

USAID Linkages for Small and Medium Enterprises Project

USAID LinkSME

Request for Letters of Interest (LOI)

Opportunity Title: Training and Support to Vietnam Textile and Apparel Association
Opportunity number: IESC-LinkSME-LOI-2020-001

Project: USAID Linkages for Small and Medium Enterprises (LinkSME)

Location: Remote support for project in Vietnam

Expected Duration: Approximately 6 months

IESC – the International Executive Service Corps – is a U.S.-based nonprofit that seeks private enterprise solutions to problems of poverty in developing countries and around the world. By providing a mix of technical assistance and volunteer expert support, IESC works with emerging industries, financial institutions, and governments to stabilize economic environments, increase opportunity, and promote growth. We have completed over 25,000 projects in more than 130 countries worldwide.

IESC is the implementing organization of Linkages for Small and Medium Enterprises (LinkSME) Project funded by the United States Agency for International Development (USAID). USAID LinkSME aims to strengthen the capabilities of the intermediary organizations in Vietnam, such as business associations, export development centers, and SME promotion agencies, in order to facilitate the supplier-buyer relationships between Vietnamese small and medium enterprises (SMEs) and lead firms located in Vietnam and expand Vietnamese SMEs' capacity to participate in manufacturing supply chains. USAID LinkSME will enhance the business enabling environment by institutionalizing key reforms and strengthening the legal and regulatory framework for SME growth across the nation. Overall, this project will advance the Indo-Pacific vision of improved economic competitiveness and support USAID/Vietnam's objective of expanding inclusive, market-driven, private sector-led growth.

The Project includes four components:

- Component 1: Promoting institutional reform, streamlining regulations and administrative procedures, cutting down compliance cost to enhance the competitiveness of SMEs
- Component 2: Promoting an e-Government to improve government-to-business interactions, and facilitate SMEs' investment, business and international integration
- Component 3: Improving SMEs' supply capacity and strengthening business linkages between SMEs and global value chains
- Component 4: Project management, engagement of consultants, communication, and monitoring

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IESC is seeking Letters of Interest (LOI) from organizations who are interested in and qualified to provide training and support to Vietnam's Textile and Apparel Association (VITAS), with the goal of helping VITAS and its members navigate the post-COVID-19 economy and identify opportunities for increased linkages and sales to lead firms and/or buyers in the United States.

The proposed activities are described below under "Proposed Activities". Instructions for how to prepare the LOI are found below under "Submission Instructions".

PROPOSED ACTIVITIES:

- Prepare at least 10 training videos on a variety of topics, focused on how VITAS and its members can increase their sales to the United States and link with lead firms in a post-COVID economy. Potential topics include but are not limited to international regulations; trade policy; new product development; etc.
- Work with VITAS to prepare a set of recommendations/a white paper for VITAS to share with the Government of Vietnam, focusing on how Vietnam can increase its competitiveness in this sector.
- Hold a virtual panel event with VITAS to bring together industry experts to discuss relevant topics for the association and Vietnamese SMEs in the textile/apparel industry who are interested in increasing their sales to the U.S.

QUALIFICATIONS AND REQUIREMENTS:

- Demonstrated experience in the textile/apparel industry and demonstrated knowledge of the U.S. market for this sector;
- Demonstrated knowledge of global trade policy, international regulations, and new product development for this sector;
- Manages member-services/fee for services in the textile and apparel sector at a national level;
- Demonstrated experience in international association-to-association collaboration and partnerships that enhance sector cooperation and stimulate market interactions through business-to-business transactions between members;
- Experience in developing training curriculum/videos;
- Access to industry professionals and relevant research.

SUBMISSION INSTRUCTIONS:

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Letters of interest should be no more than **2 pages**, in **Times New Roman size 12 font**. A **1 page cover page (this will not count toward the page limit)** should include the following information:

- Title and number of the opportunity
- Name of applicant organization
- Signatory/organization representative
- Contact information (address, phone, email) for the applicant organization/signatory representative
- Type of organization (U.S. based, non-U.S. based)

Letters of interest should address the following:

- Describe your proposed approach for each of the three proposed activities. For the training videos, please include illustrative topics that could be covered; for the virtual panel event, please include illustrative topics that could be covered.
- Describe your relevant experience in the textile/garment/apparel sector, in training development, and other experience relevant to the three proposed activities and the stated qualification requirements.
- Describe how your organization will staff and manage this assignment, if awarded.
- Include a brief budget, broken down by each of the proposed activities. For the videos, please note the per video cost. Note that these budgets are not final; should an Offeror be selected, budgets would be finalized in negotiations.

Letters of interest are due by 5 PM EST on June 12, 2020. Please submit letters of interest to Ms. Courtney McNamara at cmcnamara@iesc.org