EMBASSY OF THE UNITED STATES OF AMERICA
U.S. Department of State
The General Services Office (GSO)
Bogotá, Colombia

The General Services Office (GSO) at the U.S. Embassy in Bogota has a requirement for **U.S. Ingredient Chef Demonstration and Fest**; we invite you to read carefully the following minimum requirements:

Conditions of proposal	To be considered for evaluation and award you must comply with the following: ⇨ Prices should be in Colombian Pesos (COP). **Only for Colombian Vendors.** ⇨ Unite price, tax percentage, tax amount and total amount should be stipulated in the quote. ⇨ Submit with the quotation the technical information sheet per model/reference. ⇨ Your offer must meet or exceed ALL requirements specified in this advertisement. If pictures are included, they are used as an example, your offer must meet the technical description provided. ⇨ We will contact you to clarify or to request additional information during the evaluation process, if necessary. ⇨ Brand new products (not refurbished, no alternatives) ⇨ Must match the exact features ⇨ Your offer must include CONTRACTOR'S CERTIFICATION ON COMPLIANCE WITH NATIONAL DEFENSE AUTHORIZATION ACT (NDAA) 52.204-24 Representation Regarding Certain Telecommunications and Video Surveillance Services or Equipment (Aug 2020) ⇨ **REQUIREMENT:** Thay your company completely understands the requirement. ⇨ **DELIVERY TERMS:** DDP DELIVERY AT THE EMBASSY WAREHOUSE IN BOGOTA. ⇨ **PAYMENT TERMS:** 30 Day net payment. ⇨ **VALIDITY OF OFFER**: 3 Months
Questions	Please use **PR16173577** in the subject line. Should you have any question regarding this request please send an e-mail to **bogotagsocompras@state.gov** before **August 14th, 2026,** at **4:00 PM** (Bogota, Colombia - local time).
Delivery Place	American Embassy in Bogotá, Colombia
Delivery Terms for U.S. vendors	U.S. vendors: you can send a proposal in **USD**, but all prices must be **DDP at our warehouse in Bogotá - Colombia.** The U.S. Embassy Bogotá will NOT emit a tax exemption certification for Colombian taxes **IMPORTANT NOTE in spite the US embassy is exempt of some Colombian taxes, the Colombian Government courier limits are: $2,000 USD and/or 50 kilos MAX, any package exceeding those limits will no longer be considered courier shipments, and Customs Brokerage + Release of air waybills or Bill of Ladings + Storage fees will be charged, these fees MUST be included in the prospective vendor's offer as the US Embassy will not cover such expenses.**

	DELIVERY TERMS: DDP DELIVERY AT THE EMBASSY WAREHOUSE IN BOGOTA. "Delivered Duty Paid" the seller delivers the goods when the goods are placed at the disposal of the buyer, cleared for import on the arriving means of transport, and ready for unloading at the named place of delivery. The seller bears all the costs and risks involved in bringing the goods to the place of destination, has an obligation to clear the goods not only for export but also for import, to pay any duty for both export and import, and to carry out all customs formalities.
Payment Terms	EFT net 30 calendar days, payments will be made upon receipt and acceptance of delivery.
Deadline to submit your offer	Please use **PR16173577** in the subject line. Offers are due by **August 24th, 2026** at **4:00 PM** (Bogota, Colombia - local time) via e-mail to **bogotagsocompras@state.gov** All responsible sources may submit an offer that shall be considered.

Please note that this is a combined synopsis/solicitation for a commercial item, prepared in accordance with the format FAR 12.202, as supplemented with additional information included in this notice. This announcement constitutes the only solicitation; offers are being requested and a written solicitation will not be issued. The solicitation number is **PR16173577** and is issued as a Request for Quotation. The solicitation/contract will include all applicable provisions and clauses in effect through FAC 2005–45 Items to be acquired as stated in the below list. All elements should meet or exceed the following criteria:

SCOPE OF WORK

U.S. Ingredient Chef Demonstration and Fest

SCOPE

The "U.S. Ingredient Demonstration and Fest" event is designed to engage representatives from the Colombian hotel, restaurant, bar, institutional, and catering (HRI) sectors through two complementary activities that will be executed in Bogota: (1) A cooking demonstration led by one culinary expert that will provide HRI representatives with training on incorporating U.S. products into their menus, and (2) a U.S. products festival connecting USDA trade promotion associations (USDA Cooperators) with HRI.

