



## **REQUEST FOR PROPOSALS**

REQUEST FOR PROPOSALS  
FOR  
**WEDC European Trade and Foreign Direct Investment Representative**

ISSUED BY:

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

ON: **June 18<sup>th</sup>, 2025**

All questions regarding this RFP must be submitted in writing via email to Aaron Zitzelsberger at [aaron.zitzelsberger@wedc.org](mailto:aaron.zitzelsberger@wedc.org) by Thursday, July 3<sup>rd</sup> at 4:00pm CT.

PROPOSALS MUST BE SUBMITTED BY:  
**Tuesday, July 15<sup>th</sup>, 2025, 4PM CT**

To:  
**Aaron Zitzelsberger, Senior Director of Global Trade**  
At  
[aaron.zitzelsberger@wedc.org](mailto:aaron.zitzelsberger@wedc.org)

**LOOK FORWARD ►**

The Wisconsin Economic Development Corporation (WEDC), the State of Wisconsin's lead economic development organization, is seeking a qualified organization to serve as its European Trade and Investment Representative Office for Fiscal Year 2026.

WEDC is seeking a proactive and experienced partner to serve as a full-service representative in Europe, with particular expertise and presence in the DACH region (Germany, Austria, Switzerland) as well as the rest of Europe. Additional capabilities are welcome.

The selected contractor will work in close coordination with WEDC's Global Trade and Investment (GTI) Division and report to WEDC's European Market Development Director. The organization would provide the following:

## **I. Scope of Services**

WEDC seeks a qualified organization to serve as its **European Trade and Investment Representative Office** for Fiscal Year 2026. The contractor will be responsible for promoting Wisconsin exports, supporting SMEs, and attracting FDI across Europe. All activities must align with WEDC's Global Trade and Investment Division and report to WEDC's European Market Development Director.

### **A. Trade / Export Promotion Services**

The contractor shall deliver export development support to Wisconsin companies, ensuring professionalism, market focus, and alignment with WEDC priorities. Most activities will be ad hoc (such as phone or video calls and service-desk support), with additional projects billed separately.

#### **1. One-on-One Counseling**

- Provide personalized, one-on-one export counseling to Wisconsin SMEs on market-entry requirements, documentation, logistics, and distribution strategies throughout Europe.
- Advise on in-market regulations such as tariffs, certifications, labeling, and best practices for entering European markets.

#### **2. Market Intelligence**

- Deliver tailored market intelligence reports covering competitor analyses, pricing benchmarks, distribution channels, and regulatory updates for European markets.
- Provide ad hoc insights on new trade agreements, legal changes, or emerging sector trends affecting Wisconsin export sectors.

#### **3. Partner Search & Market Assessment Projects (Additional, Per-Project Basis)**

- When WEDC engages the contractor for a partner search or market-assessment scope of work, identify and vet distributors, agents, importers, or potential local partners across Europe.
- Submit a per-project proposal (scope, timeline, budget) for each partner-search or market-assessment assignment.
- Provide written summaries of all introductions, including next-step recommendations.

#### 4. Trade Missions, Exhibitions & Events (Separate Scope of Work/Contract)

- Through a separate scope of work, assist in planning and executing Governor-led trade missions and WEDC delegations at major European trade shows and expos.
- Coordinate logistics, arrange interpretation as needed, and provide on-site support during missions.
- Supply post-mission debriefs summarizing leads generated, partner feedback, and suggested follow-up actions.
- Organize or support virtual trade webinars that connect Wisconsin exporters with European buyers or industry experts.

#### 5. Ad Hoc Trade Support

- Respond promptly (within 24 business hours) to inbound inquiries from Wisconsin companies regarding European export opportunities, regulations, or partner referrals.
- Provide basic guidance on how to get started in European markets.
- Join monthly calls with WEDC's Global Trade team, as requested, to discuss pipeline prospects, ongoing projects, and potential new initiatives.
- Suggest adjustments to WEDC's Europe-focused export strategy based on real-time feedback from the field.

