



## REQUEST FOR PROPOSAL (RFP)

To all interested companies	DATE: October 05, 2012
	REFERENCE: RFP/889/2012

Dear Sir / Madam:

We kindly request you to submit your Proposal for Software development for the Electronic Trading Facility.

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted on or before **12.00 (Belarus local time), October 29<sup>th</sup> 2012** via hand delivery in envelope, or email, or courier mail or fax to the address below:

**United Nations Development Programme**  
**17 Kirov Street (6<sup>th</sup> floor), Minsk, 220050, Belarus**  
**focal person – receptionist Katsiaryna Aheichava**  
**fax - 375 17 226 03 40, e-mail: [tenders.by@undp.by](mailto:tenders.by@undp.by)**

Your Proposal must be expressed in English, and valid for a minimum period of **60 days**.

To clarify issues and answer questions that may arise while preparing the Proposal, UNDP invites all potential bidders to participate in pre-bid conference that will take place on Thursday, 11 October at 14.30 o'clock at UNDP conference room (Kirov str. 17, 6<sup>th</sup> floor, Minsk, Belarus).

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link: <http://www.undp.org/procurement/protest.shtml>.

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link: [http://www.un.org/depts/ptd/pdf/conduct\\_english.pdf](http://www.un.org/depts/ptd/pdf/conduct_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

UNDP Procurement Unit

## Description of Requirements

Context of the Requirement	<i>Promoting Trade and Enhancing Export Capacity in Belarus</i>
Implementing Partner of UNDP	Belarusian State Light Industry Production and Marketing Concern (BELLEGPROM)
Brief Description of the Required Services	Software development for the Electronic Trading Facility (detailed Terms of Reference (ToR) are attached in the Annex 5)
List and Description of Expected Outputs to be Delivered	See ToR attached (Annex 5)
Person to Supervise the Work/Performance of the Service Provider	<i>Project Manager, International Expert</i>
Frequency of Reporting	N/A
Progress Reporting Requirements	N/A
Location of work	<input type="checkbox"/> Exact Address/es <i>[pls. specify]</i> <input checked="" type="checkbox"/> At Contractor's Location <input checked="" type="checkbox"/> A one-day training for the administrator(s) and other website user(s) on adding, updating or deleting content and contact details should take place in Minsk, Belarus.
Expected duration of work	9 months
Target start date	15 November 2012
Latest completion date	31 July 2013
Travels Expected	<input checked="" type="checkbox"/> One one-day training with users should take place in Minsk, Belarus; <input checked="" type="checkbox"/> Additional travel might be required in accordance with par. 8 of <i>Bidder Requirements</i> ('The successful bidder must be able to provide hotline support and on-site support at server's location in Minsk, Belarus (within 12 and less hours after request) for at least 3 months after the launch of the ETF')
Special Security Requirements	N/A
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	UNDP will provide logistical support for 1 day training in Minsk: rent of premises, equipment (laptop, beamer, screen) and refreshments to participants.
Implementation Schedule indicating breakdown and	<input checked="" type="checkbox"/> Required

timing of activities/sub-activities	<input type="checkbox"/> Not Required								
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required								
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars <input type="checkbox"/> Euro <input checked="" type="checkbox"/> Local Currency (Belarusian rubles) The contract and the payment will be made exceptionally in the currency of the submitted proposal. During the financial evaluation stage, the Purchaser will convert all prices expressed in the amounts in various currencies to US dollars at the official UN exchange rate effective on the last day for submission of Proposals.								
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <input type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes The Proposals of the companies non-residents of the Republic of Belarus, shall not contain VAT. In case of quotations from the residents of the Republic of Belarus, the VAT, if included, must be clearly identified in the quotation. In this case, the VAT, if any, will be paid to the contractor and compensated to UNDP by the Ministry of Finance of the Republic of Belarus. Comparison of price offers will be made without VAT.								
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 60 days <input type="checkbox"/> 90 days <input type="checkbox"/> 120 days  In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.								
Partial Quotes	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted								
Payment Terms	<table border="1"> <tr> <th>Outputs</th><th>Percentage</th><th>Timing</th><th>Condition for Payment Release</th></tr> <tr> <td>See ToR: Deliverables of Stage 1</td><td>25%</td><td>15 Dec 2012</td><td>Within thirty (30) days from the date of meeting the following conditions:</td></tr> </table>	Outputs	Percentage	Timing	Condition for Payment Release	See ToR: Deliverables of Stage 1	25%	15 Dec 2012	Within thirty (30) days from the date of meeting the following conditions:
Outputs	Percentage	Timing	Condition for Payment Release						
See ToR: Deliverables of Stage 1	25%	15 Dec 2012	Within thirty (30) days from the date of meeting the following conditions:						

	See ToR: Deliverables of Stage 2	45%	30 April 2013	a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and
	See ToR: Deliverables of Stage 3	30%	31 July 2013	b) Receipt of invoice from the Service Provider.
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Project Manager, International Consultant involved in the Project, Program Officer			
Type of Contract to be Signed	<input type="checkbox"/> Purchase Order <input type="checkbox"/> Institutional Contract <input checked="" type="checkbox"/> Contract for Professional Services <input type="checkbox"/> Long-Term Agreement <input type="checkbox"/> Other Type of Contract			
Criteria for Contract Award	<input type="checkbox"/> Lowest Price Quote among technically responsive offers <input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) : the contract will be awarded to the proposal with highest sum of technical and financial scores <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criteria and cannot be deleted regardless of the nature of services required. Non acceptance of the GTC may be grounds for the rejection of the Proposal.			
Criteria for the Assessment of Proposal	<p>The evaluation will be conducted in accordance with the cumulative analysis method, according to which the technical and financial proposals have pre-assigned weights and pre-assigned maximum number of scores: technical proposal -70%, 700 points maximum, financial proposal 30%, 300 points maximum.</p> <p>The winning proposal will be the one with the highest sum of points obtained both for finance and technical evaluation.</p> <p>Technical Proposal (70%)</p> <p><input checked="" type="checkbox"/> Expertise of the Firm (35%)</p> <p><input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan (25 %)</p> <p><input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel (10 %)</p> <p>Only the proposals which technical score will be 70% and more from maximum technical score (see the detailed evaluation criteria in the Annex 4) will be considered for financial evaluation.</p> <p>Financial Proposal (30%)</p> <p>To be computed as a ratio of the Proposal's offer to the lowest price among the technically qualified proposals received by UNDP.</p> <p>The lowest financial proposal will obtain 300 points. All the other</p>			

	<p>financial proposals will receive a number of points inversely proportional to their quoted price, e.g. <math>(300 \text{ points}) \times (\text{lowest price}) / (\text{quoted price})</math>. For detailed information on Proposal Assessment Criteria please see Annex 4</p>
UNDP will award the contract to:	<p><input checked="" type="checkbox"/> One and only one Service Provider</p> <p><input type="checkbox"/> One or more Service Providers, depending on the following factors :</p>
Annexes to this RFP	<p><input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2)</p> <p><input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3)</p> <p><input checked="" type="checkbox"/> Detailed TOR (Annex 5)</p> <p><input checked="" type="checkbox"/> Others (Evaluation table, Annex 4)</p>
Contact Person for Inquiries (Written inquiries only)	<p><i>Alexey Dunaevsky</i>  <i>Project Manager</i>  <a href="mailto:alexey.dunaevsky@undp.by">alexey.dunaevsky@undp.by</a></p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>

## FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery)*

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[insert: Location]

[insert: Date]

To: UNDP Belarus Procurement Unit

Dear Sir/Madam:

We, the undersigned, hereby offer to render the services in Electronic Trade Facility development to UNDP in conformity with the requirements defined in the RFP/889/2012 dated *October 05, 2012*, and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions :

We confirm that we have read, understood and hereby accept the Terms of Reference describing the duties and responsibilities required of us in this RFP, and the General Terms and Conditions of UNDP's Contract for Professional Services.

