



**State of Hawaii
Business Development & Support
Division (BDSD), Department of
Business, Economic Development &
Tourism (DBEDT)**

**REQUEST FOR PROPOSALS
No. RFP-20-05-BDSD**

**PROPOSALS
FOR**

**Hawaii State Trade Expansion Program -
Company Assistance (HiSTEP-CA)**

**STATE OF HAWAII
DEPARTMENT OF BUSINESS, ECONOMIC
DEVELOPMENT, AND TOURISM**

WILL BE RECEIVED UP TO 4:00 P.M. (HST) ON:

MONDAY, JANUARY 6, 2020

SUBMIT AT: <http://invest.hawaii.gov/exporting/rfp-20-05-bdsd-submission>

DIRECT QUESTIONS RELATING TO THIS SOLICITATION TO MARK RITCHIE, TELEPHONE (808) 587-2785, FAX (808) 586-2589 OR E-MAIL AT MARK.J.RITCHIE@HAWAII.GOV
SUBJECT: RFP-20-05-BDSD.

THIS SOLICITATION MAY BE OBTAINED FROM THE BUSINESS DEVELOPMENT & SUPPORT DIVISION OFFICE. PLEASE CALL LESLIE KAWAMOTO AT 808-587-2757 TO MAKE PICK UP ARRANGEMENTS. THERE WILL BE A FIVE CENT (\$0.05) PER PAGE CHARGE. THIS SOLICITATION MAY ALSO BE ACCESSED VIA THE FOLLOWING URL: <https://hands.ehawaii.gov/hands/opportunities>



Mike McCartney, Department of Business,
Economic Development and Tourism
Procurement Officer
11-6-18

TABLE OF CONTENTS

	<u>Page</u>
SECTION ONE: INTRODUCTION AND KEY DATES	2
SECTION TWO: BACKGROUND	4
SECTION THREE: APPLICATION FORMAT AND CONTENT.....	8
SECTION FOUR: SCOPE OF WORK.....	10
SECTION FIVE: SPECIAL PROVISIONS	16
SECTION SIX: ATTACHMENTS	24
• Attachment 1: APPLICANT FORM, AF-1	
• Attachment 2: APPLICANT FORM, AF-2 MADE IN HAWAII VALUATION FOR MANUFACTURERS	
• Attachment 3: APPLICANT FORM, AF-3 HAWAII CONTENT VALUATION FOR SERVICE COMPANIES	
• Attachment 4: APPLICANT FORM, AF-4 SELF-REPRESENTATION AS AN "ELIGIBLE SMALL BUSINESS CONCERN"	
• Attachment 5: APPLICANT FORM, AF-5 CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION LOWER TIER COVERED TRANSACTIONS	

SECTION ONE
INTRODUCTION AND KEY DATES

1.01 TERMS AND ACRONYMS USED THROUGHOUT THE SOLICITATION

Applicant	= Any individual, partnership, firm, corporation, joint venture, or representative or agent, submitting an application in response to this solicitation.
Application/Proposal	= These terms may be used interchangeably
Award	= Funds to be used by Applicant for the purpose of this solicitation
BDSD	= Business Development & Support Division
DBEDT	= Department of Business, Economic Development & Tourism
FY	= Fiscal Year (July of current year to June of next year)
GC	= General Conditions, issued by the Department of the Attorney General
GET	= General Excise Tax
HAR	= Hawaii Administrative Rules
HCE	= Hawaii Compliance Express
Hi-STEP Program	= Hawaii State Trade Expansion Program
Hi-STEP-CA	= Hawaii State Trade Expansion Program - Company Assistance
HRS	= Hawaii Revised Statutes
Procurement Officer	= The Director of the Department of Business, Economic Development & Tourism
RFP	= Request for Proposal
SBA	= U.S. Small Business Administration
State	= State of Hawaii, including each department and political subdivision
Submission Site	= URL where applicants in response to the RFP submit their proposals by completing the Questionnaire and uploading supporting documents

1.02 INTRODUCTION

The Business Development & Support Division (BDSD), a division of the State of Hawaii (State) Department of Business, Economic Development & Tourism (DBEDT), is accepting applications for the Hawaii State Trade Expansion Program – Company Assistance (HiSTEP–CA), which is closely aligned with BDSD's mission to increase and expand the range of exports from the State. This solicitation begins on the date listed in Section 1.04 and closes at 4:00 PM (HST) on January 6, 2020.

1.03 CANCELLATION

The RFP may be cancelled and any or all proposals rejected in whole or in part, without liability, when it is determined to be in the best interest of the State.

1.04 RFP SCHEDULE AND SIGNIFICANT DATES

The schedule set out herein represents the State's best estimate of the schedule that will be followed. All times indicated are Hawaii Standard Time (HST). If a component of this schedule, such as "Advertising of Request for Proposals" date is delayed, the rest of the schedule will likely be shifted by the same number of days. The approximate schedule is as follows:

Advertising of Request for Proposals	November 8, 2019
Deadline to Submit Written Questions	November 22, 2019
State's Response to Written Questions Through Posted Written Addenda	November 29, 2019
Date for Online Submission of Applications	January 6, 2020, 4:00PM
Notice of Awards	January 27, 2020

SECTION TWO

BACKGROUND

2.01 BDSD MISSION

The mission of the Business Development & Support Division (BDSD) of the Department of Business, Economic Development & Tourism (DBEDT) is to facilitate the growth and development of viable and innovative industry sectors in Hawaii's economy. The Division focuses on exporting and globalization of Hawaii products and services as well as supporting and increasing Hawaii's international role in trade and business investment. BDSD's duties include, but are not limited to:

- Promoting industry development and economic diversification in Hawaii.
- Supporting existing and emerging targeted industry sectors including consumer goods, food products, life sciences, technology and innovation industry products and services.
- Increasing exports of Hawaii's products and services.

