

## Call for Tender: Training Concept on the Chinese MedTech Industry

November 26th 2018

To whom it may concern,

Following German law [VOL/A (Vergabe- und Vertragsordnung für Leistungen), Teil A] we are calling for tender based on the detailed description below. We request you to submit a binding offer for the production of digital training materials on the Chinese MedTech industry. The aforementioned materials will be produced for unlimited use and can be disseminated to all interested companies, i.e. become a public resource.

### Submission of offers:

The deadline for submitting your offer including all requested documents ends on

**Sunday, December 16th 2018.**

Please submit all offer documents electronically to the following e-mail address:

[niemann@lifesciencenord.de](mailto:niemann@lifesciencenord.de).

Incomplete offers or those submitted after December 16th 2018 cannot be considered.

The **maximum budget for the training program is 5.000€ including VAT**. This budget cannot be surpassed. The digital training materials have to be produced in English.

### The following documents need to be submitted:

- Binding offer document, stating
  - the price of the service
  - the number of videos and expected duration
  - the delivery date
  - estimated number of hours needed for the production of the study
  - the delivery format (i.e MP4 etc.)
  - the payment terms
- A concept sheet (PDF, PPT, Word, Excel) that visualizes your overall training concept. This document should include a short title for each training segment and a brief summary on the content
- If you have produced similar content in the past, submitting an example would be a plus
- Self-declaration exclusion criteria



### **Decisive criteria:**

This section will provide a clear indication on the decisive factors, specifically the priorities we have set for this training concept.

The following aspects will be taken into consideration:

- Concept -> based on your concept sheet (45%)
- Price-Performance ratio (35%)
- Industry insights (20%)

The offer that is most likely to thoroughly prepare the clusters and the SMEs for market entry will receive 45 points overall. All other bids will be evaluated in relation to that.

The price-performance ratio will receive a maximum of 35 points. At the core of this item is how much relevant content can be offered within the allotted budget.

Industry insights are invaluable to this project segment and should be at the cornerstone of each video section. Please ensure that you point out in the concept sheet how you will implement that. This section can also receive a maximum of 20 points.

### **Acceptance and commitment period:**

The acceptance and commitment period ends on Friday, December 21st 2018. All offers should be valid until that date. On December 21st 2018 you will get a feedback from Life Science Nord on whether or not your bid was successful.

### **Next Steps:**

A written feedback from Life Science Nord will be given by December 21st. The decision-making will be based on the criteria stated above and is supposed to provide the best possible service for the allotted budget (most-economical offer).

The digital training materials have to be submitted by Friday March 8th 2019. Common tools, such as WeTransfer or Dropbox can be used for transmission. Should this propose any difficulties, Life Science Nord is open to discuss alternative options.

### **Contact:**

For any questions regarding the requested documents or the tender process, please contact:

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Life Science Nord Management GmbH  
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## Description of service:

The production of digital learning materials is part of the EU-funded project [MAGIA – MedTech Alliance for Global InternAtionalisation](#). It is designed to assist small and medium-sized enterprises (SMEs) from the Life Science Clusters Bioindustry Park Silvano Fumero SpA / bioPmed/ Italy, BioWin/ Belgium, Lyonbiopole/ France and Life Science Nord/ Germany with their internationalization endeavors. The project is specifically focused on the internationalization of MedTech companies.

Prior to this tender, we have carried out a survey in all four clusters to identify the main areas of interest, both geographically and topic-wise. China has been selected as a potential market of entry, due to the large number of participants who have indicated an interest. We have identified the following main therapeutic areas of interest: cardiovascular, dentistry, oncology, and orthopedics. These specific fields can be reflected in your concept but it is not a requirement.

The digital training/ learning materials are directed towards two target groups: representatives of the four cluster regions and representatives of SMEs active in these cluster regions. Therefore, this segment of the MAGIA project is titled “Train the cluster/ train the SMEs”. The materials will act as supplement to a market study that is provided to the SMEs through the MAGIA project. If the trainer requires the market study to build the content around it, the MAGIA project team is open to sharing them once they are completed.

### Overall learning objective

*The digital learning materials are supposed to provide a wholesome, yet lively, insight into the target market to get a deeper understanding of the knowledge gained through the market study. After watching the materials, the viewer should be aware of the most important aspects to consider when entering the market. The trainer acts as a market expert and guide along these first steps of internationalization and is ideally the foundation for building a local network. Please ensure the strong focus on medical devices.*

The digital training concept should consist of 3-5 videos with a duration of 10-30 minutes each. It is up to the trainer to select an appropriate format. This could be, but is not limited to, interview-style videos, webinar recordings, screencasts, or animations. It is also possible to choose a combination of different formats. Please ensure that the digital learning materials are produced in a format that can be uploaded to different portals and can be consumed regardless of time and location. If you would like to supplement your offer with content in writing (such as a brief summary, bullet points etc.) you are welcome to do so.

There will be no mandatory subjects that need to be touched upon. As this tender will be sent out to highly versed experts in the field of medical technology in the target country, it is up to your creative efforts to present us with a holistic training concept that will enable SMEs to successfully enter the Chinese market and provide cluster members with expert knowledge. Examples for relevant topics could be intercultural matters on how to do business in the target country, regulatory affairs, dealing with local entities, building up a relevant network, selecting appropriate sales channels, common mistakes etc. If you feel that some training topics are closely intertwined, you are free to combine them.



We expect the market expert/ trainer to be available for questions that could arise while watching the digital training materials. Please include in the proposal what type of interaction you could offer (e.g. a contact email address, phone number). Additionally, we require two live web session of approximately 45 minutes each to discuss questions.

The digital training materials need to be completed by March 8<sup>th</sup> and submitted to Life Science Nord electronically. Life Science Nord will be available for phone conferences if further specifications on timeline or delivery are needed.

The MAGIA project partners Bioindustry Park Silvano Fumero SpA / bioPmed, BioWin, Lyonbiopole, and Life Science Nord will reserve the unlimited rights to these materials.