We agree to abide by this Proposal for 60 days.

We undertake, if our Proposal is accepted, to initiate the services not later than November 15, 2012.

We fully understand and recognize that UNDP is not bound to accept this proposal, that we shall bear all costs associated with its preparation and submission, and that UNDP will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the evaluation.

We remain,

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Contact Details:

[please mark this letter with your corporate seal, if available]

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## STRUCTURE FOR SUBMITTING SERVICE PROVIDER'S TECHNICAL PROPOSAL

### A. Qualifications of the Service Provider

*The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following:*

- a) Company Profile – describing the nature of business, field of expertise, accreditations, quantity of personnel and their qualification;*
- b) Company's Registration Certificate;*
- c) Bank certificate to confirm lack of debts and company's liability;*
- d) Description of previously implemented CMS (WCMS) projects in e-trade involving online ordering, payments and managing related document and order work flow (at least 3 projects);*
- e) Description of experience in highly-loaded (1 million and more visits per month) applications(if any);*
- f) Description of experience in high volume (1 million records and more) databases (if any);*
- g) Description of software development projects in .Net (ASP.net) for CMS (WCMS) Systems (at least 3 projects);*
- h) Track Record –at least three written references or a list of previous clients for similar services indicating description of contract scope, contract duration, contract value, contact references;*
- i) Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

### B. Proposed Methodology for the Completion of Services

*This section should demonstrate the Proposer's response to the Terms of Reference by identifying the specific components proposed, how the requirements shall be addressed, as specified, point by point; providing a detailed description of the essential performance characteristics proposed; identifying the works/portions of the work that will be subcontracted; and demonstrating how the proposed methodology meets or exceeds the specifications, while ensuring appropriateness of the approach to the local conditions and the rest of the project operating environment. This methodology must be laid out in an implementation timetable that is within the duration of the contract.*

*We expect the bidder to outline their Vision and Scope of the project:*

*The Vision Statement should clearly and concisely describe the future desired state of the ETF Portal environment once the project is complete. This statement should provide a context for decision-making and help to ensure that the solution meets the intended goals. It should reflect the aspects described in the TOR section '**ETF marketing functionality description**'.*

*The Scope should clearly delineate what the Contractor expects the solution to do, thus making it a basis for defining project scope and for performing many types of projects and operations planned in future.*

*The Scope of work should include:*

- 1. Feature/Function section. The section should enable the UNDP Project team realize what Functions and Features the ETF will develop and deliver into the end user's environment.*
- 2. Project milestones and the implementation timetable.*



**C. Qualifications of Key Personnel**

- a) Service Provider must provide: names and qualifications of the key personnel that will perform the services, namely: team leader, developers and at least one QA (Quality Assurance) specialist with ISTQB (International Testing Software Qualification Board) certificate;*
- b) Detailed CV of a team leader with a precise description of educational background, professional experience including previously implemented projects in e-trade (please list all the projects - at least 2 projects are required), working with social sharing solutions (Facebook, LinkedIn, Twitter, etc. if any), linguistic skills (please indicate level of English language knowledge and attach the certificate/diploma if any);*
- c) Detailed CV(s) of QA (Quality Assurance) specialist(s) with ISTQB (International Testing Software Qualification Board) certificate (at least 1 specialist is required)*

## FORM FOR SUBMITTING FINANCE PROPOSAL

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery)*

[insert: Location].

[insert: Date]

The price proposal must be a total “fixed price” quotation indicating the overall total amount in US dollars or BYR proposed to UNDP. The quotation should also be broken down by Deliverables as listed in D table. The total price shall be firm and final.

The calculation of the price proposal should include the estimate of the time-effort to be allocated for the services, expressed in number of working days by employee performing the services, i.e., as applicable, team leader, developer(s), quality assurance specialist (s).

Any incidental out of pocket expenses (OPE) such as travel and accommodation must be included in the overall price proposal submitted to UNDP.

### D. Cost Breakdown per Deliverable\*

Currency of the Proposal:

	<b>Deliverables</b> <i>[list them as referred to in the RFP]</i>	<b>Percentage of Total Price</b> <i>(Weight for payment)</i>	<b>Price</b> <i>(Lump Sum, All Inclusive)</i>
1	Deliverable 1	25%	
2	Deliverable 2	45%	
3	Deliverable 3	30%	
	Total	100%	

*\*This shall be the basis of the payment tranches*

### E. Cost Breakdown by Cost Component *[This is only an Example, please provide costs breakdown by listing all costs categories, ]:*

<b>Description of Activity</b>	<b>Remuneration per Unit of Time</b>	<b>Total Period of Engagement</b>	<b>No. of Personnel</b>	<b>Total Rate</b>
<b>I. Personnel Services</b>				
1. Team leader				
2. Developers				
3. QA (Quality Assurance) specialist (s) with ISTQB (International Testing Software Qualification Board) certificate				
4. Other team members (if any)				
<b>II. Out of Pocket Expenses</b>				
1. Travel Costs (if any)				
2. Daily Allowance (if any)				
3. Communications (if any)				
4. Equipment Lease (if any)				
5. Others				

<b>III. Training costs</b> (see ToR, Deliverables 3.3.)				
1. Personnel services				
2. Travel costs (if any)				
3. Other related costs (if any)				
<b>IV. Other Related Costs</b> (please specify if any)				

The financial proposal should be authorized and signed as follows:  
 “Duly authorized to sign the proposal for and on behalf of”

\_\_\_\_\_  
 (Name of Organization)

\_\_\_\_\_  
 Signature/Stamp of Entity/Date

Name of representative:

Address:

Telephone/Fax:

Email

***General Terms and Conditions for Services***

**1.0 LEGAL STATUS:**

The Contractor shall be considered as having the legal status of an independent contractor vis-à-vis the United Nations Development Programme (UNDP). The Contractor's personnel and sub-contractors shall not be considered in any respect as being the employees or agents of UNDP or the United Nations.

**2.0 SOURCE OF INSTRUCTIONS:**

The Contractor shall neither seek nor accept instructions from any authority external to UNDP in connection with the performance of its services under this Contract. The Contractor shall refrain from any action that may adversely affect UNDP or the United Nations and shall fulfill its commitments with the fullest regard to the interests of UNDP.

**3.0 CONTRACTOR'S RESPONSIBILITY FOR EMPLOYEES:**

The Contractor shall be responsible for the professional and technical competence of its employees and will select, for work under this Contract, reliable individuals who will perform effectively in the implementation of this Contract, respect the local customs, and conform to a high standard of moral and ethical conduct.

**4.0 ASSIGNMENT:**

The Contractor shall not assign, transfer, pledge or make other disposition of this Contract or any part thereof, or any of the Contractor's rights, claims or obligations under this Contract except with the prior written consent of UNDP.

**5.0 SUB-CONTRACTING:**

In the event the Contractor requires the services of sub-contractors, the Contractor shall obtain the prior written approval and clearance of UNDP for all sub-contractors. The approval of UNDP of a sub-contractor shall not relieve the Contractor of any of its obligations under this Contract. The terms of any sub-contract shall be subject to and conform to the provisions of this Contract.

**6.0 OFFICIALS NOT TO BENEFIT:**

The Contractor warrants that no official of UNDP or the United Nations has received or will be offered by the Contractor any direct or indirect benefit arising from this Contract or the award thereof. The Contractor agrees that breach of this provision is a breach of an essential term of this Contract.