2.02 BDSD PRIORITIES FOR 2020

Specifically within the mission stated above, BDSD seeks opportunities to expand exports of Hawaii produced goods and services and grow the number of Hawaii-based companies that are active in global markets. These goals can be achieved through sponsorship of Hawaii pavilions at trade shows and Hawaii trade missions overseas and also through programs to assist individual companies with their export market development.

2.03 PURPOSE OF THE REQUEST FOR PROPOSAL (RFP)

BDSD is posting this open solicitation to provide public notice, promote fair competition, and to create a consistent documented procedure for evaluating and handling application proposals for the HiSTEP-CA program.

Supported by a grant through the U.S. Small Business Administration (SBA), the Hawaii State Trade Expansion Program (HiSTEP) is a **multifaceted** program designed to assist Hawaii small businesses with their export development. In addition to HiSTEP-Company Assistance (HiSTEP-CA), which involves this RFP, companies should familiarize themselves with the other components of HiSTEP since all the components are inextricably linked and reinforce each other. The other components are:

- HiSTEP-Export Readiness Program (HiSTEP-ERP), which consists of educational seminars and workshops on all aspects of exporting as well as one-on-one export mentoring.
- HiSTEP-Hawaii Pavillions (HiSTEP-HP), whereby DBEDT and partner organizations organize group participation in trade shows around the world.

For possible participation in the HiSTEP components above, **companies are strongly encouraged to submit the general HiSTEP registration**, which can be found at: <https://invest.hawaii.gov/exporting/histep/registration/>.

For more information on HiSTEP, go to: <http://invest.hawaii.gov/exporting/histep/>

2.04 THE HISTEP-CA PROGRAM SCOPE AND OBJECTIVES

The HiSTEP Company Assistance program (HiSTEP-CA) is designed to increase exports of Hawaii produced goods and services by assisting individual Hawaii companies with export market development activities such as participation in trade shows and missions. Although tailored for Hawaii companies, this program is modeled after successful export market development programs offered by government trade organizations such as those of Canada and Australia.

Success metrics for the HiSTEP-CA include, but are not limited to 1) expanded exports and revenue from exports of Hawaii produced goods and services; 2) a larger overall number and a larger percentage of Hawaii-based companies that are active in global markets; and 3) penetration of new markets for Hawaii produced goods and services.

In addition to the above metrics, the committee will also consider "return on investment" or "**ROI" for each dollar spent on an applicant, how much revenue will be generated in that applicant's export sales.**

Hawaii companies submitting application proposals for this program are expected to be export ready. Application proposals will be evaluated, classified, and selected by a committee comprised of representatives from three or more of the following organizations: DBEDT, Hawaii Department of Agriculture, Hawaii Technology Development Corporation/ Innovate Hawaii, Hawaii Pacific Export Council, Export Assistance Center/U.S. Department of Commerce, Foreign Trade Zone, the Hawaii Small Business Development Centers, and the Patsy T. Mink Center for Business & Leadership.

2.05 PROGRAM ELIGIBILITY

Any Hawaii company that meets SBA's definition of an "eligible small business concern" (See Attachment 4: Applicant Form, AF-4) including:

- Company has been in business for not less than one (1) year.
- Company has access to sufficient resources to bear the costs associated with trade, including the costs of packing, shipping, freight forwarding, and custom brokers. **At a minimum, the company must have annual revenue of \$200,000 in the previous year.**
- Company certifies that it is not barred from receiving federal funds (See Attachment 5: Applicant Form, AF-5).
- Company must have at least 51% U.S. content (see Applicant Form AF2 and AF3 in the Attachments).

Additional eligibility requirements:

- Company has a business and export plan.
- Company is listed as compliant in Hawaii Compliance Express (HCE).
- For producers/manufacturers, an eligibility requirement is the company is registered to do business in the State of Hawaii. Priority will be given to companies whose Hawaii-made product meets the "Made in Hawaii" designation as defined under Hawaii

Revised Statutes Section 468-119, stipulating that the product will have at least 51% of the wholesale value added by manufacture, assembly, fabrication, or production within the State. (Refer to: Applicant Form, AF-2 Made in Hawaii Valuation for Manufacturers).

- For service providers, the eligibility requirements are the company is registered to do business in the State of Hawaii and the service has Hawaii content (Refer to: Applicant Form, AF-3 Hawaii Content Valuation for Service Companies).

See additional priorities noted at the end of 2.07.

2.06 AWARD AMOUNTS PER COMPANY

Application proposals can request a minimum of \$3,000 and a maximum of \$7,500.

2.07 ALLOWABLE USE OF AWARD FUNDS

Award funds will be limited to the following uses:

1. Airfare (consistent with Fly America guidelines) to approved trade show(s) or multiple buyer meetings (minimum 6 meetings);
2. Trade show booth rental or trade mission participation fee;
3. Trade show booth build-out or other booth-related (e.g., interpreter services) expenses (\$3,000 maximum);
4. Shipping of products to the trade show and return;
5. Gold Key Service (a program offered by U.S. Department of Commerce's U.S. Commercial Service that matches pre-qualified foreign buyers with American companies in markets around the world), or other federal export development programs;
6. Website translation into foreign language, search engine optimization, and localization services (\$3,000 maximum);
7. Fees for shipping sample products (\$2,000 maximum);
8. Cost of compliance testing an existing product for entry into an export market (\$3,000 maximum);
9. Export Research Tool Subscription used to assist company with market research (\$1,000 maximum).