#### 6. Reporting & Performance Tracking

- Enter all client interactions, counseling sessions, and project milestones into WEDC's designated CRM system (Salesforce) within five business days.
- Provide a concise monthly activity report summarizing counseling calls, service-desk inquiries, partner-search status (if applicable), and any optional market-intelligence deliveries.
- Deliver an annual narrative report highlighting trade support successes, lessons learned, European market observations, and recommendations for subsequent year.

- Include updated metrics on number of SMEs assisted, leads generated through partner-search projects, and mission-related outcomes (if applicable).
- WEDC and the contractor will agree on specific targets, such as the number of SMEs receiving one-on-one counseling; number of partner-search or market-assessment projects completed; number of trade missions supported; and aggregate leads or partner matches facilitated.

## **B. Foreign Direct Investment (FDI) Promotion Services**

The contractor shall actively market Wisconsin as a premier investment location for European companies, while maintaining competencies across all EU markets. All FDI activities must align with WEDC's investment-attraction strategy and focus on Wisconsin's key industry sectors.

### **1. Annual Lead Generation Strategy**

- Within the first three months of contract, develop and submit an annual FDI lead-generation strategy focused on Europe.
- Outline target sectors, country priorities, communication channels, and planned campaign timelines.
- Implement the agreed-upon strategy, which may include email outreach, targeted digital advertising, LinkedIn campaigns, or direct solicitation via industry associations and chambers across Europe.
- Adjust tactics mid-year based on performance metrics and shifting market conditions.

### **2. Lead Qualification & Handoff**

- Vet incoming leads by evaluating company background, financial health, U.S. presence, and project viability.
- Use a standardized qualification checklist approved by WEDC to ensure consistency.
- For each qualified lead, assemble a dossier that includes company profile, potential site requirements, estimated job creation, and possible alignment with WEDC incentives.
- Handoff dossiers to WEDC's FDI team within five business days of qualification.

### **3. Event Participation & Representation**

- In coordination with WEDC's European Market Development Director, represent Wisconsin at conferences and events, such as SelectUSA Roadshows in Europe as specified by WEDC.

- Support WEDC's presence through booth design (if applicable), speaking slots, networking breakfasts, and one-on-one meetings with prospects.
- Organize, upon separate scope of work, small investor roundtables or virtual webinars highlighting Wisconsin's advantages in key industry sectors.

#### 4. In-Market Support

- Coordinate WEDC FDI market visits: prepare itineraries, arrange local appointments (manufacturers, universities, local officials), and facilitate logistics such as interpretation and transportation.
- Provide basic information to FDI prospects on U.S. federal and Wisconsin state regulatory requirements and incentive programs.
- Coordinate directly with WEDC policy staff to answer detailed incentive questions.

#### 5. Reporting & Performance Tracking

- Input all FDI lead information into WEDC's CRM within five business days.
- Update lead status on a monthly basis, indicating stages such as new, contacted, qualified, site-visit scheduled, closed/won, or closed/lost with rationale.
- Summarize outreach campaigns, events attended, new qualified leads, and any active due-diligence engagements in a monthly activity report.
- Deliver an annual narrative report analyzing European market trends, highlighting successful European investments into Wisconsin, identifying challenges encountered, and recommending focus areas for following year.
- WEDC and the contractor will set annual FDI targets such as number of qualified European leads generated; number of prospects in active due diligence; number of familiarization visits (when separately engaged); and estimated jobs created and capital investment from leads.

### **C. Operating Requirements & General Duties**

To ensure seamless integration with WEDC, the contractor shall observe the following operational standards:

#### 1. Place of Work & Office Management

- Maintain a staff and/or office in a central European hub to support both Trade and FDI activities.
- Ensure full compliance with local labor laws, tax regulations, and business registration requirements.
- Provide a reliable address for mail, courier, and liaison with WEDC.

- Participate in virtual and in-person meetings with WEDC leadership and Wisconsin stakeholders as needed, including an annual trip to Wisconsin, upon request.
- Use video conferencing tools (such as Zoom and Teams) for weekly/monthly status calls.