**7.0 INDEMNIFICATION:**

The Contractor shall indemnify, hold and save harmless, and defend, at its own expense, UNDP, its officials, agents, servants and employees from and against all suits, claims, demands, and liability of any nature or kind, including their costs and expenses, arising out of acts or omissions of the Contractor, or

the Contractor's employees, officers, agents or sub-contractors, in the performance of this Contract. This provision shall extend, inter alia, to claims and liability in the nature of workmen's compensation, products liability and liability arising out of the use of patented inventions or devices, copyrighted material or other intellectual property by the Contractor, its employees, officers, agents, servants or sub-contractors. The obligations under this Article do not lapse upon termination of this Contract.

#### **8.0 INSURANCE AND LIABILITIES TO THIRD PARTIES:**

- 8.1** The Contractor shall provide and thereafter maintain insurance against all risks in respect of its property and any equipment used for the execution of this Contract.
- 8.2** The Contractor shall provide and thereafter maintain all appropriate workmen's compensation insurance, or the equivalent, with respect to its employees to cover claims for personal injury or death in connection with this Contract.
- 8.3** The Contractor shall also provide and thereafter maintain liability insurance in an adequate amount to cover third party claims for death or bodily injury, or loss of or damage to property, arising from or in connection with the provision of services under this Contract or the operation of any vehicles, boats, airplanes or other equipment owned or leased by the Contractor or its agents, servants, employees or sub-contractors performing work or services in connection with this Contract.
- 8.4** Except for the workmen's compensation insurance, the insurance policies under this Article shall:
  - 8.4.1** Name UNDP as additional insured;
  - 8.4.2** Include a waiver of subrogation of the Contractor's rights to the insurance carrier against the UNDP;
  - 8.4.3** Provide that the UNDP shall receive thirty (30) days written notice from the insurers prior to any cancellation or change of coverage.
- 8.5** The Contractor shall, upon request, provide the UNDP with satisfactory evidence of the insurance required under this Article.

#### **9.0 ENCUMBRANCES/LIENS:**

The Contractor shall not cause or permit any lien, attachment or other encumbrance by any person to be placed on file or to remain on file in any public office or on file with the UNDP against any monies due or to become due for any work done or materials furnished under this Contract, or by reason of any other claim or demand against the Contractor.

#### **10.0 TITLE TO EQUIPMENT:**

Title to any equipment and supplies that may be furnished by UNDP shall rest with UNDP and any such equipment shall be returned to UNDP at the conclusion of this Contract or when no longer needed by the Contractor. Such equipment, when returned to UNDP, shall be in the same condition as when delivered to the Contractor, subject to normal wear and tear. The Contractor shall be liable to compensate UNDP for equipment determined to be damaged or degraded beyond normal wear and tear.

#### **11.0 COPYRIGHT, PATENTS AND OTHER PROPRIETARY RIGHTS:**

- 11.1** Except as is otherwise expressly provided in writing in the Contract, the UNDP shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Contractor has developed for the UNDP under the

Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract, and the Contractor acknowledges and agrees that such products, documents and other materials constitute works made for hire for the UNDP.

- 11.2** To the extent that any such intellectual property or other proprietary rights consist of any intellectual property or other proprietary rights of the Contractor: (i) that pre-existed the performance by the Contractor of its obligations under the Contract, or (ii) that the Contractor may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the Contract, the UNDP does not and shall not claim any ownership interest thereto, and the Contractor grants to the UNDP a perpetual license to use such intellectual property or other proprietary right solely for the purposes of and in accordance with the requirements of the Contract.
- 11.3** At the request of the UNDP; the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring or licensing them to the UNDP in compliance with the requirements of the applicable law and of the Contract.
- 11.4** Subject to the foregoing provisions, all maps, drawings, photographs, mosaics, plans, reports, estimates, recommendations, documents, and all other data compiled by or received by the Contractor under the Contract shall be the property of the UNDP, shall be made available for use or inspection by the UNDP at reasonable times and in reasonable places, shall be treated as confidential, and shall be delivered only to UNDP authorized officials on completion of work under the Contract.

## **12.0 USE OF NAME, EMBLEM OR OFFICIAL SEAL OF UNDP OR THE UNITED NATIONS:**

The Contractor shall not advertise or otherwise make public the fact that it is a Contractor with UNDP, nor shall the Contractor, in any manner whatsoever use the name, emblem or official seal of UNDP or THE United Nations, or any abbreviation of the name of UNDP or United Nations in connection with its business or otherwise.

## **13.0 CONFIDENTIAL NATURE OF DOCUMENTS AND INFORMATION:**

Information and data that is considered proprietary by either Party and that is delivered or disclosed by one Party ("Discloser") to the other Party ("Recipient") during the course of performance of the Contract, and that is designated as confidential ("Information"), shall be held in confidence by that Party and shall be handled as follows:

- 13.1** The recipient ("Recipient") of such information shall:
  - 13.1.1** use the same care and discretion to avoid disclosure, publication or dissemination of the Discloser's Information as it uses with its own similar information that it does not wish to disclose, publish or disseminate; and,
  - 13.1.2** use the Discloser's Information solely for the purpose for which it was disclosed.
- 13.2** Provided that the Recipient has a written agreement with the following persons or entities requiring them to treat the Information confidential in accordance with the Contract and this Article 13, the Recipient may disclose Information to:
  - 13.2.1** any other party with the Discloser's prior written consent; and,

**13.2.2** the Recipient's employees, officials, representatives and agents who have a need to know such Information for purposes of performing obligations under the Contract, and employees officials, representatives and agents of any legal entity that it controls, or with which it is under common control, who have a need to know such Information for purposes of performing obligations under the Contract, provided that, for these purposes a controlled legal entity means:

**13.2.2.1** a corporate entity in which the Party owns or otherwise controls, whether directly or indirectly, over fifty percent (50%) of voting shares thereof; or,

**13.2.2.2** any entity over which the Party exercises effective managerial control; or,

**13.2.2.3** for the UNDP, an affiliated Fund such as UNCDF, UNIFEM and UNV.

**13.3** The Contractor may disclose Information to the extent required by law, provided that, subject to and without any waiver of the privileges and immunities of the United Nations, the Contractor will give the UNDP sufficient prior notice of a request for the disclosure of Information in order to allow the UNDP to have a reasonable opportunity to take protective measures or such other action as may be appropriate before any such disclosure is made.

**13.4** The UNDP may disclose Information to the extent as required pursuant to the Charter of the UN, resolutions or regulations of the General Assembly, or rules promulgated by the Secretary-General.

**13.5** The Recipient shall not be precluded from disclosing Information that is obtained by the Recipient from a third party without restriction, is disclosed by the Discloser to a third party without any obligation of confidentiality, is previously known by the Recipient, or at any time is developed by the Recipient completely independently of any disclosures hereunder.

**13.6** These obligations and restrictions of confidentiality shall be effective during the term of the Contract, including any extension thereof, and, unless otherwise provided in the Contract, shall remain effective following any termination of the Contract.

#### **14.0 FORCE MAJEURE; OTHER CHANGES IN CONDITIONS**

**14.1** In the event of and as soon as possible after the occurrence of any cause constituting force majeure, the Contractor shall give notice and full particulars in writing to the UNDP, of such occurrence or change if the Contractor is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under this Contract. The Contractor shall also notify the UNDP of any other changes in conditions or the occurrence of any event that interferes or threatens to interfere with its performance of this Contract. On receipt of the notice required under this Article, the UNDP shall take such action as, in its sole discretion; it considers to be appropriate or necessary in the circumstances, including the granting to the Contractor of a reasonable extension of time in which to perform its obligations under this Contract.