Allowable airfare is at the economy/coach rate for one or two people per company. Only employees of or individuals under contract by the company are eligible for airfare reimbursement. If an expense is not listed above, assume it is not covered. All payments for activities funded by this award must be approved and issued by September 29, 2020. Pre-paid (before September 29, 2020) airfare, trade show booth rental and trade show build out expenses are allowable as long as the trade show and flights occur before December 30, 2020. All other activities must occur before September 29, 2020.

It is expected that proposed trade shows will take place outside of the U.S. Proposed trade shows that take place in the U.S. must be an international show (that is, it must be attended by foreign buyers, not just U.S. buyers.) U.S. trade shows will be closely scrutinized. Contact DBEDT for a determination as to whether or not the U.S. show qualifies to be covered under the HiSTEP-CA.

A company must exhibit at the trade show or have at least six (6) meetings with buyers in order for the event to be considered for funding under this award. The award is not designed to support exploratory or research trips.

Due to the limited amount of funds available in 2020 for the HiSTEP-CA, priority will be given to first time applicants of HiSTEP-CA; to companies that can demonstrate in their export development plan a significant financial commitment to implement their export development strategy; and to companies that have multiple activities in their export development plan, including activities beyond just participation in a Hawaii Pavilion.

2.08 DISBURSEMENT OF AWARD FUNDS AND REPORTING

Payments will be made on a reimbursable basis upon submission of proper documentation and receipts approved by the State.

Companies will be required to submit a report using the HiSTEP-CA report form to be provided by DBEDT at the completion of this program. As a recipient of federal funds, DBEDT is required to report results to the SBA. To the extent allowed by law, individual company sales information will be kept confidential and all sales figures will be aggregated for reporting to the SBA.

SECTION THREE

APPLICATION FORMAT AND CONTENT

3.01 INTRODUCTION

One of the objectives of this RFP is to make application preparation easy and efficient. When an Applicant submits an application, it must be a complete submission responding to this RFP and it must show how it accomplishes the objectives described in **Section 2.04 THE HISTEP-CA PROGRAM SCOPE AND OBJECTIVES. The Application must be submitted online (see 3.06 for instructions)**

Applications must prepare the following in pdf format for uploading to the submission site:

1. A transmittal letter to confirm that the Applicant shall comply with the requirements, provisions, terms, and conditions specified in this RFP.
2. Signed Applicant Form AF-1 with the complete name and address of Applicant's firm and the name, mailing address, telephone number, and fax number of the person the State should contact regarding the application.
3. Completed Applicant Form, AF-2, Made in Hawaii Valuation for Manufacturers or Applicant Form, AF-3 Hawaii Content Valuation for Service Companies.
4. Completed and signed Applicant Form, AF-4 Self-Representation as an "eligible small business concern."
5. Completed and signed Applicant Form, AF-5 Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion, Lower Tier Covered Transactions.
6. Certificate of Vendor Compliance from Hawaii Compliance Express.
7. The following documentation must be completed and submitted as described in sections 3.02, 3.03, and 3.04.

3.02 APPLICATION QUESTIONS

Applicants must respond on the submission site to an "APPLICANT QUESTIONNAIRE" in **Section Four, Parts A and B** of this RFP providing basic company information and demonstrating "export readiness," a key criterion of this program. Point totals for evaluation purposes are listed with each question. The questionnaire accounts for 25% of the evaluation point total.

3.03 EXPORT MARKET DEVELOPMENT PLAN

To facilitate the evaluation process, applicants must also provide a summary sheet in pdf format (four pages maximum) titled “EXPORT MARKET DEVELOPMENT PLAN” outlining the company’s marketing strategy to enter overseas markets over the next year. A template plan is included in **Section Four, Part C** of this RFP. This part of the RFP is worth 50% of the evaluation points. Please include ALL of your export marketing activities, not just those for which you are seeking HiSTEP reimbursement. This includes your participation in Hawaii Pavilions.

3.04 BUDGET

A “BUDGET” in pdf format must also be provided with the “EXPORT MARKET DEVELOPMENT PLAN.” A budget template is included in **Section Four, Part D** of this RFP. The budget shall align with the timeline of the export market development plan. Please include ALL of your budget items for your export marketing activities, not just those for which you are seeking HiSTEP reimbursement. This includes your participation in Hawaii Pavilions.

3.05 SUPPLEMENTAL INFORMATION

Include as attachments any additional relevant material in pdf format to be considered such as information about a trade show your company proposes to attend. The additional material should help the selection committee better understand the benefit of your company participating in the marketing activity. Please limit attachments to no more than four pages.

3.06 Online Submission

All applications must be submitted online. The Questionnaire – Part A and Part B in Section 4 must be completed online at

<http://invest.hawaii.gov/exporting/rfp-20-05-bdsd-submission>.

In addition, the Export Development Plan, Part C and the Budget, Part D both in Section Four must be uploaded in pdf format where indicated. Lastly, documents noted in 3.01 must also be uploaded in pdf format where indicated.

SECTION FOUR

SCOPE OF WORK

APPLICANT QUESTIONNAIRE AND EVALUATION

(To be completed online; go to

<http://invest.hawaii.gov/exporting/rfp-20-05-bdssd-submission>)

The total number of points used to score this application is 100

Part A (Proposal considered non-responsive if Part A is not fully completed.)

Name of company:

Address:

City:

State:

Zip Code:

Phone:

Email:

Fax (if any):

Website (if any):

Head of company (e.g., CEO, President):

Name, title and contact info for authorized representative for this program:

State of Hawaii general excise tax (G.E.T.) number:

Federal ID number:

Year company established:

Company structure (select one):

Sole proprietorship

Partnership

Limited Liability Company

Corporation

Business scope (select one):

Agriculture

Manufacturing /processing

Services

Other, please list: _____

NAICS Code (must be 6 digits):

Number of full-time employees in Hawaii:

Annual gross revenue of most recent year:

Part B (25 points)

Do you consider your company

New to export?

