

# Video production - How to trade with South Africa and the United States of America

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DAI is the implementer of the U.S. Agency for International Development (USAID) Southern Africa Trade and Investment Hub (USAID TradeHub) project, a five-year trade and investment facilitation project currently in its fifth year of implementation. The USAID TradeHub aims to increase sustainable economic growth, global export competitiveness, and trade in targeted Southern African countries. The USAID TradeHub is seeking a suitably qualified and experienced organisation to develop two video series which capture the content of two export manuals. The manuals provide a step-by-step guide on how to export to the United States and to South Africa. Bidders should budget for travel to Zambia, Malawi, Lesotho, Namibia and Mozambique, as well as Johannesburg/Pretoria. (Exact travel to be determined upon award and contingent upon prevailing travel restrictions due to the Covid-19 pandemic). Proposals should include alternative suggestions on collecting video footage in the event that travel is not permitted.



The USAID TradeHub works with market actors to identify and resolve enterprise constraints and to implement sustainable solutions through market-based trade and investment facilitation services. The main objective of this activity is to develop video products that can assist regional firms to understand how to export into South Africa and the United States. The goal is to demystify the processes and market entry requirements associated with exporting and importing food, agricultural, textiles, apparel, footwear and handicrafts and to educate export firms on different regulations, sources of important information and the process to be followed.

The appointed firm will be expected to work on the development and implementation of a two-part video series – each consisting of four 3-4 minute video products - that focus on creating a video format of the content of two export manuals and fact sheets.

Please email [SATH\\_Procurement@dai.com](mailto:SATH_Procurement@dai.com) by **30 November 2020 at 12h00 (Central African Time)** to receive the full Request for Proposal (RFP) with the scope of services and to ask any questions. Proposals will be due on **8 December 2020 at 12h00 midday (Central African Time)**. Please do not contact Hub employees regarding this solicitation. No

questions will be answered by phone. Any verbal information received shall not be considered as an official response to any question regarding this RFP.

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