

Request for Proposal:

Canada Korea Business Association (CKBA) International Business Development Strategic Plan

Project Scope

Canada Korea Business Association (CKBA) is developing a two year International Business Development Strategic Plan (the Plan) supported by funding from Global Affairs Canada. The project involves conducting research, identifying target markets and developing strategies for increasing trade and investment opportunities between Canada and Korea. The project will require but not be limited to research and engagement with organizations and businesses in Canada and Korea such as KOTRA (Korea Trade-Investment-Promotion Agency) in Vancouver, Global Affairs Trade Commissioner Services (TCS), Asia Pacific Foundation, Provincial trade bodies and public and private organizations. The project will also require a summary analysis of the Canada Korea Free Trade Agreement (CKFTA) for the purpose of developing the Plan.

In addition, the Plan must include but not be limited to the following sections:

- Executive Summary
- Market/sector analysis
- International context with emphasis in Canada and Korea trade relations
- International strategy with emphasis in Canada and Korea trade relations
- Conclusion

Proponent

For this project, CKBA is seeking an individual or consulting firm with the following qualifications:

- Experience developing international business strategies and action plans
- Experience in stakeholder engagement and market research in both a domestic and in an international setting
- Quantitative & analytical skills with the ability to provide a big picture
- Awareness of international business and commercial environments
- Understanding of the interrelationship of government and private sectors
- Knowledge of Canada/Korea trade relations and Canada Korea Free Trade Agreement (CKFTA)

Timeline:

- Project to be completed by October 31, 2020

Budget:

- CDN \$20,000

Submission deadline:

- 5pm (PST) Monday, June 15, 2020,

Submit to:

Sung Van
President, CKBA
Email: info@ckba.org
Phone: 1-604-312-8548

About Canada Korea Business Association (CKBA)

Founded in 1972, CKBA enables individuals and business organizations in Canada and Korea to advance trade, commerce, investment and partnerships through advocacy, information/resource sharing and networking opportunities.

Mandate:

To be the leading business association for trade, commerce and investment between Canada and Korea.

Members:

CKBA membership comprises individuals, businesses and organizations including: globally recognized Korean brands; Canadian companies both large and small; service organizations involved in banking, finance, law, information technology; educational and cultural organizations.

For more information, please contact:

Canada Korea Business Association

Email: info@ckba.org

www.ckba.org