## 2. Staffing & Backup Plan

- Assign a senior-level director responsible for overall strategy, reporting, and client relationship management.
- Ensure staff fluency in English, with proficiency in major European languages (for example, German, French, Spanish, Italian) as a plus.
- Demonstrate cultural competency in business etiquette, negotiation styles, and government relations.
- Maintain a documented contingency plan to cover planned or unexpected absences of key personnel, for example through cross-training or subcontractor arrangements.

## 3. Technology & Communication

- Use WEDC's CRM (Salesforce) for all client, lead, and project tracking.
- Adhere to GDPR and U.S. data-privacy standards when handling company or contact information.
- Maintain reliable high-speed internet, VoIP phone lines, and local mobile coverage.
- Respond to WEDC emails and calls within 24 business hours and escalate urgent matters immediately.
- Provide written translations of client-facing or internal documents into English when necessary.
- Offer interpretation as needed for key meetings.

## 4. Performance Standards & Flexibility

- Conduct all activities to the highest professional and ethical standards.
- Disclose any potential conflicts of interest immediately to WEDC.
- Remain flexible to support special projects such as rapid response to trade-policy changes and ad-hoc promotional campaigns.
- Allocate up to 10 percent of total annual work hours to unanticipated WEDC-directed initiatives without additional baseline fees, subject to prior approval.

## **D. Knowledge Regarding Wisconsin**

The contractor shall maintain in-depth knowledge of Wisconsin's economic structure, key industry clusters, business practices, tourism markets, and educational assets relevant to international business development (for example, UW System campuses, R&D centers, or technical colleges). The contractor must be fully conversant with WEDC's programs, services, and incentive offerings. To stay current, the contractor should allocate funds in its budget for at least one annual trip to Wisconsin to learn of new economic developments (including FDI-related initiatives), attend meetings or conferences, and gather insights to better inform Wisconsin companies of available resources and to refine export-promotion and investment-attraction strategies.

Note: WEDC will provide orientation materials on Wisconsin's economic development programs, priority sectors, and available incentive packages. The contractor should incorporate this information into all client-facing materials and activities.

## **II. Project Timeline (if applicable)**

The work needed to be completed under this RFP is subject to tight timing constraints. Proposers responding to this RFP must be prepared to conform to the following timeline.

RFP Issued  
June 18<sup>th</sup>, 2025

Deadline to Submit Questions  
July 3<sup>rd</sup>, 4:00PM CST

Proposals Due  
July 15<sup>th</sup>, 2025

Committee Review of Proposals  
July 23<sup>rd</sup>, 2025

Possible Interviews with Proposers  
July 29<sup>th</sup>, 2025

Approval of Award  
August 12<sup>th</sup>, 2025

## **III. Wisconsin Economic Development Corporation**

The Wisconsin Economic Development Corporation (WEDC) is a public body corporate and politic governed by Chapter 238 of the Wisconsin Statutes. WEDC was created under 2011 Wisconsin Act 7 and 2011 Wisconsin Act 32 to replace the economic and community development operations of the former Wisconsin Department of Commerce and to serve as the State of Wisconsin's lead economic development organization. WEDC is governed by a sixteen-member Board of Directors. The Governor appoints WEDC's Chief Executive Officer.

WEDC provides financial and technical assistance and services to Wisconsin businesses and organizations to strategically invest in Wisconsin to enhance the economic well-being of people and their businesses and communities. As of June 30, 2024, WEDC had approximately 134 employees and total operating expenditures of approximately \$61.8 million. Revenues to

finance its operating budget are primarily derived from state appropriations, loan repayments, and other sources of income.

WEDC operates twelve (12) departments, primarily located in Madison, Wisconsin. WEDC provides grants, loans, tax credits, and other financial and technical assistance to its customers. WEDC utilizes the Intacct accounting system, Salesforce, and a grant and loan management system.