Or Market Expansion?

Do you sell to the U.S. Mainland?

If your company is currently exporting, please list countries:

Percent of gross annual revenue from sales outside Hawaii:

Percent of gross annual revenue from sales outside the US:

Company's product/service to market outside the US using HiSTEP-CA program:

Is product or service produced in Hawaii? (Refer to Applicant Form AF-2, Made in Hawaii Valuation for Manufacturers or Applicant Form, AF-3 Hawaii Content Valuation for Service Companies)

Who is your company's customer? (select one):

- Wholesalers
- Distributors / agents
- Retailers
- Direct to consumers
- Direct to businesses
- Combination of above

What market(s) outside the U.S. do you wish to use HiSTEP-CA for?

How do you want to use the HiSTEP-CA Award (see section 2.07 Allowable Use of Award Funds):

Part C (50 points)

Please attach a maximum four-page export development plan for your company that includes how you will use the HiSTEP-CA award and the success metrics including ROI you expect. Please include ALL of your export marketing activities for the year, not just those for which you are seeking HiSTEP reimbursement. Also include a timeline for your activities (Review Section 2.04 for the type of success metrics DBEDT must report).

Include in your export development plan:

- What products or services will you be marketing.
- Which foreign markets you want to enter with those products or services and why.
- What is your strategy to be successful in those markets.
- What distribution channels will you use.
- What are your sales targets for this marketing program.
- What follow up will be needed to close sales.
- A timeline for your export development plan.

Part D (25 points)

Please attach a budget using the format below. Use additional pages if you have more than three (3) activities. Please include ALL budgets for your export marketing activities, not just those activities for which you are seeking HiSTEP reimbursement.

When developing your budget, please follow the guidelines for allowable costs as outlined in section 2.07 Allowable Use of Award Funds for those activities for which you want to use HiSTEP reimbursement funds. All payments for activities funded by this award must be approved and issued by September 29, 2020. Pre-paid (before September 29, 2020) airfare, trade show booth rental and trade show build out expenses are allowable as long as the trade show and flights occur before December 30, 2020. All other activities must occur before September 29, 2020.

It is expected that proposed trade shows will take place outside of the U.S. Proposed trade shows that take place in the U.S. must be an international show (that is, it must be attended by foreign buyers, not just U.S. buyers.) U.S. trade shows will be closely scrutinized. Contact HiSTEP staff for a determination as to whether or not the U.S. show qualifies to be covered under the HiSTEP-CA.

HiSTEP Company Assistance Program	
BUDGET	
ACTIVITY 1, Name/Date/Location:	
Request use of HiSTEP funds for this activity? Yes / No	
BUDGET CATEGORY	AMOUNT
Airfare* to approved trade show, trade mission or multiple buyer meetings (minimum 6 meetings - please list in Export Development Plan)	
Trade show booth rental or trade mission participation fee	
Trade show booth build-out expenses (\$3,000 maximum)	

Shipping of products to the trade show and return	
Gold Key Service or other federal export development programs	
Website translation into foreign language, search engine optimization, and localization services (\$3,000 maximum)	
Fees for shipping sample products (\$2,000 maximum)	
Cost of compliance testing an existing product for entry into an export market (\$3,000 maximum)	
Export Research Tool Subscription used to assist company with market research (\$1,000 maximum).	
TOTAL for Activity 1:	

ACTIVITY 2, Name/Date/Location:

Request use of HiSTEP funds for this activity? Yes / No

BUDGET CATEGORY	AMOUNT
Airfare* to approved trade show, trade mission or multiple buyer meetings (minimum 6 meetings - please list in Export Development Plan)	
Trade show booth rental or trade mission participation fee	
Trade show booth build-out expenses (\$3,000 maximum)	
Shipping of products to the trade show and return	
Gold Key Service or other federal export development programs	

Website translation into foreign language, search engine optimization, and localization services (\$3,000 maximum)	
Fees for shipping sample products (\$2,000 maximum)	
Cost of compliance testing an existing product for entry into an export market (\$3,000 maximum)	
Export Research Tool Subscription used to assist company with market research (\$1,000 maximum).	
TOTAL for Activity 2:	
ACTIVITY 3, Name/Date/Location:	
Request use of HiSTEP funds for this activity? Yes / No	
BUDGET CATEGORY	AMOUNT
Airfare* to approved trade show, trade mission or multiple buyer meetings (minimum 6 meetings - please list in Export Development Plan)	
Trade show booth rental or trade mission participation fee	
Trade show booth build-out expenses (\$3,000 maximum)	
Shipping of products to the trade show and return	
Gold Key Service or other federal export development programs	
Website translation into foreign language, search engine optimization, and localization services (\$3,000 maximum)	

Fees for shipping sample products (\$2,000 maximum)	
Cost of compliance testing an existing product for entry into an export market (\$3,000 maximum)	
Export Research Tool Subscription used to assist company with market research (\$1,000 maximum).	
TOTAL for Activity 3:	
GRAND TOTAL for ALL ACTIVITIES	

Amount Requested: Not to exceed \$7,500	
---	--

***IMPORTANT NOTE!**

HiSTEP funds used for airfare are subject to the *Fly America Act* which requires that an individual travel on a U.S. Flag Carrier, even if a foreign carrier is less expensive or more convenient.

