

PROPOSAL REQUEST

COMMERCIAL LANDING PROGRAM IN CHINA TO COMPANIES THAT ARE MEMBERS OF THE AGRO.BR PROJECT

To whom it may concern,

We hereby present the CONFEDERAÇÃO DA AGRICULTURA E PECUÁRIA DO BRASIL (BRAZILIAN CONFEDERATION OF AGRICULTURE AND LIVESTOCK) - CNA. A non-profit higher education union, located at SGAN, Quadra 601, Módulo "K", Ed. Antonio Ernesto de Salvo, CEP 70.830-021, Brasília/DF and registered under CNPJ/MF number 33.582.750/0001-78.

CNA is responsible for assembling political leaders and rural associations throughout Brazil, advocating for the interests of rural farmers before the Federal Government, the National Congress, and the higher courts of the Judiciary. For more information, visit <https://www.cnabrasil.org.br/>.

This request calls for companies to submit a work and financial proposal to CNA for a commercial training program called *Programa de Aterrissagem* (Landing Program) for companies in the AGRO.BR Project.

The AGRO.BR Project, led by CNA and in partnership with Apex-Brasil-Agência Brasileira de Promoção de Exportações e Investimentos (Brazilian Trade and Investment Promotion Agency), is designed to raise awareness, qualify and support Brazilian rural entrepreneurs in the challenge of exporting, as well as marketing their products in foreign markets. The project seeks to increase the number of rural entrepreneurs in foreign business and diversify the export agenda of Brazilian agribusiness through trade-related promotional initiatives.

The Landing Program initiative will be part of the AGRO.BR Project strategy that is targeted to the Chinese market. This strategy should result in the efficient inclusion of ten to fifteen AGRO.BR companies that are eligible to export to China.

In order to fulfill this objective, the CNA calls upon companies operating in Brazil and China to submit a work proposal that satisfies the following objectives and procedures:

Goals

The *Programa de Aterrissagem Comercial* (Commercial Landing Program) - focused on the Chinese market - intends to provide for ten to fifteen Brazilian exporting companies (which will be selected later) a complete and facilitated access channel to Chinese buyers. The program provides a path for these companies to access the consumer market in the most efficient way possible. This includes an initial preparation for the company, activities, and actions that will provide companies the requisite background to interact with Chinese

counterparts, post-negotiation follow-up, and a commercial platform for future market access efforts.

The Commercial Landing Program focused on China should be divided into five stages:

- a) Selection Stage;
- b) Preparation Stage;
- c) Acceleration Stage;
- d) Follow-up Stage;
- e) Landing Stage.

Selection

In this segment, the companies will go through a careful selection process to enter the program. This selection process will be carried out by the contractor in collaboration with CNA in a personalized interview format. Only the companies that are, at the minimum, prepared to better profit from the opportunities that a program like this can offer will be filtered.

Preparation

After selecting the companies, the CNA and contractor teams will work in collaboration to offer the initial insights on the market. In this segment, the company will also be offered a preliminary leveling diagnosis so that the company is prepared for the challenges it will come across in the actual negotiations.

Acceleration

At the beginning of this stage, the company should be prepared for its development in the Chinese market. At the time of acceleration, the company will have the opportunity to make contacts with potential buyers, with qualified, multicultural, and multidisciplinary monitoring, that will be offered by the contracted company.

Follow-up

Even more important than performing well during the approach is the follow-up after the negotiation. Often, because of poor communications, companies do not conduct the proper follow-up and all effort and investment are lost. The follow-up must be carried out within a period up to 3 months after the first contact.

Landing

The two companies that obtained the best results in the program will be selected and the contracted company must offer to them, at no additional costs, 6 months of physical space to a representative, plus a service provision package that guarantees the continuity of work in China.

This program should be focused on quality and results. The quantity sold is meant to be a natural consequence of its execution, always taking into account that the factors that

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determine the quantity - for example, the decision to invest in order to be present in China
- are unrelated to the work that can be executed by the contracted company and the CNA.

Products Required by Stage

Stage	Products
<p style="text-align: center;">SELECTION</p>	<ol style="list-style-type: none"> 1) Draft a Questionnaire for the companies to perform an evaluation; 2) Report on the Interviews with the companies; 3) Ranking of the companies; 4) "Selection" segment report; <ol style="list-style-type: none"> a. Choice criteria; b. General remarks; c. Swot analysis of each company.
<p style="text-align: center;">PREPARATION</p>	<ol style="list-style-type: none"> 1) Personalized institutional presentation of each company; 2) Check-list of the materials needed to start the program; 3) Initial support for the company to prepare a strategic plan to enter the Chinese market; 4) Receipt of the product samples from the companies at the hired local office; 5) One individual meeting with each company to better identify and find the most suitable match in China.
<p style="text-align: center;">ACCELERATION</p>	<ol style="list-style-type: none"> 1) Five schedules of semi in-person meetings with selected customized companies with monitoring by the contracted company team; 2) Five feedback reports on the participation of the companies in the meetings; 3) Support in the sales effort, reception, communication, and tasting of the products during the meetings; 4) Informative report of potential company buyers.

FOLLOW-UP	<ol style="list-style-type: none"> 1) Support in the communication strategy to assist in the cultural translation of the communication process; 2) Diagnostic and Perspective Report for each company; 3) Support in scheduling a second meeting to be attended by staff from the contracted company.
LANDING	<ol style="list-style-type: none"> 1) Report and final ranking; 2) Six months of physical space in China, preferably in Shanghai, for incubation and service of the company <i>in loco</i>; 3) Service package customized for each company to strengthen its penetration in the Chinese market; 4) Business generation report (at least one negotiation generated per company).

Submission of the Proposal and Clarifications

The contracted company must submit a budget proposal for the provision of the services listed in this proposal request, bearing in mind the attendance to the minimum number of ten and maximum of fifteen companies.

The value proposal to offer the services described above must be submitted in detail. In addition to submitting the costs for each of the stages, the total cost of the contract, with taxes and fees, must also be submitted.

The interested company needs to submit prices that are compatible with the market. The assessment of the proposal's compliance with the requirements of this request is made solely by CNA.

The bidder must submit their proposal to the following e-mails: agro.br@cna.org.br; camila.sande@cna.org.br, rafael.gratao@cna.org.br, rodrigo.matta@cna.org.br; silvia.rocha@cna.org.br until **7 pm (Brasília, Brazil time) on March 5th, 2021 (Friday)**. Any questions should be sent by e-mail to these same recipients, before the formal sending of the proposal.

Billing

Each invoice/billing document must contain the following information:

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1. Place and name of the supplier;
2. Invoice/billing document number, issue date, and due date;
3. Identification of the number Agreement between CNA and Apex-Brasil: 43-02/2019;

4. Identification and address of CNA, as follows:

CONFEDERAÇÃO DA AGRICULTURA E PECUÁRIA DO BRASIL (CNA)

CNPJ: 33.582.750/0001-78

Adress: SGAN Quadra 601, Módulo K, Edifício Antônio Ernesto de Salvo – Brasília/DF

CEP: 70.830-021

5. Goods or services provided, including quantities and unit price;
6. The total amount of the invoice/billing document;
7. Data for bank transfer.

Terms and Conditions

After receiving the proposals, in order to get the best possible deal, the CNA will be able to negotiate with the company that offered the lowest price quote.

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