [Daniel.Guerrini@cadmusgroup.com](mailto:Daniel.Guerrini@cadmusgroup.com), with copies to [David.Qurusu@cadmusgroup.com](mailto:David.Qurusu@cadmusgroup.com) and [Aaron.Kramer@cadmusgroup.com](mailto:Aaron.Kramer@cadmusgroup.com).

<b>Date Filled:</b>	Click or tap here to enter text.	<b>Filled By (Name and Title):</b>	Click or tap here to enter text.
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## COMPANY SUMMARY INFORMATION

Company:	Click or tap here to enter text.		
Business Address:	Click or tap here to enter text.		
Website (if applicable):	Click or tap here to enter text.		
Primary Point of Contact		Secondary Point of Contact	
Name:	Click or tap here to enter text.	Name:	Click or tap here to enter text.
Title:	Click or tap here to enter text.	Title:	Click or tap here to enter text.
Phone No:	Click or tap here to enter text.	Phone No:	Click or tap here to enter text.
Email:	Click or tap here to enter text.	Email:	Click or tap here to enter text.
<b>Business Type:</b> <input type="checkbox"/> Manufacturing <input type="checkbox"/> Farming <input type="checkbox"/> Logistics <input type="checkbox"/> Trade <input type="checkbox"/> Other: please specify			
<b>Sector/Value Chain:</b> <input type="checkbox"/> Kava <input type="checkbox"/> Cacao <input type="checkbox"/> Coconut <input type="checkbox"/> Other: Click or tap here to enter text.			
What is/are your product(s)/brand?			
Click or tap here to enter text.			

## PARTICIPANT PROFILE

Please provide details for the individual(s) who would potentially participate in the matchmaking event. Kindly be reminded that each selected business will be invited to have up **to 2 participants**.

Participant 1	
Name:	Title:
Click or tap here to enter text.	Click or tap here to enter text.
Phone Number:	Email Address:
Click or tap here to enter text.	Click or tap here to enter text.
Personal Summary (Years of experience, summary of past experience, and/or personal highlights as they relate to your business):	

Click or tap here to enter text.

### Participant 2

Name:	Title:
Click or tap here to enter text.	Click or tap here to enter text.
Phone Number:	Email Address:
Click or tap here to enter text.	Click or tap here to enter text.
Personal Summary (Years of experience, summary of past experience, and/or personal highlights as they relate to your business):	
Click or tap here to enter text.	

## BUSINESS PROFILE

Years Active	Number of Employees:
Click or tap here to enter text.	Click or tap here to enter text.
Estimated Domestic Market Share (%):	Most Popular Product(s):
Click or tap here to enter text.	Click or tap here to enter text.
Annual Revenue (Optional):	Number of Clients (estimate okay):
Click or tap here to enter text.	Click or tap here to enter text.
Are you currently exporting?	If yes, to which markets?
<input type="checkbox"/> Yes <input type="checkbox"/> No	Click or tap here to enter text.
Export Values Per Year (Optional):	Export Volumes Per Year (Optional):
Click or tap here to enter text.	Click or tap here to enter text.
Import Values Per Year (Optional):	Import Volumes Per Year (Optional):
Click or tap here to enter text.	Click or tap here to enter text.

## EXPRESSION OF INTEREST

Please describe why you would be interested in participating in this matchmaking event.
Click or tap here to enter text.
Please briefly describe why one or more of the spotlighted markets (Australia, New Zealand, the United States) is a target end-market for your company's growth?
Click or tap here to enter text.
What challenges do you currently face exporting your product(s) to this/these markets?
Click or tap here to enter text.

Which sectors or businesses would you be most interested in connecting with?
Click or tap here to enter text.
Please describe any existing business leads and/or existing partners you have in the target markets.
Click or tap here to enter text.
What current business activities does your company have in the target markets (if any):
Click or tap here to enter text.
What would be your expected results from participating in this event?
Click or tap here to enter text.
Please describe whether and how you would be able to scale up your production capacity if you were to secure new orders as a result of this event.
Click or tap here to enter text.

## ADDITIONAL INFORMATION

Do you have a written strategy or plan for exporting? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> In progress	
Do you have a one-page snapshot of your business/product(s)? <input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, please attach your one-pager as a separate document.
Have you attended a virtual or in-person matchmaking event before? If so, please share details about the event (year of the event, markets/countries involved, what went well, what did you wish was done differently, etc.)	
Click or tap here to enter text.	
Do you have a marketing budget? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Are there areas where you would feel you would need additional support to prepare for this event? (e.g., preparing your pitch)	
Click or tap here to enter text.	
Is there any additional information or feedback you would like the SCALE T&I team to know about your business?	
Click or tap here to enter text.	
Please rank the below topics of potential interest for the informational sessions from 1 up to 8, with 1 being most of interest and 8 being the least of interest. Feel free to write in your own topics, and rank them alongside the other suggested topics.	
Select   Packaging and labeling in target end-markets	
Select   Value-addition: tastes, preferences, and emerging trends	
Select   Online retail channels	
Select   Container optimization	
Select   Panel of US study tour participants to share learnings/experiences	
Select   Other: Click or tap here to enter text.	



Select Other: Click or tap here to enter text.  
Select Other: Click or tap here to enter text.

## PHOTOS

Please share any supporting photos (business logo, photos of your product(s), brand, etc.). You may also choose to attach any images in a separate document.