#### **IV. Proposal Requirements**

Proposers responding to this RFP must provide sufficient responses to all of the below requests for information. Failure to respond to any of the requests may result in disqualification of the proposal.

##### **A. Mandatory Requirements**

Each proposal must include a statement confirming the proposer's ability to perform all of the following activities. For each numbered item, briefly describe how you will fulfill the requirement and, where applicable, provide concrete examples (e.g., past clients, metrics, or tools used).

1. Assist Wisconsin companies in identifying and accessing European markets.
  - Confirm that you have European trade-development expertise (e.g., one-on-one export counseling, service-desk support) and describe your approach to advising Wisconsin SMEs on market entry, regulations, logistics, and distribution.
2. Develop an ongoing FDI lead pipeline and generate interest in the State of Wisconsin for European investors.
  - Outline how you will build and maintain a list of target European firms, your communication channels (e.g., direct outreach, digital campaigns, industry networks), and your process for qualifying leads.
  - Generate at least Seventy (70) new FDI Opportunity's from the Core Territory during the contract period. Only cases where new investment in Wisconsin could reasonably take place within the next Eighteen (18) to Twenty-Four (24) months can count as an FDI Opportunity. These can come from new and existing investors.
3. Provide an annual international trade and FDI strategy plan for European markets.
  - Describe the format and content of your proposed annual strategy (covering both trade promotion and investment attraction).
  - Include a high-level outline or sample table of contents for the plan.
4. Report to WEDC's European Market Development Director with:
  - Monthly activity reports
  - Lead-generation updates (FDI leads)
  - Export assistance metrics (for example, number of companies served, markets entered)
  - Explain what data you will track, how you will collect it, and how you will submit your monthly reports (e.g., via WEDC's CRM, email attachments, or web portal).



5. Provide stakeholder-engagement summaries and event-participation summaries.

- Describe how you will record and report all European events—virtual or in-person—where you represented WEDC or Wisconsin.
- Explain what details (e.g., date, location, number of Wisconsin participants, outcomes) will appear in your summaries.

B. Organizational and Staff Capabilities

In this section, demonstrate your firm's overall capacity and the qualifications of individual team members. Provide the following sub-sections with clear headings:

1. Firm Overview

- Briefly describe your organization's history, ownership structure, number of offices (identifying your European base), year founded, and core business focus.
- State any related certifications or affiliations (e.g., membership in trade associations, ISO certifications).
- Disclose any additional state affiliations, contractual or unofficial, and describe the services provided.

2. Experience Delivering European Trade & FDI Services

- Summarize your firm's direct experience in international trade promotion and/or investment attraction across Europe. Include:
  - Number of years providing European trade/FDI support to U.S. states or corporate clients
  - Examples of similar projects, especially those involving U.S. SMEs or state economic development agencies
  - Any European regions or sectors where you have a recognized track record (for instance, advanced manufacturing in Germany or agribusiness in Italy)

3. Relevant Engagements (Minimum of Three)

- List at least three past or current engagements that illustrate your relevant expertise. For each engagement, provide:
  - Client name (or "U.S. state economic development agency," if confidentiality requires)
  - Scope of work (trade counseling, matchmaking, FDI strategy, etc.)
  - Key deliverables and outcomes (for example, "Identified 15 qualified leads that resulted in two FDI projects," or "Facilitated entry of three firms into the German market")
  - Dates and duration of the engagement

4. Staff Roles & Qualifications

- Provide a roster of all staff who will work on behalf of WEDC including:
  - Name and title of each individual (e.g., "Jane Doe, Senior Director—European Trade")
  - Role on this project (e.g., "Lead for one-on-one counseling," "FDI lead-generation strategist," "Project manager for partner-search assignments")

- Relevant background (years of experience, specific European markets covered, language skills, key achievements)
- Any specialized credentials (e.g., Certified Global Business Professional, advanced degrees in international business)

#### 5. Subcontractors (If Applicable)

- If you intend to use subcontractors (organizations or individuals) for any part of this work, list each one along with:
  - Name, address, and primary contact person of the subcontractor
  - Scope of work they will perform (for example, "Local European partner identification," "Translation services," "Event logistics")
  - Relevant experience and qualifications
- Note: No subcontractor may be used without WEDC's prior written approval.

