



REGIONAL DIRECTOR, CHINA Q & A

The following are answers to questions Brand USA has received to the RFP for Regional Director, China.

Thanks to everyone who submitted questions regarding Brand USA's RFP for Regional Director, China. Since many of the questions posed were similar, we have condensed and edited queries. Company names have been removed. If the answer to the question is already in the RFP, or if we were unable to understand a question, we did not provide an answer.

Q: It states that there is a visit to China offices on November 16/17 and the proposal due by the 21st. May I ask when I will know if I am short listed for a visit or do I assume that with an intent to bid you will include me in the schedule.

A: If you are selected as a finalist, you will be asked to submit a resume prior to the visit to China scheduled for the week of November 13, 2017. Based on your qualifications, you will be invited to meet with the third-party RFP administrator and Brand USA management in market. This meeting is meant to prepare you better for the written proposal due on November 21st.

Q: What is the contract period?

A: All contracts are for one year with the right of renewal up to three years.

Q: Is the contract year based on a calendar year or U.S. federal fiscal year?

A: Brand USA operates on a fiscal year October 1 – September 30th. However, the contract start date for this position can vary.

Q: Is it possible to upgrade my role as Brand USA Regional Director, China? Or I have to quit the current agency and apply as independent individual?

A: You must follow the specifications and terms listed in the RFP. Brand USA is looking to hire an individual for the position. If you are currently employed by a marketing rep firm, you still may apply. Should you be hired for the position, you would have to quit your position at your current firm and register through a staffing agency who will contract with Brand USA on your behalf.

Q: Where ideally is this position based?

A: Beijing or Shanghai.

Q: Under 'TENTATIVE SCHEDULE E Pre-finalist Office Visit in China November 16 or 17, 2017', could you please be more specific what this 'Office Visit' entails? Correct me if I am wrong, if one applies as independent individual, s/he may not have a proper office as yet. Is the "office visit" meant primarily to be Brand USA headquarters individuals meeting with the pre-finalists or to investigate the possibility of setting up an office in China?

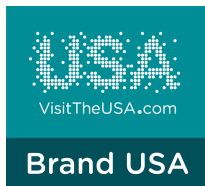
A: The third-party RFP Administrator and a member of the Brand USA selection committee will conduct sit down visits with potential candidates to better help prepare them for the written proposal and next steps in the review process. These visits will take place in China the week of November 13, 2017.

Q: The RFP states that the contract amount is \$250,000 USD, which includes remuneration for the Regional Director's salary, administration and any overhead expense (including all travel). What is included in "administration" and overhead expenses?

A: Staffing, travel, phone, utilities, entertainment and any other expenses related to operation of the office.

Q: Does the retainer include Brand USA's office rentals and related expense in Beijing, Shanghai, Guangzhou and Chengdu?

A: No it does not. Those offices are operated by a separate contract with a third-party vendor and are not part of the administration and overhead expenses to be covered by the retainer amount.



Q: Given that you have had 4 offices and staff in China, does Brand USA still contract BMG as your staff agency in China and pay for your China staff's salary through a separate budget account?

A: BMG is not a staffing agency but is contracted by Brand USA to assist in executing all Global RFPs for travel trade and PR. In regard to China staffing, currently there is a separate agency that will be responsible for each office, which is separate from this RFP.

Q: What is the "Commercial Service? Is the "Discover America Committee" like American local tourism products consortium/association? Please refer to page 6: *case studies of working with the Commercial Service and / or discover America Committee or similar.*

A: The U.S. Commercial Service is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration. Brand USA works very closely with personnel in the U.S. Commercial Service as part of our mission to promote the United States as a premier travel destination. China currently does not have a Discover America Committee.

Q: Would you provide any background information of the BMG, such as when it is registered in China? What is its business scope per its China business license? Where are BMG China offices based?

A: BMG is not a China-based staffing agency. It is an American firm that works with Brand USA in executing all Global RFPs for trade and PR.

Q: Is it mandatory for the office to be based in mainland China?

A: It is preferable that the Regional Director be based in mainland China. However, Brand USA is searching for the best candidate for the position and may consider candidates who are based in the Greater China region.

Q: Understanding the budget allocated includes travel within China, would this budget also be expected to cover any required trips to the United States?

A: Yes, the budget allocation should be for all anticipated travel to and within China and the United States.

Q: How is/are payment/s made to the successful bidder (i.e., time frame/s)?

A: All invoices for payments should be submitted on a monthly basis and payments will be made within a contractual period of time (usually net 30).

Q: There are several existing China agencies acting on behalf of Brand USA. How much are the budgets allotted to each of these agencies?

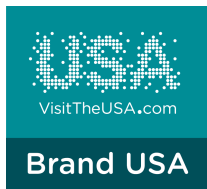
A: For the sake of this RFP, the budget is for all costs to operate as the Regional Director. Any relevant information regarding the budgets allocated to other agencies for travel trade, PR, digital/social that would impact the Regional Director's position will be communicated to the finalists for the position if and when appropriate.

Q: What services are each of these agencies contracted to supply and what portion of their individual budget allotments are allotted to each of these services?

A: Any relevant information regarding budget allocations will be communicated to the finalists for the position if and when appropriate.

Q: Are these agencies aware they are to be managed/directed by a director and to what extent does Brand USA expect the Director to manage them and influence their budget spending?

A: The Regional Director will work with Brand USA headquarters to develop all strategy, tactics and oversight activations being carried out by the select agencies in China.



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Q: I submitted an intention to bid as an independent, but see the RFP suggests individuals should go through a staffing agency. Is that a requirement?

A: You must follow the specifications and terms listed in the RFP. Brand USA is looking to hire an individual for the position. If the individual applying for the position has his/her own company that can issue a contract for services to Brand USA for the regional position (this would be pending adherence to Brand USA's guidelines) then the individual does not need to register with a staffing agency.