Exceptions:

1. If airfare is not paid for with HiSTEP funds, the *Fly America Act* is not applicable.
2. If travel is to a destination for which an “Open Skies Agreement” has been negotiated, the *Fly America Act* is not applicable. The U.S. currently has four of these agreements in effect with the following countries: European Union, Australia, Switzerland and Japan.

Other narrower, more trip-specific exceptions exist, particularly when flying in-country. Anyone seeking approval for an exception must obtain written approval prior to travel.

Additionally, HiSTEP will only reimburse for economy/coach class airfare. Individuals may choose to fly business or first class but must cover the additional cost over and above the economy fare on their own.

SECTION FIVE

SPECIAL PROVISIONS

5.01 SCOPE

All resulting contracts shall be in accordance with, and may incorporate, this RFP, including the special provisions in this section, the Scope of Work specified herein, the Applicant's successful proposal, and the General Conditions (GC), incorporated by reference and available at the BDSD or online at: <http://hawaii.gov/forms/internal/department-of-the-attorney-general/103d/view>

5.02 RESPONSIBILITY OF APPLICANT

Applicant is advised that in order to receive an award under this solicitation, applicant is required to be compliant with all laws governing entities doing business in the State pursuant to HRS §103D-310(c) and verified through Hawaii Compliance Express (HCE).

Timely Registration on HCE. Applicants are encouraged to register on HCE as soon as possible. Applicant shall include a copy of **Certificate of Vendor Compliance** with their application proposal even if it shows the vendor as non-compliant. At the time of award, the Applicant must be compliant or the Applicant will not receive the award.

Refer to the **Section 5.13 Award of Funds** for instructions on registering for HCE.

5.03 CONTRACT ADMINISTRATOR

For the purposes of any contracts awarded pursuant to this RFP, Mark Ritchie, (808) 587-2785 is designated the Contract Administrator.

5.04 OVERVIEW OF THE RFP PROCESS

- a. The RFP is issued pursuant to Subchapter 6 of HAR Chapter 3-122, implementing HRS Section 103D-303.
- b. The procurement process begins with the issuance of the RFP and the formal response to any written questions or inquiries regarding the RFP, which will be made only by written Addendum.
- c. All proposals and other material submitted by Applicants become the property of the State and may be returned only at the State's option.
- d. The Procurement Officer, or an evaluation committee selected by the Procurement Officer, shall evaluate the applications in accordance with the evaluation and selection criteria in Section Four. Applications may be accepted on evaluation without discussion or the Procurement Officer or his designee may enter into discussions to clarify issues regarding the Applicant's proposal before the Applicant submits a Best and Final proposal.

- e. After evaluation, the Procurement Officer or the evaluation committee will make its recommendations. The Procurement Officer will award the funds IF the proposal is determined to be advantageous to the State taking into consideration the evaluation factors set forth in **Section Four**.
- f. Notice of awards, if any, will be posted at: <https://hands.ehawaii.gov/hands/awards>. As awards are made all evaluated proposals, successful and unsuccessful, become available for public inspection.
- g. The Procurement Officer or the evaluation committee reserves the right to determine what is advantageous to and in the best interest of the State for purposes of reviewing and evaluating applications submitted in response to the RFP. The Procurement Officer or the evaluation committee will conduct a comprehensive, fair and impartial evaluation of applications received in response to the RFP.
- h. Notice of award or decline will be provided by email followed by a hard copy letter mailed through the U.S. Postal Service.

5.05 REQUIRED REVIEW OF RFP

Applicant shall carefully review this solicitation for defects and questionable or objectionable matter. Comments concerning defects and questionable or objectionable matter **must be submitted per Section 5.06 below**. This will allow issuance of any necessary corrections and/or amendments should there be any to the RFP.

5.06 QUESTIONS ABOUT THE RFP

All questions must be submitted in writing by the date noted in Section 1.04 RFP Schedule and Significant dates, or as amended, and directed to the BDSD Contract Administrator. Questions may be submitted through email to: mark.j.ritchie@hawaii.gov with subject line "Ref: RFP-20-05-BDSD." BDSD will respond to written questions by the date noted in Section 1.04 RFP Schedule and Significant Dates, or as amended, by posting an addendum to the solicitation at <https://hands.ehawaii.gov/hands/opportunities>.

5.07 APPLICATION PREPARATION

- a. **APPLICANT FORM, AF-1**. See Attachment 1. Application shall be submitted using Applicant's exact legal name as registered with the Department of Commerce and Consumer Affairs, if applicable, in the appropriate space on Applicant Form page AF-1. Failure to do so many delay proper execution of the contract. If unsigned, the application shall be automatically rejected.
- b. **APPLICANT FORM, AF-2**, Made in Hawaii Valuation for Manufacturers. See Attachment 2. This is a tool to establish that your product is 51% Hawaii content or greater **or APPLICANT FORM, AF-3** Hawaii Content Valuation for Service Companies. See Attachment 3.

- c. **Offer Guaranty.** An offer guaranty is NOT required for this RFP.
- d. **Tax Liability.** Work to be performed under this solicitation is a business activity taxable under HRS Chapter 237, and if applicable, taxable under HRS Chapter 238. Applicants are advised that they are liable for the Hawaii general excise tax (GET) and the applicable use tax. If, however, an Applicant is exempt by the HRS from paying the GET and is not liable for the taxes on the gross receipts derived from this solicitation, Applicant shall state its tax exempt status and cite the HRS section allowing the exemption.
- e. Costs for developing the Application are solely the responsibility of the Applicant, whether or not any award results from this solicitation. The State of Hawaii will not reimburse such costs.
- f. Review application proposal checklist (See section 5.22 RFP SUBMISSION CHECKLIST).
- g. All applications become the property of the State of Hawaii.