#### C. Technical Requirements / Approach to the Project

Explain in detail how you will actually complete the tasks described in Section II ("Scope of Services"). Include the following:

##### 1. Technical Approach

- Describe your overall methodology for combining ad hoc support (like one-on-one counseling and service-desk inquiries) with paid, per-project work (such as partner-search assignments and scope-of-work-based trade missions).
- Explain how you will balance immediate requests from Wisconsin companies with longer-term strategy (for example, transitioning from routine trade inquiries to scalable partner-search engagements).
- Outline any proprietary tools, databases, or systems you will use to identify leads, track progress, and manage follow-up (for example, your own CRM or market-intelligence platform alongside WEDC's Salesforce instance).

##### 2. Project Timeline

- Provide a high-level, month-by-month timeline covering at least the first 12 months of service. Include key milestones such as:
  - Submission of the annual trade & FDI strategy plan (due three months after contract effective date)
  - Launch of lead-generation campaigns (trade and FDI)
  - Regular check-ins or progress reviews (for example, monthly calls with WEDC)
  - Planned deliverables for partner-search and mission support (if engaged)
- Clearly indicate dependencies (for example, "Begin partner-search assignments only after WEDC identifies target sectors").

##### 3. Risk Management & Contingencies (Optional)

- Briefly describe any potential challenges (for example, sudden regulatory changes in key European markets) and how you would mitigate them.
- Outline your backup plan for key personnel absences or unexpected shifts in Wisconsin's strategic priorities.

**D. Other Items (Optional)**

If there are items not explicitly included in the scope of work that you recommend WEDC consider, please:

- Describe each recommended task or service not already specified
- Explain why it would add value to WEDC's Europe program
- Provide a separate price for each extra item in your Cost Proposal (see Section V)

**E. Required Documents**

Attach the following documents (where applicable) as part of your proposal submission. Label each file clearly.

1. Completed IRS W-9 Form
2. Copy of your standard contract documents (i.e., template consulting agreement, terms and conditions)
3. Completed Supplier Demographic Attestation Form (if applicable)

Note: Before submitting, review this section to confirm that all items (A–E) are included and clearly labeled in your proposal. Proposals that lack any mandatory element may be deemed non-responsive and may not be evaluated.

**V. Cost Proposal**

Proposers should provide a fixed cost proposal for the services to be provided under this RFP, including anticipated out of pocket costs. The cost proposal should include the estimated number or hours and the billing rate for each level of team member assigned to the engagement. The cost proposal shall be a not to exceed total cost of \$140,000 for the services to be provided under this RFP.

**VI. Terms and Conditions**

The following terms and conditions affect responses to this RFP and any resulting contract. These terms shall be adhered to by any interested proposer and are non-negotiable.

**A. Contract Term**

The contract will cover August 12, 2025, through June 30, 2026.

**B. Confidentiality**

Proposer acknowledges that all information, data, records and documents disclosed by WEDC to proposer, or which come to proposer's attention during the course of its response to this RFP or performance under any resulting contract constitute valuable and proprietary assets of WEDC (Confidential Information). Proposer agrees not to disclose the Confidential Information, either directly or indirectly, to any person, entity or affiliate unless required to do so by legal process of law without prior authorization by WEDC. If required to disclose Confidential Information by legal process, Proposer shall provide WEDC with prompt notice so WEDC may seek an appropriate protective order. Except as required to respond to this RFP or during the course of its performance under the terms of any resulting Agreement, proposer shall not use any Confidential Information for its own purposes.

**C. Conflict of Interests**

Proposers' response to this RFP must include, in writing, disclosure of any potential conflict of interests that may arise from proposer's performing services for WEDC. Any resulting contract

will require that if a vendor fails to disclose a potential conflict of interest, and if WEDC determines such failure to disclose involves a material conflict of interest, the vendor's contract may be declared to be void by WEDC and any amounts paid under the contract may be recovered by WEDC. Vendors shall advise WEDC of any changes in potential conflicts of interest. This language may change with the new procurement policy.

