



QUESTIONS AND ANSWERS

Question 1: Could you kindly confirm whether WEDC has defined quantifiable targets or an estimated number of Wisconsin SMEs to be supported through these services over the contract period?

Answer 1: Roughly 50 Wisconsin SME's can likely be expected per contract year, with an estimated 5-10 engaging in additional self-paid services.

Question 2: Will these projects be treated as additional services compensated on a per-project basis, or are they considered part of the core services included in the contract?

Answer 2: Initial consultation and "trade desk" assistance are a part of the core services included in the contract, with some electing to pursue additional out of pocket paid services.

Question 3: Could you please indicate the estimated number of trade missions or exhibitions expected per year involving WEDC representatives in Europe?

Answer 3: Generally, one (at most two) trade missions to Europe per year.

Question 4: Additionally, could you share an average delegation size or number of participating companies per mission to better understand the expected volume of B2B coordination and logistics support?

Answer 4: A typical delegation will range from 5 – 8 companies, with as few as 4 and as many as 12, with additional support requested for WEDC leadership and or potential political attendees.

Question 5: Could you indicate the approximate number and frequency of FDI-related visits (e.g., roadshows, meetings, conferences) planned in Europe over the duration of the contract?

Answer 5: Typically, 10 – 15 events per year.

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Question 6: Is there a minimum staffing level or number of dedicated team members required to be assigned to the project for its duration?

Answer 6: No

Question 7: Are there any expectations regarding the structure or composition of the team (e.g., trade specialist, FDI lead, coordination contact)?

Answer 7: No

Question 8: Can non-U.S.-based firms submit a W-8BEN-E form instead of a W-9? As our firm is headquartered outside the U.S., we'd like to confirm acceptable tax documentation.

Answer 8: International companies do not have to submit w-9. A W-8 is fine.

Question 9: Is there a preferred structure or format for the cost proposal, or may we include our pricing in a table aligned with proposed roles, estimated hours, and billing rates?

Answer 9: There is not a preferred or set pricing structure. Providing a table with aligned/proposed roles, estimated hours and billing rates should suffice.

Question 10: In what format should the full proposal be submitted? Should it be a single PDF document with clearly labelled sections, or are multiple file attachments acceptable?

Answer 11: Please submit the proposal is a single PDF document.

Question 12: Will WEDC be organizing any briefings, webinars, or Q&A sessions for potential proposers ahead of the July 15 deadline?

Answer 12: No. It is likely interviews will be held with top candidates after proposals are received.

Question 13: Would WEDC accept one or two client references in place of three, in the event that previous engagements are covered by NDAs or confidentiality restrictions?

Answer 13: Yes, with written explanation.

Question 14: Is there any specific weighting given to experience in the DACH region compared to broader pan-European experience?

Answer 14: While experience in the DACH region is an important requirement and essential for this role, it will not be weighted more heavily than broader pan-European experience. The expectation is that candidates have familiarity with DACH markets, but no other regions are given additional emphasis or prioritized differently in the evaluation process. Broad, cross-European experience is equally valued, provided DACH-specific expertise is also present.

Question 15: Will WEDC consider hybrid delivery models, where certain services (such as trade counseling or event logistics) are supported by specialized subcontractors across Europe?

Answer 15: Yes

Question 16: What are the expectations regarding WEDC and Wisconsin branding in external-facing outreach and communications?

Answer 16: The contractor will act as an extension of WEDC and a representative of the state, with WEDC email address, branded business cards, and promotional materials.

Question 17: How frequently are in-person visits to Wisconsin expected during the contract period? Is one annual visit sufficient, or are additional trips encouraged?

Answer 17: Visits to Wisconsin are at the discretion of WEDC and will be project-based. Generally not more than one per year.

Question 18: Will specific success metrics (e.g., number of FDI leads, SME engagements) be set post-award, or should we define our proposed KPIs within the submission?

Answer 18: Please define proposed KPI's within the submission. After the award, WEDC and the contract winner will collaboratively edit and confirm KPI's.

Question 19: Are there any Governor missions planned during the term of this contract?

Answer 19: At present, no European Governor-led trade missions are planned for FY26. However, WEDC works with the Governor's Office on trade mission participation throughout the year.

Question 20: Which major European trade shows has WEDC committed to during the term of this contract?

Answer 20: None

Question 21: How many virtual trade webinars are planned during the term of this contract – will this be focused on a particular destination and industry – please explain.

Answer 21: None are currently planned, but we will typically host one to two webinars per year with potential for trade rep involvement.

Question 22: How many non-Governor trade missions will take place in Europe during this contract?

Answer 22: WEDC trade missions are determined year-by year. Typically, European trade missions will not exceed two but generally will only be one per year.

Question 23: How many FDI market visits (and to which countries) will WEDC perform during this contract?

Answer 23: FDI market visits are done at the discretion of WEDC. WEDC staff will generally visit or participate in events throughout Europe each year.

Question 24: Is a contract extension going to be offered.

Answer 24: Yes, contract extensions are an option without the need for additional RFP.

Question 25: Can you provide an ideal breakdown of workload by % - Trade support vs FDI

Answer 25: 75% FDI 25% Trade

Question 26: Are Fees of the U.S. Federal Commercial Service – mainly Single Location Promotion Fees – to the State of Wisconsin considered “out of pocket” cost of the consultant? We assumed that these Federal Fees for U.S. States using Federal support are not to be covered by the consultant but will be paid for by WEDC, so the State of Wisconsin? Are we right?

Answer 26: Yes, additional fees for events such as single potential promotion events or registration for additional events outside of contract will be covered by WEDC.

Question 27: How many WEDC market visits are foreseen in FY26 which need to be supported?

Answer 27: WEDC is currently planning potentially two trade missions for FY26. Additional visits will be determined on an as-needed basis.

Question 28: Europe is mentioned in the RFP as the territory of the contract. We understand Europe to be the European Union, the UK, Switzerland, Norway, the Non-Eu Members in the Adriatic Region, Ukraine and Turkey but not Russia and Belorussia. Is that correct?

Answer 28: This is correct for foreign direct investment. However, for trade, WEDC does contract separately for the UK, France and the BELELUX region.

Question 29: On page 9 state affiliations are to be disclosed, We understand this question as relating to U.S. State EDO, is that correct? So, no States from the rest of the world. We are not sure what an “unofficial affiliation” is, can you please explain more or provide an example?

Answer 29: State affiliations from the United States must be disclosed, official or unofficial, the rest of the world would also be preferred though not required. Unofficial affiliation may be a partnership with a region with no standing contract, or another public or private organization.

Question 30: Is there an exclusivity for the bidder or can/will Wisconsin also engage with other contractors to occasionally provide trade or FDI promotion services in Europe during the time of the contract?

Answer 30: While there is no exclusivity, WEDC has no plans to engage with additional contractors to provide FDI services. WEDC does have existing contractors for select regions of Europe.