PURPOSE

The United States Department of Agriculture (USDA), Foreign Agricultural Service in Bogota (FAS Bogota) will host a "U.S. Ingredient Demonstration and Fest" activity for HRI representatives to promote U.S. food and beverages and support USDA Cooperators to develop and maintain the market for the full spectrum of U.S. farm and food products, including consumer-oriented goods, beverages, and other specialty foods in Colombia.

By boosting agricultural export revenue and volume, FAS market development programs support U.S. farm income, enhance the overall U.S. economy, and make America more prosperous.

MAJOR TASKS

The Contractor shall render the services below to accomplish the main purpose and implement the activities, (Action 1 and Action 2) to be held and completed on the same calendar day:

Action 1. Design and execute a cooking demonstration to train up to 100 Colombian chefs and culinary professional on the quality and versatility of U.S. food products. The Contractor shall carry out this action through the following procurement and management:
Venue space, rental, and setup, including stage, podium, 15 round tables, 120 chairs
One subject matter expert to lead the demonstration. The nominated subject matter experts must possess demonstrated professional culinary expertise in American cuisine, including hands-on experience preparing and presenting U.S. agricultural products (e.g., beef, poultry, dairy, or specialty crops), and prior experience conducting live cooking demonstrations. The expert must deliver a structured presentation highlighting the quality, versatility, and culinary applications of U.S. food products

- Audio Visual (A/V) equipment that must include the following:
- Screen (size 3 x 2 meters)
- Sound equipment
- One clip-on microphone
- Two microphones
- Closed-circuit video
- Promotional materials (which may include, but are not limited to, recipe cards, kitchen utensils, notebooks, pens, and aprons) shall be provided for 100 participants, along with U.S.-themed decorations for display (which may include, but are not limited to, tablecloths, flags, balloons, and garlands)
- Logistical coordination, including delivery, use, storage, cold chain, and access permits for five (5) product samples per participant, provided by participating USDA trade promotion associations (cooperators) and importers
- Comprehensive digital presentation for the demonstration, to be delivered to FAS Bogota, that includes a curated list of two (2) nominated speakers to carry out the activity, accompanied by their professional profiles, areas of expertise, and a clear explanation of their relevance to the demonstration objectives, along with proposed promotional materials, and U.S. themed decorations
- Recruitment and confirmation of at least 100 chefs or culinary professionals in Colombia who also maintain purchasing decision-making authority (e.g., restaurant owners, general managers, executive chefs, purchasing/procurement managers, or F&B directors) for their respective establishments

- Participant registration services including an online registration platform, management of participant data, registration confirmations, and assistance and technical support with any inquiries or issues during the registration process to ensure seamless and efficient experience
- Virtual and audience engagement platforms to facilitate interactive participation, including live polling, Q&A sessions, incorporating tools to conduct perception and satisfaction digital surveys. These platforms should be designed to gather valuable feedback, enhance participant engagement, and provide actionable insights to improve future events

Action 2. Design and execute a "U.S. Products Food Festival featuring ten (10) exhibiting USDA Cooperators and/or U.S. food importers with exhibitor booths (stands), with a minimum of 200 participating HRI representatives. This action will occur on the same day as Action 1. The Contractor shall carry out this action through the following procurement and management:

- Venue space, rental, and setup, 12 rectangle tables (approximate size 180 x 74 x 74 centimeters [cm]), and 40 chairs
- One popcorn machine, including all related supplies needed for 200 participants
- Promotional materials (which may include, but are not limited to, recipe cards, kitchen utensils, notebooks, pens, and aprons) shall be provided for 200 participants, along with U.S.-themed decorations on display (which may include, but are not limited to, tablecloths, flags, balloons, and garlands)
- Management for all logistical aspects of the festival, including exhibitor stand setup and breakdown; secure and coordinate sample product "tasting stations" for all ten (10) exhibitors
- Comprehensive digital presentation for the U.S. Products Food Festival, including floor plan design, proposed promotional materials and American-themed decorations
- Virtual and audience engagement platforms to facilitate interactive participation, including live polling, Q&A sessions, while also incorporating tools to conduct perception and satisfaction digital surveys. These platforms should be designed to gather valuable feedback, enhance participant engagement, gather projected sales information, and provide actionable insights to improve future events

Action 3. Provide a final written report (PDF format) in both Spanish and English within ten (10) calendar days following the completion of the project. The report shall summarize the outcomes and include an evaluation of the activity, addressing the following action items:

- Description of the activity's impact, based on surveys and qualified leads, projected sales, and how the activity has improved recipient perception of U.S. food ingredients for the Colombian HRI sector. The activity must generate a minimum of 20 high-quality commercial trade leads for USDA Cooperators.