#### D. Nondiscrimination

Pursuant to Wisconsin law, any contract resulting from this RFP will include the following language regarding nondiscrimination:

In connection with the performance of work under this contract, Licensor agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical condition, developmental disability as defined in § 51.01(5), sexual orientation or national origin. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Except with respect to sexual orientation, Licensor further agrees to take affirmative action to ensure equal employment opportunities. Licensor agrees to post in conspicuous places, available for employees and applicants for employment, notices to be provided by the recipient officer setting forth the provisions of the nondiscrimination clause.

#### E. Public Records

Responses to this RFP, any communication with WEDC, and any resulting contract and work product are subject to the public records laws of the State of Wisconsin, § 19.31 et seq. Proposers shall mark documents "confidential" where appropriate for financial and other sensitive materials that should be, to the extent possible, be kept in confidence. WEDC will notify the proposer if it receives a public records request for materials marked confidential.

#### F. Insurance

If awarded the contract, the proposer shall maintain Worker's Compensation, Comprehensive General Liability, including Contractual Liability, and Automobile Liability insurance for any claims that may arise from operations under the contract.

### VII. RFP Process

#### A. Reasonable Accommodations

WEDC will provide reasonable accommodations, including the provision of informational material in an alternative format, for individuals with disabilities upon request.

#### B. Communication with WEDC & Submitting Questions

All communication regarding this RFP shall be directed to WEDC's Senior Director of Global Trade & Investment, Aaron Zitzelsberger, at [aaron.zitzelsberger@wedc.org](mailto:aaron.zitzelsberger@wedc.org). Information regarding this RFP obtained from other sources is unofficial and nonbinding. Communication with other sources may be cause for the rejection of a proposal. All questions regarding this RFP must be submitted in writing to WEDC's Senior Director of Global Trade & Investment, Aaron Zitzelsberger, at [aaron.zitzelsberger@wedc.org](mailto:aaron.zitzelsberger@wedc.org) by June 30<sup>th</sup> at 4:00 p.m. CT.

#### C. Incurring Costs

WEDC is not liable for any cost incurred by a vendor for responding to this RFP.

#### D. News Releases

News releases pertaining to the RFP or to the acceptance, rejection or evaluation of proposals shall not be made without the prior written approval of WEDC.

#### E. Submitting the Proposal

Proposers shall submit an electronic, PDF version of their Proposal, to Senior Director of Global Trade & Investment, Aaron Zitzelsberger, at [aaron.zitzelsberger@wedc.org](mailto:aaron.zitzelsberger@wedc.org), no later than July 15<sup>th</sup> at 4:00 p.m. CT. Proposal responses should follow the sequence and outline presented in this RFP.

### VIII. Evaluation of RFP

#### A. Proposal Review, Verification and Acceptance

WEDC shall review each proposal to verify that it meets all specified requirements in the RFP. Proposals that do not comply with instructions contained in the RFP may be rejected by WEDC. WEDC reserves the right to waive a particular specification if no proposer meets that specification. WEDC may request reports on the proposer's financial stability. WEDC may reject a proposal if the proposer is determined to have inadequate financial means to provide the required service. WEDC retains the right to accept or reject any or all proposals, or accept or reject any part of a proposal, determined to be in the best interest of WEDC. WEDC shall be the sole judge as to compliance with the instructions contained in this RFP. Proposals shall be firm for acceptance for sixty (60) days from the date of proposal opening unless otherwise noted. A proposer may not modify its proposal after submission except to correct minor omissions or miscalculations as directed in writing by WEDC.

#### B. Proposal Scoring & Evaluation Criteria

Proposals that meet the submission requirements will be reviewed and evaluated based on the criteria below. Recommendations will be made to WEDC's Audit and Budget Committee for final approval of the selected proposer. A maximum of 100 points will be awarded.

