

Amendment No. 001 TO THE REQUEST FOR PROPOSAL
Reference Number: 1000174110

CLOSING DATE: July 22, 2016
CLOSING TIME and TIME ZONE: 2:00 PM EDT

PROJECT TITLE: Study of the Market Size and Growth Trends of the Nicotine-Based Vaping Products Market in Canada

To All Bidders,

Amendment 001 is raised to:

- 1) extend the solicitation closing date from July 12, 2016, to **July 22, 2016, at 2:00pm EDT**; and
- 2) to give effect to the following Questions & Answers:

Question 1

Since the mid-1990s, "Company X" has employed an in-country research team in Canada that has conducted annual research on tobacco products. Each year, the research team conducts approximately 9 months of field research (store checks, trade interviews, public domain research, company interviews). The goal of the annual research program is to conduct primary market research and produce original market data and analysis, which Company X publishes in the form of annual reports and datasets in an online syndicated database. Health Canada subscribes to this tobacco database along with hundreds of additional governmental organizations, tobacco manufacturers, packagers, ingredient suppliers, distributors, advertisers, banks and consultancies.

Since this RFP calls for a heavy fieldwork component (store checks, trade interviews, etc.), Company X intends to use personnel whose main project experience has been gained performing the annual research program in Canada as described above. Can Company X cite such annual experience as a project that would meet the mandatory technical and point-rated criteria? For this project experience, Company X would not be able to list the name and contact information of the client organization or company to whom the services were provided because the results of the annual research program is not delivered to a single client but rather published to Company X's syndicated database, which is used by hundreds of organizations.

Answer 1

Yes, Company X can cite such annual experience as a project that would meet the mandatory technical and point-rated criteria. If Company X was the one that initiated and paid for this annual research program, they must still provide the information requested in the Mandatory and Point-rated Criteria such as:

- Date of project;
- Country (and region if appropriate) of project;
- Responsibilities performed by the proposed resource during the project;
- Name and contact information (telephone and/or email) of client organization or company (such as a [subscriber of this field research](#)) to whom the services were provided.

Question 2

Aspects of MT1, MT2, and RT2 may be overly restrictive and may limit viable options for the Crown. Would the Crown consider adjusting the criteria for defining "a commercial product consumed by the public that was a recent entrant into the market" to meet a similar intent? More specifically and for clarity, would the Crown consider "a commercial product consumed by the public that was a recent entrant into the market" to potentially include new flavours of a canned food or bottled beverage product, a car model redesign, or a new product promotional bundle?

Answer 2

No. The clear intent of the criteria is that Health Canada is looking for experience dealing with a commercial product that is potentially a market disruptor and at the very least a product (as opposed to a variation of an existing product) that the public / consumer has never had access to.

Question 3

We are working on securing permission to provide company and personnel reference names (and contact information) for the study experience in the Mandatory and Point-Rated Technical Criteria. In order to secure

permission, I'm being asked to get the following information in writing.

Can you please confirm the following with respect to company and personnel reference information provided in our proposal:

- a) Specifics of the limits as to how you will use any shared contact information.
- b) Specifics as to what you will do with the information if you go ahead and research the market.
- c) Will any shared information (company name, contact name, contact information) be made public?

Answer 3

- a) The information will only be viewed by the bid evaluation committee as part of the evaluation process.
- b) Once the bid process is complete the information will be destroyed.
- c) No information will be made public. The public does not have the right to review bids made by potential Contractors.

All other terms and conditions remain unchanged.

- End of Amendment No. 001 -