**14.2** If the Contractor is rendered permanently unable, wholly, or in part, by reason of force majeure to perform its obligations and meet its responsibilities under this Contract, the UNDP shall have the right to suspend or terminate this Contract on the same terms and conditions as are provided for in Article 15, "Termination", except that the period of notice shall be seven (7) days instead of thirty (30) days.

**14.3** Force majeure as used in this Article means acts of God, war (whether declared or not), invasion, revolution, insurrection, or other acts of a similar nature or force.

- 14.4** The Contractor acknowledges and agrees that, with respect to any obligations under the Contract that the Contractor must perform in or for any areas in which the UNDP is engaged in, preparing to engage in, or disengaging from any peacekeeping, humanitarian or similar operations, any delays or failure to perform such obligations arising from or relating to harsh conditions within such areas or to any incidents of civil unrest occurring in such areas shall not, in and of itself, constitute force majeure under the Contract..

## **15.0 TERMINATION**

- 15.1** Either party may terminate this Contract for cause, in whole or in part, upon thirty (30) days notice, in writing, to the other party. The initiation of arbitral proceedings in accordance with Article 16.2 ("Arbitration"), below, shall not be deemed a termination of this Contract.
- 15.2** UNDP reserves the right to terminate without cause this Contract at any time upon 15 days prior written notice to the Contractor, in which case UNDP shall reimburse the Contractor for all reasonable costs incurred by the Contractor prior to receipt of the notice of termination.
- 15.3** In the event of any termination by UNDP under this Article, no payment shall be due from UNDP to the Contractor except for work and services satisfactorily performed in conformity with the express terms of this Contract.
- 15.4** Should the Contractor be adjudged bankrupt, or be liquidated or become insolvent, or should the Contractor make an assignment for the benefit of its creditors, or should a Receiver be appointed on account of the insolvency of the Contractor, the UNDP may, without prejudice to any other right or remedy it may have under the terms of these conditions, terminate this Contract forthwith. The Contractor shall immediately inform the UNDP of the occurrence of any of the above events.

## **16.0 SETTLEMENT OF DISPUTES**

- 16.1 Amicable Settlement:** The Parties shall use their best efforts to settle amicably any dispute, controversy or claim arising out of this Contract or the breach, termination or invalidity thereof. Where the parties wish to seek such an amicable settlement through conciliation, the conciliation shall take place in accordance with the UNCITRAL Conciliation Rules then obtaining, or according to such other procedure as may be agreed between the parties.
- 16.2 Arbitration:** Any dispute, controversy, or claim between the Parties arising out of the Contract or the breach, termination, or invalidity thereof, unless settled amicably under Article 16.1, above, within sixty (60) days after receipt by one Party of the other Party's written request for such amicable settlement, shall be referred by either Party to arbitration in accordance with the UNCITRAL Arbitration Rules then obtaining. The decisions of the arbitral tribunal shall be based on general principles of international commercial law. For all evidentiary questions, the arbitral tribunal shall be guided by the Supplementary Rules Governing the Presentation and Reception of Evidence in International Commercial Arbitration of the International Bar Association, 28 May 1983 edition. The arbitral tribunal shall be empowered to order the return or destruction of goods or any property, whether tangible or intangible, or of any confidential information provided under the Contract, order the termination of the Contract, or order that any other protective measures be taken with respect to the goods, services or any other property, whether tangible or intangible, or of any confidential information provided under the Contract, as appropriate, all in accordance with the authority of the arbitral tribunal pursuant to Article 26 ("Interim Measures of Protection") and Article 32 ("Form and Effect of the Award") of the UNCITRAL Arbitration Rules. The arbitral tribunal shall have no authority to award punitive damages. In addition, unless otherwise expressly provided in the Contract, the arbitral tribunal



shall have no authority to award interest in excess of the London Inter-Bank Offered Rate ("LIBOR") then prevailing, and any such interest shall be simple interest only. The Parties shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such dispute, controversy, or claim.

**17.0 PRIVILEGES AND IMMUNITIES:**

Nothing in or relating to this Contract shall be deemed a waiver, express or implied, of any of the privileges and immunities of the United Nations, including its subsidiary organs.

**18.0 TAX EXEMPTION**

**18.1** Section 7 of the Convention on the Privileges and Immunities of the United Nations provides, inter-alia that the United Nations, including its subsidiary organs, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs duties and charges of a similar nature in respect of articles imported or exported for its official use. In the event any governmental authority refuses to recognize the United Nations exemption from such taxes, duties or charges, the Contractor shall immediately consult with the UNDP to determine a mutually acceptable procedure.

**18.2** Accordingly, the Contractor authorizes UNDP to deduct from the Contractor's invoice any amount representing such taxes, duties or charges, unless the Contractor has consulted with the UNDP before the payment thereof and the UNDP has, in each instance, specifically authorized the Contractor to pay such taxes, duties or charges under protest. In that event, the Contractor shall provide the UNDP with written evidence that payment of such taxes, duties or charges has been made and appropriately authorized.

**19.0 CHILD LABOUR**

**19.1** The Contractor represents and warrants that neither it, nor any of its suppliers is engaged in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child, including Article 32 thereof, which, inter alia, requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical mental, spiritual, moral or social development.

**19.2** Any breach of this representation and warranty shall entitle UNDP to terminate this Contract immediately upon notice to the Contractor, at no cost to UNDP.

**20.0 MINES:**

**20.1** The Contractor represents and warrants that neither it nor any of its suppliers is actively and directly engaged in patent activities, development, assembly, production, trade or manufacture of mines or in such activities in respect of components primarily utilized in the manufacture of Mines. The term "Mines" means those devices defined in Article 2, Paragraphs 1, 4 and 5 of Protocol II annexed to the Convention on Prohibitions and Restrictions on the Use of Certain Conventional Weapons Which May Be Deemed to Be Excessively Injurious or to Have Indiscriminate Effects of 1980.

**20.2** Any breach of this representation and warranty shall entitle UNDP to terminate this Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind of UNDP.

**21.0 OBSERVANCE OF THE LAW:**

The Contractor shall comply with all laws, ordinances, rules, and regulations bearing upon the performance of its obligations under the terms of this Contract.

**22.0 SEXUAL EXPLOITATION:**

**22.1** The Contractor shall take all appropriate measures to prevent sexual exploitation or abuse of anyone by it or by any of its employees or any other persons who may be engaged by the Contractor to perform any services under the Contract. For these purposes, sexual activity with any person less than eighteen years of age, regardless of any laws relating to consent, shall constitute the sexual exploitation and abuse of such person. In addition, the Contractor shall refrain from, and shall take all appropriate measures to prohibit its employees or other persons engaged by it from, exchanging any money, goods, services, offers of employment or other things of value, for sexual favors or activities, or from engaging in any sexual activities that are exploitive or degrading to any person. The Contractor acknowledges and agrees that the provisions hereof constitute an essential term of the Contract and that any breach of this representation and warranty shall entitle UNDP to terminate the Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind.

**22.2** The UNDP shall not apply the foregoing standard relating to age in any case in which the Contractor's personnel or any other person who may be engaged by the Contractor to perform any services under the Contract is married to the person less than the age of eighteen years with whom sexual activity has occurred and in which such marriage is recognized as valid under the laws of the country of citizenship of such Contractor's personnel or such other person who may be engaged by the Contractor to perform any services under the Contract.

**23.0 AUTHORITY TO MODIFY:**

Pursuant to the Financial Regulations and Rules of UNDP, only the UNDP Authorized Official possesses the authority to agree on behalf of UNDP to any modification of or change in this Contract, to a waiver of any of its provisions or to any additional contractual relationship of any kind with the Contractor. Accordingly, no modification or change in this Contract shall be valid and enforceable against UNDP unless provided by an amendment to this Contract signed by the Contractor and jointly by the UNDP Authorized Official.