5.08 PRICING

The pricing shall not exceed the amount requested by the Applicant to be used as specified in Section 2.07 and **no other costs will be honored.**

5.09 CONFIDENTIAL INFORMATION

If an applicant believes any information, data, or other material submitted contains information that should be withheld as confidential, then the Procurement Officer named on the cover of this RFP must be so advised in writing and provided with justification to support the confidentiality claim. Price is not considered confidential and will not be withheld.

An Applicant shall request in writing nondisclosure of designated trade secrets or other proprietary data considered confidential. Such data shall accompany the application, be clearly marked, and shall be readily separable from the application in order to facilitate eventual public inspection of the non-confidential portion of the application.

If a request is made to inspect the confidential or proprietary data, the head of the purchasing agency or designee shall consult with the Attorney General and make a written determination in accordance with HRS Chapter 92F. If the request for confidentiality is denied, such information shall be disclosed as public information, unless the person appeals the denial to the Office of Information Practices in accordance with HRS Section 92F-42(1).

5.10 SUBMISSION OF APPLICATION

The submission of an application shall constitute an incontrovertible representation by the Applicant of compliance with every requirement of the RFP, and that the RFP documents

are sufficient in scope and detail to indicate and convey reasonable understanding of all of its terms and conditions.

Before submitting an application, each Applicant must:

- 1) Examine the solicitation documents thoroughly. Solicitation documents include this RFP, any attachments, plans referred to herein, and any other relevant documents;
- 2) Become familiar with state, local, and federal laws, statutes, ordinances, rules, and regulations that may in any manner affect cost, progress, or performance of the work.

Applications shall be received electronically by DBEDT's Business Development & Support Division **no later than 4:00 P.M. on January 6, 2020**.

Applications must use the webpage:

<http://invest.hawaii.gov/exporting/rfp-20-05-bdsd-submission>

to submit their application. Only electronic applications will be accepted.

LATE SUBMITTALS:

- 1) Submittals received after 4:00 P.M. (HST) on January 6, 2020, will be considered "late" and will be ineligible for consideration.
- 2) In all instances, Applicants are cautioned to make prior arrangements to ensure electronically delivery by the due date and time.

5.11 APPLICATION OPENING

Applications shall not be viewed publicly. As contracts are awarded, the following information shall be open to the public: the contract, the Evaluation Committee's criteria for selection, the Scope of Work/application and other items pursuant to HAR Section 3-122-58, except any confidential portions.

5.12 CANCELLATION OF RFP AND APPLICATION REJECTION

The State reserves the right to cancel this RFP and to reject any and all applications in whole or in part when it is determined to be in the best interest of the State, pursuant to HAR Section 3-122-96 through 3-122-97.

The State shall not be liable for any costs, expenses, loss of profits or damages whatsoever, incurred by the Applicant in the event this RFP is cancelled or an application is rejected.

5.13 AWARD OF FUNDS

Method of Award. Awards will be made to the responsible Applicants whose proposals are determined to be the most advantageous to the State based on the evaluation criteria set forth in the RFP.

Responsibility of Applicant. Pursuant to HRS Chapter 103D-310(c), the selected applicant shall at the time of award be compliant with all laws governing entities doing business in the State including the following chapters:

1. Chapter 237, tax clearance;
2. Chapter 383, unemployment insurance;
3. Chapter 386, workers' compensation;
4. Chapter 392, temporary disability insurance;
5. Chapter 393, prepaid health care; and
6. Chapter 103D-310(c), Certificate of Good Standing (COGS) for entities doing business in the State.

The State will verify compliance on Hawaii Compliance Express (HCE).

Hawaii Compliance Express. The HCE is an electronic system that allows applicants doing business with the State to quickly and easily demonstrate compliance with applicable laws. It is an online system that replaces the necessity of obtaining paper compliance certificates from the Department of Taxation, Federal Internal Revenue Service; Department of Labor and Industrial Relations, and Department of Commerce and Consumer Affairs.

Applicant should register with (HCE) prior to submitting an application at <https://vendors.ehawaii.gov>. There is a nominal annual registration fee and the 'Certificate of Vendor Compliance' is required for the execution of a contract and final payment.

Timely Registration on HCE. Applicants are encouraged to register on HCE as soon as possible. If a recipient is not compliant on HCE at the time of award, the Applicant shall not receive the award.

Refer to Section 5.02 for additional Certificate of Vendor Compliance requirements for this RFP.

5.14 ADDITIONAL TERMS AND CONDITIONS

The State reserves the right to add terms and conditions during the Award negotiations. These terms and conditions will be within the scope of the RFP and will not affect the proposal evaluation.

5.15 CONTRACT

Successful Applicants receiving an award shall enter into a written contract. The RFP, the successful Application, and the State's General Conditions, may become part of the contract. No work is to be undertaken by an Applicant awarded a contract prior to the official commencement date of the contract. The State shall not be liable for any work,

contract, costs, expenses, loss of profits, or any damages whatsoever incurred by the Applicant prior to the official commencement date.

The term of the contract shall be from the effective date of the contract to the end of the project period, unless an extension is granted in accordance with the State's General Conditions, paragraph 19, Modifications of Contract, or other applicable provision.

The HiSTEP-CA is funded in part through a grant with the U.S. Small Business Administration, Award No. SBAHQ19IT0007; therefore, the terms and conditions of this award may become part of the contract.

5.16 PAYMENT

Payments will be made to the Applicant on a reimbursable basis upon submission of proper documentation and receipts approved by the State.

5.17 DEBRIEFING AND PROTEST

Pursuant to HAR Section 3-122-60, an applicant not selected for award may submit a written request for a debriefing within three (3) working days after the posting of awards.