##### 1. Firm Experience and Qualifications

Evaluation will consider the proposer's experience delivering trade development and foreign direct investment (FDI) attraction services in Europe, particularly in markets aligned with Wisconsin's international strategy. This includes:

- At least five years of relevant experience in business development, international trade, or investment attraction.
- Demonstrated success working with U.S. states or regional economic development agencies.
- Specific knowledge of the European economic landscape, with proven capabilities in the DACH region (Germany, Austria, Switzerland), as well as the rest of Europe.
- Understanding of industry sectors critical to Wisconsin, including advanced manufacturing, food and beverage, biohealth, energy, and water technology.

##### 2. Key Staff Expertise

This criterion evaluates the qualifications and capabilities of the individuals proposed to carry out the work. Considerations include:

- Relevant international trade, export promotion, and FDI experience.
- Language proficiency in English and key regional languages (German, Italian, Spanish, Greek, etc.).

- Staff presence in-region, with a demonstrated ability to engage directly with European companies, institutions, and business multipliers.
- Ability to represent Wisconsin's interests professionally in both government and private-sector settings.

### 3. Approach and Methodology

Evaluation will focus on the clarity and feasibility of the proposer's approach to executing the scope of work. This includes:

- A clear plan for identifying and qualifying trade leads and FDI opportunities.
- Methods for conducting market research, matchmaking, and in-market promotion.
- Coordination processes with WEDC and systems for performance tracking and reporting.
- Integration of Wisconsin's export-ready sectors and economic development goals into the proposed strategy.

### 4. Cost Proposal

WEDC will evaluate the overall value and cost-effectiveness of the proposal. Factors include:

- Transparency and clarity of the budget, including personnel, travel, events, and subcontractor costs (if applicable).
- Alignment of proposed cost with anticipated scope of services and deliverables.
- Willingness to offer a full-service, performance-based, or hybrid compensation model.
- Efficient use of resources to maximize Wisconsin's impact in priority European markets.

### 5. Knowledge of Wisconsin Economic Development Landscape, and Wisconsin Advantages

This evaluates the proposer's familiarity with Wisconsin's economic development strategy and ability to represent WEDC internationally. Strong proposals will:

- Demonstrate knowledge of Wisconsin's key industries, business climate, workforce, and international priorities.
- Articulate how the firm will act as an extension of WEDC in Europe.
- Provide examples of previous work that reflects an understanding of regional economic strengths and challenges in Wisconsin.

### 6. Experience with Trade Missions and Investment Events

This criterion considers past experience supporting trade and investment activities such as:

- Planning and executing trade missions, investment roadshows, or site visits for state-level economic development organizations.
- Engagement with relevant European trade fairs, B2B programs, and industry specific events.
- Ability to support WEDC and Wisconsin companies during delegations and follow up with prospects.

It is WEDC's intent to have its Supplier Diversity Program reflect its commitment to diversity, equity and inclusion, therefore, proposals from Diverse Businesses will receive a Five Percent (5%) preference during the proposal scoring process. WEDC strongly encourages Diverse Businesses to apply/submit proposals.

In addition, WEDC values maximizing opportunities in Wisconsin for businesses, therefore a Five Percent (5%) bid preference will be given to proposers that are located in Wisconsin (Ten Percent (10%) cumulative if the proposer is diverse and located in Wisconsin).

C. Right to Reject Proposals and Negotiate with Proposers

WEDC reserves the right to reject any and all proposals. WEDC may negotiate with multiple vendors regarding the terms of the contract and the cost proposal before determining the highest-scoring proposer. WEDC shall not, under any circumstances, reveal a proposer's cost proposal to any other proposer prior to contracting for services.

D. Award Decision

WEDC will make the award to the proposer deemed to provide the services described in this RFP at the best value to WEDC, taking into consideration the proposers' experience, expertise, and cost proposals.

E. Notice of Intent to Award

All proposers who respond to this RFP will be notified in writing of WEDC's intent to award the contract as a result of this RFP.