



Request For Proposals

Project: WGNS Outbound Trade Mission to the United Kingdom

Background:

Wine Growers Nova Scotia (WGNS) was formed in 2002 to represent the interests of wine producers in the province, to serve as a voice for local industry, and to promote the growth and development of Nova Scotia wines. WGNS is committed to building excellence throughout every aspect of the industry, forging partnerships and attracting potential investors, ultimately catapulting the Wines of Nova Scotia onto the world stage. Essentially WANS/WGNS has evolved to focus on these main objectives:

- Be a strong and effective advocate for Nova Scotia's wine industry
- Promote the Nova Scotia wine industry's interests in the overall market through effective marketing and regulatory efforts.

Project Justification & Objectives:

As part of WGNS' 2023-2025 Export Strategy, the United Kingdom (UK) was identified as a target market for international export. In March 2023, a delegation (consisting of WGNS' Export Navigator and various winery representatives) completed the first-ever WGNS outbound trade mission to London. Moreover, another delegation made a second market visit to London in 2023 to participate in the annual Taste Canada UK event organized by Global Affairs Canada and the Canadian High Commissioner in the UK. In September 2023, WGNS coordinated an incoming mission for trade/media from its target export markets, of which a contingent of the delegates were from the UK. In 2024, a similar strategy was employed with participation in Taste Canada UK 2024, an outbound trade mission in November 2024 and a contingent of incoming delegates for WGNS' Incoming Trade & Media Mission in September 2024. In order to continue building off of current momentum from these previous initiatives, another outbound mission to the UK was justified.

For this endeavour, the following objectives have been identified:

- For export-ready Nova Scotia wineries to gain a better perspective on conducting business in the UK and equip them with the expertise and confidence to interact with wine buyers in the UK.
- For export-ready Nova Scotia wineries to expand their business network, establish connections with and/or foster their existing relationships with key trade/media contacts in the UK.

- To continue increasing the overall exposure and recognition of Nova Scotia wine in the UK.
- To continue increasing the amount of potential business opportunities for export-ready Nova Scotia wineries on the UK market.

Scope of Work & Deliverables:

Upon approval of funding for the mission, the consultant will, in conjunction with the WGNS Export Navigator, assist winery delegates in preparing for, and participating in a mission to, specifically relating to the following mission components:

Budget & Work Plan

The first deliverable for the successful consultant will be a detailed budget and work plan incorporating all of the components of the statement of work and deliverables as detailed in cooperation with WGNS Export Navigator.

Wines of Nova Scotia UK Roadshow Programming:

Following participation in Taste Canada 2025 in London on May 12th 2025, a delegation of winery and WGNS representatives will complete a series of additional events elsewhere in the UK (e.g. Manchester, Brighton, etc.). These will take the format of an educational wines of Nova Scotia masterclasses, along with a more casual open-pour tasting for attendees. Moreover, these will be exclusive to UK wine trade/media and will be an additional opportunity for participating wineries to network, and to increase the exposure of their brand/wines along with the overall awareness and reputation of Nova Scotia wine in other parts of the UK. The consultant will be responsible for the following elements:

- Developing a list of appropriate invitees and coordinating invites and RSVPs;
- Promoting the event to appropriate audiences through various channels (e.g. social media);
- Sourcing a brand-appropriate venue to host said session;
- Coordinating the logistics of necessary supplies (e.g. tables, ice buckets, spittoons, etc.);
- Providing assistance/support to the transportation/shipping of wine samples; and
- Providing support during the day of the tasting session; pre, during and post event.

Communications and Information Management

With regards to the communication and information management of this trade mission, the consultant and/or their contractors will be responsible for the following elements:

- Be the in-market hub of communication, promotion, public relations and information for the mission;
- Coordinate with WGNS Export Navigator in developing, designing, and distributing any key information and promotional materials; and
- Provide recommendations on any additional networking opportunities for the visiting delegation.

Logistics Management

The consultant and/or their contractors will be responsible for all relevant pre/post event and on-site logistical needs, including but not limited to:

- Organize timing and logistics for events;
- Coordinate and prepare individual company schedules for all companies, meetings and any further activities etc; and
- Providing detailed times, contact names and numbers/emails and meeting coordinates.