A protest shall be submitted in writing within five (5) working days following the debriefing.

A protest shall be submitted in writing within five (5) working days after the aggrieved person knows or should have known of the facts giving rise thereto; provided that a protest based upon the content of the solicitation shall be submitted in writing prior to the date set for submission of applications, and further provided that a protest of a decline of application shall be submitted within five (5) working days after the posting of awards.

The notice of awards, if any, resulting from this solicitation shall be posted on the Procurement Reporting System, which is available on the SPO website: <https://hands.ehawaii.gov/hands/awards>.

Any protest shall be submitted in writing to *Dennis T. Ling*, DBEDT 250 South Hotel Street, Suite 503, Honolulu, HI 96813.

5.18 NON-DISCRIMINATION

The Applicant awarded a contract pursuant to this solicitation shall comply with all applicable federal and state laws prohibiting discrimination against any person on the grounds of race, color, national origin, religion, creed, sex, age, sexual orientation, marital status, handicap, or arrest and court records in employment and any condition of employment with the Applicant or in participation in the benefits of any program or activity funded in whole or in part by the State.

5.19 CONFLICTS OF INTEREST

The Applicant represents that neither the Applicant, nor any employee or agent of the Applicant, presently has any interest, and promises that no such interest, direct or indirect,

shall be acquired, that would or might conflict in any manner or degree with the Applicant's performance of this contract.

5.20 FEDERAL FUNDS

Awards shall be payable from federal funds. Contractors agree that they shall be paid only from such funds received from the federal government and shall not be paid from any other funds.

5.21 ADDITIONS, AMENDMENTS AND CLARIFICATIONS

Approvals. Any contract arising out of this solicitation may be subject to the approval of the Department of the Attorney General as to form, and is subject to all further approvals, including the approval of the Governor, required by statute, regulation, rule, order, or other directive.

Records Retention. The contractor and any subcontractors shall maintain the books and records that relate to the contract and any cost or pricing data for three (3) years from the date of final payment under the contract.

Competency of Offeror. Prospective Applicant must be capable of performing the work for which applicants are being called. Either before or after the deadline for an application, the BDSD may require Applicant to submit answers to questions regarding facilities, equipment, experience, personnel, financial status or any other factors relating to the ability of the Applicant to furnish satisfactorily the goods or services being solicited by the STATE. Any such inquiries shall be made and replied to in writing; replies shall be submitted over the signatures of the person who signs the application. Any Applicant who refuses to answer such inquiries will be considered non-responsive.

5.22 RFP SUBMISSION CHECKLIST

In addition to the company information inputted online, applicants should have the following ready to upload to the submission website:

- 1) Transmittal letter to confirm that the Applicant shall comply with the requirements, provisions, terms, and conditions specified in this RFP.
- 2) Applicant Form AF-1 with the complete name and address of Applicant's firm and the name, mailing address, telephone number, and fax number of the person the State should contact regarding the application.
- 3) Applicant Form, AF-2, Made in Hawaii Valuation for Manufacturers or Applicant Form, AF-3 Hawaii Content Valuation for Service Companies.
- 4) SCOPE OF WORK in Section 4 including Parts C (Export Development Plan) and D (Budget).

- 5) Applicant Form, AF-4 Self-Representation as an “eligible small business concern.”
- 6) Applicant Form, AF-5 Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion, Lower Tier Covered Transactions.
- 7) Certificate of Vendor Compliance from Hawaii Compliance Express even if it shows the vendor as non-compliant. (A Certificate of Vendor Compliance showing the vendor as compliant shall be required before award of any contract.)

See Section 5.10 for submission instructions.

SECTION SIX

APPLICANT FORM 1 (AF-1)
HAWAII STATE TRADE EXPANSION PROGRAM - COMPANY ASSISTANCE
STATE OF HAWAII
BUSINESS DEVELOPMENT & SUPPORT DIVISION, DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM
RFP-20-05-BDSD

Dennis Ling
Business Development & Support Division
State of Hawaii
250 South Hotel Street, Suite 503
Honolulu, Hawaii 96813

Dear Mr. Ling:

The undersigned has carefully read and understands the terms and conditions specified in the RFP, and in the General Conditions, by reference made a part hereof and available upon request; and hereby submits the following application to perform the work specified herein, all in accordance with the true intent and meaning thereof. The undersigned further understands and agrees that by submitting this application, 1) he/she is declaring his/her application is not in violation of Chapter 84, Hawaii Revised Statutes, concerning prohibited State contracts, and 2) he/she is certifying that the price(s) submitted was (were) independently arrived at without collusion.

Applicant is:

Sole Proprietor Partnership *Corporation Joint Venture
 Other _____
*State of incorporation: _____

Hawaii General Excise Tax License I.D. No. _____

Federal Tax I.D. No. _____

Payment address (other than street address below): _____

City, State, Zip Code: _____

Business address (street address): _____

City, State, Zip Code: _____

Respectfully submitted:

Date: _____

(x) _____

Authorized (Original) Signature

Telephone No.: _____

Name and Title (Please Type or Print)

Fax No.: _____
E-mail Address: _____

** _____

Exact Legal Name of Company

(Applicant)

**If Applicant is a “dba” or a “division” of a corporation, furnish the exact legal name of the corporation under which the awarded contract will be executed:

APPLICANT FORM 2 (AF-2),
Made in Hawaii Valuation for Manufacturers

**HAWAII STATE TRADE EXPANSION PROGRAM - COMPANY ASSISTANCE
(HiSTEP-CA)**
STATE OF HAWAII
BUSINESS DEVELOPMENT & SUPPORT DIVISION, DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM
RFP-20-05-BDSD

MADE IN HAWAII VALUATION FOR MANUFACTURERS

By submitting this formula, you are certifying that all of the information is true and correct. There are three components of product cost:

- Direct Material Cost— raw materials, distinguished by origin, imported or Hawaiian;
- Direct Labor Cost — the cost of workers who add value to a product through their direct involvement in the production process here in Hawaii; and
- Manufacturing Overhead Cost — indirect manufacturing costs incurred in Hawaii, which includes:
 - Indirect labor costs – wages of employees not directly involved in product, including
 - Wages for employees performing equipment maintenance and repairs;
 - Wages for production supervisors; and
 - Wages for personnel supporting production such as quality control inspectors.