### ***Proposal Evaluation Criteria***

Technical Proposal Evaluation Form 1		Points obtainable
<b>Expertise of the Firm/Organization</b>		
1.1	At least 3 years' experience in development of Web Content Management Solutions (WCMS) or Content Management Solutions (CMS) and related web-services like publishing of relevant product information on different media	40
1.2	Proven record of previously implemented CMS (WCMS) projects in e-trade involving online ordering, payments and managing related document and order work flow (at least 3 projects)	30
1.2.1	Each additional CMS (WCMS) project in e-trade involving online ordering, payments and managing related document and work flow gives additional 10 points but not more than 40 in total	40
1.3	Proven experience with highly-loaded (1 million and more visits per month) applications will be an asset	20
1.3.1	Proven experience with high volume (1 million records and more) databases will be an asset	20
1.4	Experience in working with large and/or public sector companies with exacting requirements for documentation, filing and reporting (preferably in the European region) will be an asset	20
1.5	Written references or contact details of previous customers (at least three)	30
1.5.1	Every additional written reference from previous customers gives additional 5 points but not more than 20 in total	20
1.6	Experience in at least 3 software development projects in .Net (ASP.net) for CMS (WCMS) Systems	30
1.6.1	Every additional software development project in .Net (ASP.net) for CMS (WCMS) Systems gives additional 10 points but not more than 40 in total	40
1.7	Ability to provide hotline support and on-location support (within 12 and less hours after request) for at least 3 months after the launch of the ETF	30
1.8	Ability to provide at least one QA (Quality Assurance) specialist with ISTQB (International Testing Software Qualification Board) certificate will be an asset.	20
1.8.1	Every additional QA (Quality Assurance) specialist with ISTQB (International Testing Software Qualification Board) certificate gives 5 extra points but not more than 10 in total.	10
<b>Subtotal</b>		<b>350</b>

Technical Proposal Evaluation Form 2		Points Obtainable
Proposed Methodology, Approach and Implementation Plan		
2.1	To what degree does the bidder understand the goals, target audience and main functions of the ETF (Electronic Trading Facility)?	50
2.2	Have the important aspects of WCMS (web content management system) been addressed in sufficient detail?	75
2.3	Is the Features & Functions section well defined and corresponds to the TOR?	75
2.4	Is the sequence of activities needed to implement the project logical and realistic and covering the main project milestones?	50
<b>Subtotal</b>		<b>250</b>

Technical Proposal Evaluation Form 3		Points Obtainable
Management Structure and Key Personnel (Team leader)		
3.1	University degree in information technology or related field	10
3.1.1	Any advanced degree will be an asset	10
3.2	Proven experience in working with social sharing solutions (Facebook, LinkedIn, Twitter, etc.) will be an asset	10
3.3	Fluent Russian (oral and written)	5
3.4	Fluent English	5
3.5	Having good understanding of programming languages like .Net, Java, PHP	15
3.6	At least 3 years' experience in managing IT teams	15
3.6.1	Every additional year gives 5 extra points, but not more than 10 in total	10
3.7	Proven record of previously implemented projects in e-trade (at least 2 projects)	20
3.7.1	Every additional project in e-trade gives 5 extra points but not more than 10 in total	10
<b>Subtotal</b>		<b>100</b>

***Terms of Reference***  
**for the development of software for Electronic Trading Facility (ETF)**  
**within the framework of the UNDP project “Promoting Trade and Enhancing Export Capacity in Belarus”**

<b>Project description:</b>	<p><b>Project summary</b></p> <p>This project is a part of the UNDP regional initiative «Wider Europe – Aid for Trade in Central Asia, South Caucasus, and Western CIS» (2011-2013), aiming to promote inclusive economic growth by strengthening the international competitiveness of each participating state and to improve the standards of living throughout the region.</p> <p>Belarusian State Light Industry Production and Marketing Concern (BelLegProm) is the executing entity. Program beneficiaries include enterprises and organizations members of BelLegProm, small and medium-sized enterprises operating in the light industry located in the regions, small cities and remote communities.</p> <p><b>Country background</b></p> <p>Belarus is a small country with an open-type economy. In 2010, export represented 42% of foreign trade (\$25 225.9 million out of 60 094.1 million). At the same time, Belarus’ openness to foreign trade and inclusion in global economic exchanges make it highly dependent on the global terms of trade and conditions in international markets. The world economic crisis has had a negative effect on Belarusian foreign trade, exacerbating the already unfavorable trends. Foreign trade deficit reached \$9642. 3 million in 2010 mainly due to high demand for imported inputs and low export revenues. Correcting the imbalances in foreign trade is thus considered a national priority. As projected in the National Socio-economic Development Program for 2011 – 2015, Belarus should achieve a positive foreign trade balance by 2015, by improving export efficiency, and by entering new export markets. One way to do so is to improve export infrastructure, develop electronic trade, create effective promotion networks and customer service arrangements.</p> <p>Recently, light industry has been losing its domestic and foreign markets due to unfavorable socio-economic developments (including decreased rates of asset modernization and productivity growth), and increased competition from foreign producers. This may have serious social implications, as some enterprises in the industry form the backbone of the local economies, and most employees (up to 79%) are women.</p> <p>According to International Trade Center estimates, Belarusian light industry has good potential for export growth and achieving greater competitiveness. It is quite competitive in terms of costs, but its export is not geographically diversified and has a low adaptation effect.</p> <p><b>Problem description:</b></p> <p>At present, around 50% of the total output of the industry is exported, and 80% of these exports are to Russia. In view of rising international competition, there is a need to</p>
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	<p>identify new market niches, develop more effective marketing strategies, master new marketing and supply management methods, including e-commerce and Internet-based trading systems.</p> <p>Belarusian light industry enterprises, however, have limited experience of working in non-CIS markets. Although the majority enterprises (77) maintain corporate web-pages, only 25 have English versions of such pages, and only eight are utilizing electronic trading platforms, all of which are designed to serve local customers. Most corporate web-pages mainly target customers within the CIS and are not structured in accordance with the expectations of international clients. Enterprises have no experience of electronic trading with non-CIS customers.</p> <p><b>GOALS, OBJECTIVES, OUTCOMES AND ACTIVITIES OF THE PROJECT</b></p> <p>The project has as its main goal to promote Belarusian light industry products in international commodity markets by utilizing ICTs and enhancing capacity in trade, exporting and marketing.</p> <p>This goal will be achieved through pursuit of the following objectives:</p> <ol style="list-style-type: none"> <li>1. Electronic Trading Facility (ETF) needs to be developed and launched. Both, BelLegProm enterprises and small and medium enterprises (SME) in small towns and remote communities will benefit from the use of ETF;</li> <li>2. To facilitate access of SMEs and enterprises located in small towns and remote communities to the electronic trading facility.</li> </ol> <p>Additional info about the project could be found at:  <a href="http://undp.by/ru/undp/db/77203.html">http://undp.by/ru/undp/db/77203.html</a></p>
<b>ETF marketing functionality description</b>	<p>The ETF Portal has to support these marketing functional descriptions:</p> <ul style="list-style-type: none"> <li>• <b>Ease of Use.</b> The web CMS (Content Management System) solution needs to be intuitive for both marketers and editors. This means that everyone from “power editors” to casual content providers should be able to add and edit online content quickly, while maintaining complete control of the online brand. The solution should let users edit content via a standard browser, without having to know HTML or even be technically savvy. No programming skills will be required. The homepage will be like a dashboard view of content and publications appropriate for the user. The use of Wizard and dashboard panes will help the user to navigate precisely and fast.</li> <li>• <b>Interface.</b> The interface for the application should be engaging, intuitive, and something people want and like to use. The user interface has to support general standards for websites, allowing potential customers to navigate easily on the site, to find the products and contacts they are looking. The ETF portal must send a signal of credibility on the front page through a valid story (UNDP Initiative) and nice design. The website must support browsers like, MS Explorer 7 and 8, Firefox 3, Safari, Chrome and Opera. User must be able to update his/her profile, contact information and change of username and password, add product information like images, text and tables into the database.</li> <li>• <b>Control.</b> Putting website control into the hands of online managers or other content owners (without requiring them to learn programming) is the central goal of the web CMS. The systems should allow regular marketing users to make page-oriented content changes while leaving branding, navigation, and other components of the user experience in the hands of website owners. The CMS system must empower marketing users to be able to make rapid changes without programming skills. New products and improvements on existing products will</li> </ul>

