

ADVANCE CONTRACT AWARD NOTICE

TITLE:

Canada as Guest of Honour at the Frankfurt Book Fair in 2020

INTRODUCTION:

The Department of Canadian Heritage (PCH) has a requirement for managing the Canadian book publishing industry's involvement in Canada's Guest of Honour presence at the Frankfurt Book Fair in 2020. The purpose of this Advance Contract Award Notice (ACAN) is to signal the government's intention to award a contract for these services to Canada FBM2020. Before awarding a contract, however, the government would like to provide suppliers with the opportunity to demonstrate that they are capable of satisfying the requirements set out in this notice, by submitting a statement of capabilities during the 15 calendar day posting period.

If other potential suppliers submit a statement of capabilities during the 15 calendar day posting period that meet the requirements set out in the ACAN, the government will proceed to a full tendering process on either the government's electronic tendering service or through traditional means, in order to award the contract.

If no other supplier submits, on or before the closing date, a statement of capabilities meeting the requirements set out in the ACAN, a contract will be awarded to the pre-selected supplier.

BACKGROUND:

On October 6th, 2016, the Government of Canada signed the contract for Canada to be the Guest of Honour (GoH) at the Frankfurt Book Fair in 2020. While PCH is the lead organization on Canada's GoH presence in 2020, the contract with the Frankfurt Book Fair requires that the project be carried out in close collaboration with the Canadian book publishing industry. As the GoH in 2020, Canada is required to establish a Committee responsible for the development and coordination of the various elements of its GoH presentation. This Committee, named the Frankfurt 2020 Steering Committee, must comprise representatives from Canada's publishers' associations. Through this Steering Committee, we must also have representation of a broad spectrum of both state and nongovernmental representatives from Canada's cultural and creative sectors, including PCH. The Frankfurt 2020 Steering Committee is comprised of two members from each of the following organizations: PCH, Global Affairs Canada, the Canada Council for the Arts, and Canada FBM2020. The main deliverables for Canada as Guest of Honour include:

1. A Guest of Honour pavilion presenting an artistic vision of Canada
2. Literary program at October 2020 Book Fair
3. Cultural Programming across Germany during 2020
4. Fund for translation of Canadian-authored books into German
5. Canada-Germany publishing-industry trade missions

Responsibility for these main deliverables have been divided between the four organizations sitting on the Steering Committee (with responsibility for some deliverables shared between organizations). Through this contract, Canada FBM2020 will be delegated responsibility for a portion of item 1, and full responsibility for items 2 and 5 (with oversight from the Frankfurt 2020 Steering Committee).

Since Canada's publishing industry is represented by several national and provincial publishers' associations, the industry together formed Canada FBM2020, a not-for-profit corporation managing the Canadian book publishing industry's involvement in Canada's GoH presence in 2020. Canada FBM2020

receives input from its independent board of directors, comprised mainly of representatives from the book publishing industry, but also including representatives from other cultural and creative sectors (a key requirement in the contract with the Frankfurt Book Fair). FBM2020 has the explicit endorsement from the national and provincial book publishing associations to act on their behalf in representing the book publishing industry in the planning and execution of Frankfurt 2020.

The estimated value of the contract is \$1,436,040.00 (applicable taxes are extra).

PERIOD OF WORK:

The proposed contract is from date of award to March 31st, 2021.

MINIMUM ESSENTIAL REQUIREMENTS:

Any interested supplier must demonstrate by way of a statement of capabilities that it meets the following requirements:

- Must have senior staff working on the project with significant* experience working in the Canadian book publishing industry, most importantly in the negotiation, sales and acquisition of international rights of Canadian-authored books (*significant = more than five [5] years' experience with increasing responsibilities*).
- At least one member of the senior staff working on the project must have attended the Frankfurt Book Fair a minimum of three (3) times, and have experience attending other major international rights fairs (such as London, Paris, Bologna or Guadalajara).
- Knowledge and understanding the Frankfurt Book Fair's Guest of Honour program, preferably having visited at least one (1) Guest of Honour pavilion in the past four (4) years.
- Must have recent, productive, positive and ongoing working relationships with key members of the Canadian book publishing industry (in both official language markets, and including national, provincial and territorial book publishing associations).
- Must be equipped to prepare the Canadian book publishing industry specifically for Canada's Guest of Honour presence at the Frankfurt Book Fair in 2020, including conducting professional development sessions for book publishers on selling international rights, facilitating the establishment of relationships between Canadian and German book publishers (through trade mission and/or fellowships).
- Must be accepted (by the Canadian book publishing industry, including both official language markets) as the single representative of the Canadian book publishing industry to work with Government in the planning and execution of Canada's GoH presence in 2020.
- Must have representation on its board mainly from the publishing industry, but also from other cultural and creative industries, and have these governance requirements built into its foundational bylaws.

JUSTIFICATION FOR THE PRE-SELECTED SUPPLIER:

Canada's publishing industry is represented by several national and provincial publishers' associations. In order to have a single representative organization working with the Government of Canada on Canada's GoH presence at the Frankfurt Book Fair in 2020, the industry together formed Canada FBM2020, a not-for-profit corporation with the explicit mission of preparing the Canadian industry for Frankfurt 2020 and managing the Canadian book publishing industry's involvement in Canada's GoH presence in 2020.

Canada FBM2020 receives input from its independent board of directors, comprised mainly of representatives from the book publishing industry, but also including representatives from other cultural and creative sectors (a key requirement in the contract with the Frankfurt Book Fair).

Canada intends to retain ownership of any Foreground Intellectual Property arising out of the proposed contract on the basis that the main purpose of the contract is: *to generate knowledge and information for public dissemination.*

RESPONSE:

Suppliers who consider themselves fully qualified and available to meet the specified requirements may submit a statement of capabilities in writing to the Contracting Authority identified in this Notice on or before the closing date of this Notice. The statement of capabilities must clearly demonstrate how the supplier meets the advertised requirements.

The closing date and time for accepting statements of capabilities is August 20, 2018 at 2:00 p.m. EDT.

Inquiries are to be directed to:

Trevor Murphy
Manager, Policies & Compliance
Canadian Heritage
15 Eddy, 9th floor
Gatineau, Québec K1A 0M5

Tel.: 819-934-5045
E-mail: pch.contracts-contracting.pch@canada.ca

Statements of capabilities are to be sent to:

MAIL ROOM
REQUEST NO: 10181712
Canadian Heritage
15 Eddy Street, 2nd Floor (15-2-C)
Gatineau, Québec K1A 0M5
Attention: Trevor Murphy

POLICY INFORMATION:

- Applicable Exceptions to soliciting Bids under the Government Contracts Regulations (GCRs) (Section 4): Only one person or firm is capable of performing the contract.
- This requirement is subject to the following trade agreements:
 - World Trade Organization-Agreement on Government Procurement (WTO-AGP)
 - Comprehensive Economic and Trade Agreement (CETA)
 - Canadian Free Trade Agreement (CFTA)
 - North American Free Trade Agreement (NAFTA)
 - Canada-Chile Free Trade Agreement (CCFTA)
 - Canada-Colombia Free Trade Agreement
 - Canada-Peru Free Trade Agreement (CPFTA)
 - Canada-Panama Free Trade Agreement
 - Canada-Korea Free Trade Agreement (CKFTA)
 - Canada-Honduras Free Trade Agreement