EXAMPLE FORMULA

Cost — per individual unit

Material Cost — Imported	A	\$ 12.00
Hawaii Value Added		
Material Cost — Hawaii (Locally Produced Materials)	B	\$ 5.00
Direct Labor Cost — Hawaii	C	\$ 7.00
Manufacturing Cost — Hawaii		
Indirect Material Cost	D	\$ 3.50
Indirect Labor Cost	E	\$ 3.25
Hawaii Value (B + C + D + E) (\$5.00 + \$7.00 + \$3.50 + \$3.25)	F	\$ 18.75
Product Cost (Wholesale Value) (A + F) (\$12.00 + \$18.75)	G	\$ 30.75
Hawaii Wholesale Value Added (G - A) ÷ G = H%	H	60.98 %
Estimated Retail Selling Price	I	\$ 55.00

FORMULA WORKSHEET

Cost — per individual unit

Material Cost — Imported	A	\$
Hawaii Value Added		
Material Cost — Hawaii (Locally Produced Materials)	B	\$
Direct Labor Cost — Hawaii	C	\$
Manufacturing Cost — Hawaii		
Indirect Material Cost	D	\$
Indirect Labor Cost	E	\$
Hawaii Value (B + C + D + E)	F	\$
Product Cost (Wholesale Value) (A + F)	G	\$
Hawaii Wholesale Value Added (G — A) ÷ G = H%	H	%
Estimated Retail Selling Price	I	\$

APPLICANT FORM 3 (AF-3),
Made in Hawaii Valuation for Service Companies

**HAWAII STATE TRADE EXPANSION PROGRAM - COMPANY ASSISTANCE
(HiSTEP-CA)
STATE OF HAWAII**
BUSINESS DEVELOPMENT & SUPPORT DIVISION, DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM
RFP-20-05-BDSD

**MADE IN HAWAII VALUATION FOR SERVICE
COMPANIES**

By submitting this form, you are certifying that all of the information is true and correct.

Is your main headquarter office in Hawaii:

List percentages of work that are performed in-state, in the US outside Hawaii, and outside the US:

What percentage of your employees are Hawaii residents:

List percentage of work performed by Hawaii residents:

--	--	--



U.S. Small Business
Administration

SELF-REPRESENTATION AS AN 'ELIGIBLE SMALL BUSINESS CONCERN'

The undersigned seeks services from a State grant recipient under the Trade Facilitation and Trade Enforcement Act of 2015 (HR 644) which authorized the State Trade Expansion Program (STEP).

Section 503 of the Trade Facilitation and Trade Enforcement Act of 2015 defines the term 'eligible small business concern,' as a business concern that:

1. Is organized or incorporated in the United States;
2. Is operating in the United States;
3. Meets
 - a. The applicable industry-based small business size standard established under section 3 of the Small Business Act; or
 - b. The alternate size standard applicable to the program under section 7(a) of the Small Business Act and the loan programs under title V of the Small Business Investment Act of 1958 (15 U.S.C. 695 et seq.);
4. Has been in business for not less than 1 year, as of the date on which assistance using a grant under this subsection commences; and
5. Has access to sufficient resources to bear the costs associated with trade, including the costs of packing, shipping, freight forwarding, and customs brokers.

The undersigned certifies that this is an export ready U.S. company seeking to export goods or services of U.S. origin or have at least 51% U.S. content.

Submitting false information in order to obtain services from a STEP grant recipient is a violation of Federal law. If you submit false information the Government may seek criminal, civil, and/or administrative remedies against you, pursuant to 18 U.S.C. §§ 1001, 1040; and 31 U.S.C. §§ 3729-3733. The Government may elect to exclude you from further participation in certain Federal programs and contracts if you submit false information in connection with receiving services from a STEP grant recipient.

I hereby certify that the business I represent is seeking services from a STEP grant recipient and is an eligible small business concern,* pursuant to the above definition.

SIGNATURE

DATE

TITLE

COMPANY NAME



**Certification Regarding
Debarment, Suspension, Ineligibility and Voluntary Exclusion
Lower Tier Covered Transactions**

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 13 CFR Part 145. The regulations were published as Part VII of the May 26, 1988 *Federal Register* (pages 19160-19211). Copies of the regulations may be obtained by contacting the person to which this proposal is submitted.

(BEFORE COMPLETING CERTIFICATION, READ INSTRUCTIONS ON REVERSE)

- (1) The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals are presently debarred, suspended, proposed for disbarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
- (2) Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

Business Name _____

Date _____ By _____
Name and Title of Authorized Representative

Signature of Authorized Representative _____

INSTRUCTIONS FOR CERTIFICATION

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered transaction," "participant," "person," "primary covered transaction," "principal," "proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definitions and Coverage sections of the rules implementing Executive Order 12549. You may contact the person to which this proposal is submitted for assistance in obtaining a copy of those regulations (13CFR Part 145).
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion--Lower Tier Covered Transactions," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the Nonprocurement List.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.