Timelines and Reporting

The success contractor will be responsible for providing the following reporting:

- Provide the WGNS Export Navigator with a short status report on a weekly basis (by Friday 5pm, AST) by email commencing at the end of the first week of the contract start date up until the mission date. Reports must include specific information with regard to the progress of work undertaken relating to the statement of work and deliverables (Budget and Work Plan, UK Roadshow Programming, Communications and Information Management, and Logistics Management).
- Within 21 calendar days after the conclusion of the mission, provide lead with a Final Report summarizing the Consultant's activities, including overall post-mission recommendations/results; a final list of participating international production personnel/companies, distributors, etc who attended the mission events; post-mission recommendations and results for each participating agency and production company along with completion of any follow-up deemed necessary.

Secondary Proposal:

If inclined, the consultant may submit a secondary proposal consisting of additional deliverable suggestions for consideration. These must be relevant recommendations that would add value to WGNS' trade mission to Denmark. A separate budget outlining the cost of the suggested item(s) must be included.

Schedule

The consultant will begin work immediately upon signing of the contract with WGNS. The estimated start date is **March 10th 2025** and the expected completion date for this project is **June 13th 2025**.

A proposed timeline is outlined below:

Contract Awarded	March 10th 2025
Budget & Work-Plan Deadline	March 17th 2025
Pre-trip consultations with wineries, various planning and	March/April/May 2025

coordination of match-making meetings and open-pour trade tasting, etc.	
WGNS Trade Mission in London	May 11th - May 23rd 2025
Summary Report submitted to WGNS Export Navigator	On or before June 13th 2025

**Deadlines are subject to change*

Criteria:

Upon approval of funding for the mission, the successful candidate will be determined based upon the following:

- The extent of knowledge and experience in relation to the proposed work;
- Network of contacts within the UK wine market;
- Evidence of wine sector specific networks and partnerships attending;
- An understanding of the scope and objectives of the proposal;
- Proposed approach, work plan and schedule; and
- Cost*

**Determination of best value may not result in the lowest cost being accepted.*

Proposal Requirements

Proposals must include a company prospectus (of both primary and secondary consultant companies/personal, if a joint submission by two separate companies/persons), services offered and details on the qualifications of the firm, including previous experience in similar type work, sector knowledge and network of contacts in the market.

Proposals must include details on the background and experience of qualified personnel relating to the project management and project team.

Proposals should include names of former clients and associates for whom similar or relevant work has been performed presented as references, as well as a description of the work completed (minimum of three references required).

The consultant must disclose all major activities that they have contracted to occur within the two months period prior to the mission and one month subsequent. Any subsequent commitments made after the award of the contract are to be disclosed to WGNS. Disclosure will not result in disqualification of the proponent.

is not obliged to accept the proposal with the lowest price or any other proposal for this Project. WGNS reserves the right, upon 10 days written notice, to terminate these services and the work contemplated in this proposal, at any time.

Electronic proposal submissions in both Word and PDF format are acceptable. Proposals should be submitted to the contracting authority no later than 12:00 noon (Atlantic Time) on **February 28th 2025**. The contract for this assignment will be awarded on **March 10th 2025**.

NOTE: Fees shall be payable, subject to the availability of an appropriation in accordance with Section 25 (6) of the Financial Administration Act.

Budget:

Costing proposals should be presented in two sections. Section one must contain all costs and expenses specific to the provision of professional time (and supplies) required to deliver all components of this project.

Section two of the costing proposal must contain all costs specific to travel (and related expenses) and must provide estimates for air or ground travel, accommodations, meals and all other miscellaneous travel expenses. Estimates for air travel should be based on current economy class fares. Mileage and meals must not exceed current Government of Canada allowances and per diem rates.

If including a secondary proposal of other possible deliverables that are relevant and would add value to this mission, their expenses must be outlined in a separate budget.

Contracting Authority:

Inquiries for additional information and all submissions should be addressed to:

Haley Brown
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Wine Growers Nova Scotia
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