	<p>need this kind of ease of use. With use of username and password the administrators can secure correct use and access to the website. Contact details must be template driven with mandatory fields for all relevant contact details.</p> <ul style="list-style-type: none"> <li>• <b>Integrated Digital Marketing Capabilities.</b> The ETF must have strong integrated marketing communication capabilities. Based on user's behavior, customized websites and publications must be generated on the fly.</li> <li>• <b>Email marketing programs.</b> The web CMS should integrate email campaign management, testing, and optimization to maximize campaign and site performance, drive higher conversion rates, and improve marketing return on investment.</li> <li>• <b>Marketing automation.</b> The ETF Portal serves as the heart of the online presence for the Belarus light industry. As such, all online marketing activity begins there—and much of it must be automated. Offering substantial benefits in the areas of customer segmentation and campaign management, marketing automation capabilities can help eliminate repetitive tasks and streamline the marketing efforts around everything from email campaigns to landing pages, lead scoring, and integration into customer database. With a good marketing automation solution, all of these functions should be possible.</li> <li>• <b>Website monitoring and analysis tools.</b> Ensure the solution includes advanced analytics capabilities to leverage the close relationship between the web CMS and visitors' browsing history. The CMS must be easily integrated with third-party analytics technologies such as Web trends and Google Analytics to support informed actions.</li> <li>• <b>Social media integration.</b> With mobile browsing on the rise and social media driving much of that growth (more than 600 million people are expected to use their mobile devices to tap into social networks by 2013), and the CMS should include a strong social media component. The CMS should make it easy to establish—and maintain—a dialogue with the customers through blogs, forums, polls, video conferencing and integration with social media sites like Facebook and Twitter.</li> <li>• <b>Real-time personalization.</b> The ETF Portal must transform an already dynamic website experience into a completely fluid one by allowing the site to adjust content in real time as a visitor moves through it—constantly offering the most relevant content and features. Best of all, the web CMS accomplishes this not with a roomful of coders but through sliders, checkboxes, rules wizards, multivariate, and dialogs that let develop detailed visitor profiles.</li> <li>• <b>Search optimization tools.</b> The web CMS must integrate SEO (Search Engine Optimization) with the publishing process so that keyword-rich content and meta-data, search-friendly URLs, and other SEO tactics are consistently and automatically implemented. The SEO capabilities are very important to secure a high listing when potential customers search for products that the Belarus light industry can provide. This is critical for the success for generating qualified leads.</li> <li>• <b>Integration with Business Data.</b> The ETF Portal must have the ability to easily integrate any and all of the line-of-business applications such as customer databases and CRM and ERP systems. Even though this is not high priority right now, we look for prebuilt integration with leading enterprise software packages. We look for the ability to connect to databases and web services without complex programming by support for exchange of data through XML.</li> <li>• <b>Flexibility.</b> The web CMS needs to enable a dynamic experience for the user regardless of language, device, or type of content. The solution will have to support multiple languages, such as Russian for the main website, English, Spanish, German, French, Portuguese. Optimizes for different device types without having to re-render the site for each variation.</li> </ul> <p><i>The preliminary ETF breakdown is attached in Annex 6</i></p>
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<p><b>ETF description from IT/Developer Perspective</b></p>	<p>The ETF Portal has to be developed in compliance with the following requirements :</p> <ul style="list-style-type: none"> <li>• <b>Architecture.</b> We are looking for an architecture based on .Net. Page-oriented web content management solutions will require additional development efforts to support the needs of marketing, therefore we need a marketing-oriented web CMS that takes a structured content approach and separates the content from the form in presentations. Specifically, the web CMS should dynamically create each web page by assembling each piece of “data” or content for that page. This means that the content presented on one page can easily be reused and redisplayed on dozens of other pages, and that content can be displayed in a different way or combination of ways, as appropriate. This can be text, images, video, tables, or other content format. In this way, the content is separated from form (presentation templates) for ultimate flexibility and scalability. Store ones, use many. The design of the website supports HTML and HTML5. Database is MS SQL. The CMS systems can be propriety software or Open Source, but still .Net programming is preferred. The system will rely upon exchange of data through XML, comma, tab delimited files.</li> <li>• <b>Support for intranet and extranet communication.</b> An image database could be an advantage with capability to manage large volume of product images. Adjustments for resolution, cropping and color space could be an option. Support for chat rooms, video conferencing through Skype and applications like “Go to Meeting” will be functions required after the initial website is operational. The systems will support communication management and experience management, based on the user’s interest and behavior on the site, so that this information can be used for customization and improve e-mail correspondence now based on the user’s exact historical use of the website. Example: If a user has been looking for lining at his last visit to the ETF Portal then next time he logs in, the website shows immediately the product category lining and bypasses the general homepage.</li> <li>• <b>Developer Productivity.</b> The CMS streamlines development and maintenance with easy to use tools, controls, and capabilities. Seamless integration with tools such as Visual Studio, Web Services and enable software developers to make best use of their existing skills using standard Microsoft Development tools like ASP, .Net, etc. The system must be based on modules and framework that can easily be adjusted according to change in requirements.</li> <li>• <b>Design Flexibility.</b> To reduce programming effort and ensure flexibility, the web CMS should enable site designers to create page layouts for the site without coding. The CSM should act like normal desk top publishing tools, with simple input fields for images and text. The design of the look and feel is based 100% on HTML ( no graphic limitations and forced choose of menus and designs)</li> <li>• <b>Publishing.</b> The system will support general publishing to the web in HTML and for print in PDF format. Optional: we prefer alternative channels as well, since the content will be separated by form. A system with a built-in graphic engine will be an advantage, since the website will support different languages and different character set.</li> <li>• <b>SEO optimization.</b> The ETF Portal will optimize automatically for SEO tactics, including generating SEO-friendly URLs, avoiding redirects, and delivering inline SEO tools. Product information must contain text and words, which supports SEO search criteria.</li> <li>• <b>Security.</b> The web CMS should provide permission management to grant rights to users, groups and roles. It should also support external authentication and authorization systems without requiring extensive coding and integration efforts. The first time the user enters the system, they have to generate a username and password. Built-in functions for Forgot username or password is a must. Strong protection from updated firewalls and spam filters are required.</li> </ul>
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	<ul style="list-style-type: none"> <li> <b>Backup and Recovery.</b> The software developer is required to provide a backup and recovery methodology for the system. The methodology shall include hardware and software, frequencies of backup, as well as procedures for performing backup and recovery. The software developer shall define and implement a comprehensive backup and recovery plan for the system. The backup and recovery plan shall ensure that the backup and recovery process recovers all transactions and data up to the last successful transaction before the system failure occurred.  The software developer shall design the system to meet the minimum objectives of 24 hours for the Recovery Point Objective (RPO) and 12 to 24 hours for the Recovery Time Objective (RTO). </li> <li> <b>Security and Access Control.</b> The system shall log all unauthorized attempts to access the database. The log shall identify the user, the time of access and the number of attempts made. The software developer must design the proposed system with the objective of maintaining data and software integrity and confidentiality.  The software developer must include security features to check the authentication of users and their passwords. The software developer staff responsible for the work must apply or a user-id before getting access to the computer. All security-related work must be carried out in the test environment. The software developer shall also implement system configuration tools to support the implementation of Change Control and Software Release Control for this project.  All passwords shall be encrypted and not be echoed at any output device. The proposed system shall be capable of invalidating any user after a specific number of attempts to gain access via invalid passwords. A timeout and logout feature shall be set for non-active sessions. </li> <li> <b>Multiple sites, languages, and devices.</b> Select a web CMS that supports any number of domains mapping to different web properties, as well as flexible sharing of content and code between logical sites. Ensure that the solution enables many-to-many language structures when supporting multiple languages support to avoid creation of extensive new data. Please note that Russian, English, Spanish, French and German should be supported from the start. Multi channels for publishing and therefore different devices must be supported like PC-Mac, Smart Phones like iPhones and Android, tablets like iPads and social media like Facebook and Twitter. The CMS portal will support online e-commerce trade by having a shopping basket capability and support for online payment. The portal will support different workflow for order management and shipment. EX. Track and Trace to follow the delivery from the producers to the end destination. </li> <li> <b>Navigation.</b> Use of automated functions such as navigation and breadcrumb tools that simplify new page, section, or site creation. Ideally, the solution should enable IT to give as much or as little control and flexibility to site editors as defined by the senior site administrator. Help and FAQ managed in the CMS work area. We prefer standard panes and wizards that easily guide the user through the site. The organization of the site will use common standards for menus and tools so that it can be displayed on the relevant devices for looking at the website. </li> <li> <b>Scalability and Performance.</b> To keep maintenance and ownership costs low, the solution of choice should allow deployment of multiple websites on a single system, and support cloud computing. Need ability to grow in phases and add interface features, publications and potentially support a members only VIP type program. </li> <li> <b>Cloud Deployment.</b> The new ETF should leverage the cloud infrastructure to rapidly deploy and scale servers to handle increased website traffic and enter new markets—without requiring additional investments in hardware. A good web CMS will enable the content manager to retain on-premise control of the core databases and content editing servers while turning over the public-facing servers to the cloud for one-click global deployment. Webinar, Skype Meetings, Go to Meeting are some </li> </ul>
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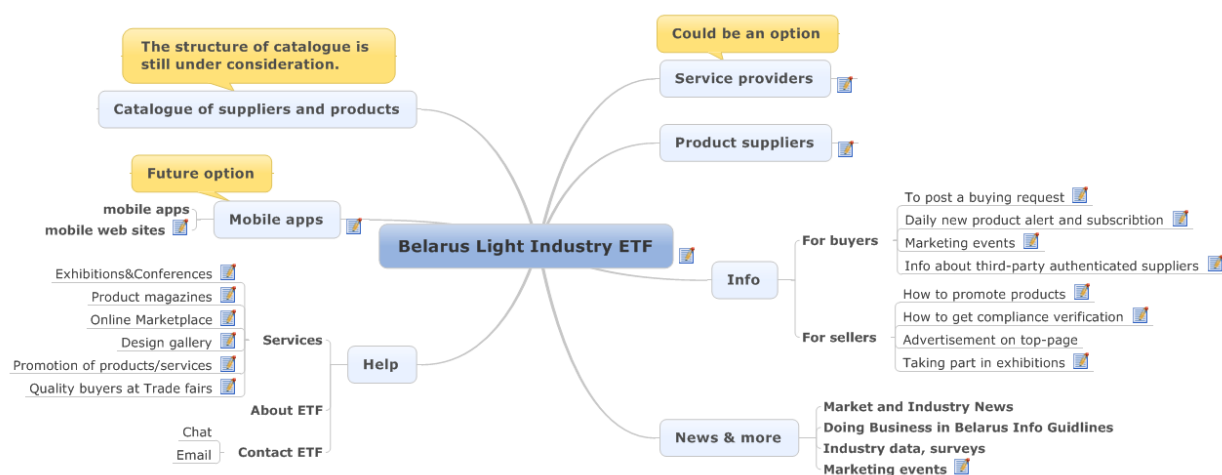
	of the options to establish direct contact with potential customers, without incurring excessive costs.
<b>Goals:</b>	<p>Based on the marketing functional specification to develop an ETF Portal which will promote the Belarus Light Industry and their specific products and services in a global open market. The potential users of the ETF Portal will be professional purchasing people, who are familiar and skilled users in web applications and e-commerce.</p> <ol style="list-style-type: none"> <li>1. ETF should be able to generate qualified leads for the Belarusian light industry enterprises</li> <li>2. Provide a framework for online business and trade through online shopping capabilities, logistics and payment.</li> </ol>
<b>Terms:</b>	<ol style="list-style-type: none"> <li>1. Stage 1 till December 15, 2012.</li> <li>2. Stage 2 till April 30, 2013.</li> <li>3. Stage 3 till July 31, 2013.</li> </ol>
<b>Software developer's scope of work:</b>	<p>The software developer works in close cooperation and under the supervision of the International Consultant on ETF development, and reports to the Project Manager.</p> <p>The software developer performs the following specific duties:</p> <ol style="list-style-type: none"> <li>1. Develops the technical specifications of the ETF, and obtains approval thereof from the International Expert and the Project Management (see point 1 of Deliverables);</li> <li>2. Suggests at least three variants of the ETF graphic design;</li> <li>3. Develops the content structure and solutions for integrating the product info, SEO, and online marketing capabilities in the CMS;</li> <li>4. Develops detailed wireframes descriptions for the design of the CMS;</li> <li>5. Designs the HTML code;</li> <li>6. Implements the HTML code;</li> <li>7. .Net programming in CMS;</li> <li>8. Enables future integration of the CMS with other IT systems, like Financial Systems (ERP) and Customer Relationship Management(CRM);</li> <li>9. Conducts the testing and proof of concept process involving the main functions and features of the ETF and CMS;</li> <li>10. Installs and implements on location the CMS system at Bellegprom's servers;</li> <li>11. Conducts the SAT (Site Area Test) with content from at least three pilot enterprises;</li> <li>12. Provides a one-day training session for the administrator(s) of the ETF and content providers on the processes of adding, editing and deleting website content and relevant web-tools;</li> <li>13. Provides the Project with all the executable and HTML codes required for the ETF and CMS to operate;</li> <li>14. Any errors in web design and CMS development that derive from web site programming, its interaction with content management system and are in general results of the software developer's activities shall be corrected by the software developer free of charge within the period of at least 6 months from the web site launch;</li> <li>15. Provide Hotline support (in Russian language) and on-site support at server's location in Minsk, Belarus (within 12 and less hours after request) if needed within at least 3 months after the launch of the ETF.</li> </ol>
<b>Expected deliverables:</b>	<p><b>Deliverable 1</b></p> <ol style="list-style-type: none"> <li>1. Technical specification approved by the International Expert and Project management, including, but not limited to: <ol style="list-style-type: none"> <li>a. Flow chart of the main features and functions</li> <li>b. Wireframes of the ETF pages</li> </ol> </li> </ol>