- Delivery of database of HRI representatives attending the events in Excel. The database shall include each attendee's company and job title and contact information (email and cell phone number)
- Design of thank you emails, in both Spanish and English, for HRI representatives (editable version)
- Design of a lead-tracking email, in both Spanish and English, for exhibitors (editable version)
- Comprehensive digital coverage of both activities (cooking demonstration and food festival), including raw and edited photo and video content with English/Spanish subtitles
- Develop five (5) social media posts to be published and advertised at FAS Bogota social media platforms, such as the SaborUSA Instagram and Facebook. FAS Bogota will provide credentials to access the accounts
- Findings and recommendations for future activities

EVALUATION FACTORS

- The Contractor shall demonstrate prior experience with U.S. agricultural stakeholders and submit evidence (e.g. presentation, video, writings, etc.) in providing similar services, including evidence demonstrating successful events and samples of digital content related to food, beverage, and cultural promotional activities
- The Contractor shall provide evidence that the offeror/quoter operates an established business with a permanent address and telephone listing
- The Contractor shall provide a bilingual English – Spanish point of contact whose native language is Spanish
- The Contractor shall provide evidence that the offeror/quoter has managed contracts of USD $15,000 or greater
- The Contractor shall provide evidence that the offeror/quoter has all licenses and permits to operate as an established business entity as required by local law
- The Contractor shall provide evidence that the offeror/quoter can provide the necessary personnel, equipment and financial resources to satisfactorily perform the work and achieve all aforementioned action items
- The Contractor shall provide a list of three (3) clients in its proposal/offer, demonstrating prior experience with relevant past performance activities, information, and references
- The Contractor shall describe its proposed recruitment methodology for identifying and confirming Colombian HRI representatives with purchasing decision-making authority, including any screening or verification process to be used

GENERAL GUIDANCE

- Throughout each stage of the contract, the Contractor shall provide progress updates to FAS Bogota to ensure that all information, including social media publications and website updates intended for the target audience, is reviewed and approved in sufficient time prior to the start date of the activity
- The proposed venue location and all procurement items, including promotional materials and logistical management, must require prior approval from FAS Bogota.
- The contractor shall submit its presentation and any promotional material for review and clearance from FAS Bogota to ensure compliance with branding guidelines and alignment with U.S. government policies
- The Contractor shall submit a written activity report in Spanish and English
- The Contractor shall transfer and release all intellectual property rights and ownership of any and all materials and products developed in the execution of this project to FAS Bogota. Furthermore, any profits, copyrights, or other intellectual property benefits generated as a result of this project shall be the sole property of the USDA
- The Contractor agrees to adhere to the payment schedule established by FAS Bogota's terms and conditions. Payment shall be made upon the Contractor's timely submission of the report and its approval from FAS Bogota
- The Contractor must provide a list of attendees, including their job titles, for FAS Bogota's approval
- The Contractor shall ensure a minimum of 80 percent attendance of invited attendees for Actions 1 and 2
- The Contractor shall develop a one-page feedback survey with a minimum of three questions to distribute to workshop participants at the beginning and conclusion of the event. FAS Bogota should approve the survey prior to dissemination
- The Contractor shall ensure that at least 80 percent of participants respond to the satisfaction surveys
- The Contractor shall ensure a minimum of 70 percent of satisfaction rate on results from the satisfaction surveys
- The Contractor shall provide a proposed timetable for all actions previously listed
- Any expense or obligation not previously approved by FAS Bogota shall be the exclusive responsibility of the Contractor, without further compensation from the U.S. government
- All major tasks aforementioned in this document shall take place in Bogota, between September 1, 2026, and December 31, 2026. Action 1 and Action 2 shall be consecutive and occur on the same calendar day