	<ul style="list-style-type: none"> <li>c. Site Map description of the website: homepage, inner pages, menus, login, register, forgot password, events, contact us, download catalog, chopping cart, order approval, etc.</li> <li>d. Software architecture</li> <li>e. Database description including data structure, processes of import and export of data and content</li> <li>f. The Milestones of the project. The milestones should be an extraction of the bidder's detailed offer, copied directly or rewritten so that Project management and the International Consultant can approve each milestone. Precise descriptions of the milestones should be provided, so as to leave no room for interpretation. A screenshot representing each milestone achievement will be printed out and signed by the suppliers and the ETF Portal buyer</li> <li>g. At least 12 months warranty statement describing the procedure and terms of correcting the errors that may occur.</li> </ul> <p><b>Deliverable 2</b></p> <ul style="list-style-type: none"> <li>1. ETF graphic design templates as per Site Map (see point 1.c of Deliverables) approved by the International Expert, Implementing Agency and Project Management;</li> <li>2. ETF Portal functioning in the test mode installed at the host server (the host or web hotel will be selected by the Project);</li> <li>3. Report on the Proof of Concept process covering all the main functions and features of the ETF and CMS, as specified by the International Expert and the Project Manager;</li> <li>4. Report on the Implementation process and SAT (Site Area Test) with content from at least three pilot enterprises selected by the International Expert and the Project Manager.</li> </ul> <p><b>Deliverable 3</b></p> <ul style="list-style-type: none"> <li>1. Fully functioning ETF Portal installed at the host server (the host or web hotel will be selected by the Project);</li> <li>2. Documentation and access to source code. All documentation that describes system installation and configuration in detail must be provided in hard copy and electronically;</li> <li>3. Training. The software developer will provide a one-day training session for the administrator(s) and other website user(s) on adding, updating or deleting content and contact details;</li> <li>4. User manuals in Russian and in English language for the website (in hardcopy and in electronic form). The manuals should include descriptions of the administrative functions, statistic module, analytic modules and report generator. They should also detail the functionalities of the CMS and contain step-by-step guidelines with appropriate illustrations for each step.</li> </ul>
<b>Requirements:</b>	<p><b><i>Bidder requirements:</i></b></p> <p>The bidder should be a legal person and meet the following requirements:</p> <ul style="list-style-type: none"> <li>1. At least 3 years' experience in development of Web Content Management Solutions (WCMS) or Content Management Solutions (CMS) and related web-services like publishing of relevant product information on different media;</li> <li>2. Proven record of previously implemented CMS (WCMS) projects in e-trade involving online ordering, payments and managing related document and order work flow (at least 3 projects);</li> <li>3. Proven experience with highly-loaded (1 million and more visits per month)</li> </ul>

	<p>applications will be an asset;</p> <ol style="list-style-type: none"> <li>4. Proven experience with high volume (1 million records and more) databases will be an asset;</li> <li>5. Experience in working with large and/or public sector companies with exacting requirements for documentation, filing and reporting (preferably in the European region) will be an asset;</li> <li>6. Written references or contact details of previous customers (at least three);</li> <li>7. The successful bidder will have completed at least 3 software development projects in .Net (ASP.net) for CMS (WCMS) Systems;</li> <li>8. The successful bidder must be able to provide hotline support and on-site support at server's location in Minsk, Belarus (within 12 and less hours after request) within at least 3 months after the launch of the ETF;</li> <li>9. Ability to provide at least one QA (Quality Assurance) specialist with ISTQB (International Testing Software Qualification Board) certificate will be an asset.</li> </ol> <p><b>Staff requirements:</b></p> <p>The bidder key personnel should meet the following requirements:</p> <p>Team leader:</p> <ol style="list-style-type: none"> <li>1. University degree in information technology or a related field. Advanced degree will be an asset;</li> <li>2. At least 3 years' experience in managing IT teams;</li> <li>3. Proven record of previously implemented projects in e-trade (at least 2 projects);</li> <li>4. Proven experience in working with social sharing solutions (Facebook, LinkedIn, Twitter, etc.) will be an asset;</li> <li>5. Fluent Russian (oral and written);</li> <li>6. Fluent English;</li> <li>7. Having good understanding of programming languages like .Net, Java, PHP.</li> </ol>
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# Belarus Light Industry ETF

Please note that the following preliminary breakdown is used only for informational purposes and can differ from the final one that should be approved in technical specification.



The main goal is to create business opportunities for both buyers and sellers, online marketplace with third-party authenticated suppliers

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## 1 Service providers

This category contains pre-qualified service providers & service suppliers verified by third parties.

Search of service providers is made by following categories:

- suppliers' credentials (suppliers that are recommended by);
- compliances (for example compliances suppliers can get - quality, social, environmental, security. With this set of compliance verification indicators buyers get hold of additional supplier info including manufacturing info, operational controls and capabilities);
- product availability (accept small orders, inventory, new products)
- additional info

Also there should be a possibility to sort by several criteria (e.g.):

- region;
- business type;
- export market;

Below there is a list of subcategories of services where you can choose the service of interest and get the list of suppliers.

List of services consists of the following info:

- photo;
- description;
- company (can be sort by);
- region (can be sort by);
- contact (there should be a button to email a supplier).

- Could be an option

## 2 Product suppliers

There are few steps to find a product supplier:

- choose a category of a product;
2. refine the results by following categories:
- suppliers' credentials (suppliers that are recommended by);
  - compliances;
  - product availability (accept small orders, inventory, new products)

Also there is a possibility to choose:

- region;
- business type;
- export market;

Below there is a list of subcategories of products where you can choose the product of interest and get the list of suppliers.

List of products consists of the following info:

- photo;
- description;
- company (can be sorted by);
- region (can be sorted by);
- contact (there should be a button to email a supplier).

Info

### 2.1 For buyers

#### 2.1.1 To post a buying request

It is free to post a buying request, registration is required

### **2.1.2 Daily new product alert and subscription**

Via email;

### **2.1.3 Marketing events**

See Marketing events.

### **2.1.4 Info about third-party authenticated suppliers**

With the new set of Compliance Verification Indicators, buyers will get hold of additional supplier information, including manufacturing information, operational controls and capabilities.

There are 4 compliances available:

- Quality compliance - quality policy statement, system procedures, third-party certification;
- Social compliance - social responsibilities, employee ages, working hours;
- Environmental compliance - environmental policy statement, pollutants management;
- Security compliance - supply chain security system assessment, market-specific compliance on security.

## **2.2 For sellers**

### **2.2.1 How to promote products**

- Various advises how to promote goods via ETF
  - Register
  - Add photos and info
  - Update company profiles
  - Point at Google maps
  - Upload verification documents
  - Etc.

### **2.2.2 How to get compliance verification**

The service can help suppliers demonstrate their integrity by displaying the essential information which buyers concern when doing online sourcing, and forge more genuine business connections.

### **2.2.3 Advertisement on top-page**

### **2.2.4 Taking part in exhibitions**

See Marketing events.



## **3 News & more**

### **3.1 Market and Industry News**

### **3.2 Doing Business in Belarus Info Guidelines**

### **3.3 Industry data, surveys**

### **3.4 Marketing events**

List of upcoming events in Belarus and all over the world.

## **4 Help**

### **4.1 Services**

#### **4.1.1 Exhibitions & Conferences**

See Marketing events;

#### **4.1.2 Product magazines**

See Advertisement in print & e-magazines;

#### **4.1.3 Online Marketplace**

See Product suppliers;

#### **4.1.4 Design gallery**

Gallery of the newest and best products;

#### **4.1.5 Promotion of products/services**

See How to promote products;

#### **4.1.6 Quality buyers at Trade fairs**

Information about buyers and their needs.

### **4.2 About ETF**

### **4.3 Contact ETF**

#### **4.3.1 Chat**

#### **4.3.2 Email**

## **5 Mobile apps**

Mobile apps for iPad, iPhone, Android devices and BlackBerry.

- Future option

## 5.1 mobile apps

## 5.2 mobile web sites

Search site:

- search by products/services keywords;
- search by companies;
- filter by regions;
- make sourcing enquiries.

## 6 Catalogue of suppliers and products

- The structure of catalogue is still under consideration.