

***Request for Proposals
For the Position of Marketing Director for the European office for
the Fairfax County (Virginia) Economic Development Authority***

The Fairfax County Economic Development Authority (FCEDA) would like to receive proposals from qualified, Berlin-based providers of economic development consulting/marketing services to promote Fairfax County, Virginia USA as a business location and a technology center to European companies.

The successful candidate will qualify and contact companies throughout Europe to identify their potential interest in establishing an office in the US, build long-term relationships with the targeted companies, and create an ongoing interest in Fairfax County as a business location. Major target sectors include information technology, (cyber) security, big data, aerospace, software development, health IT, systems integration, and emerging technologies such as artificial intelligence and Internet of Things. The successful candidate should have exceptional business development skills, with an understanding of business location and expansion issues and strong affiliation with cybersecurity and information technology industry in Europe. Previous economic development experience and knowledge of Fairfax County is preferred. The successful candidate will also plan business development meetings for FCEDA staff for up to three trips per year and plan up to two Europe-based events per year. Lastly, the successful candidate will not perform services for any other person, firm, public body or economic development organization that works to attract or retain businesses to the United States.

The following information is required for proposals to be accepted for consideration:

1. An extended resume of yourself and your firm. Include detailed information on qualifications, geographic location of your commercial office (with an exact address of the commercial office structure), back office support, professional relationships, work history, and relevant clients, both current and past. Please list the names of key personnel; who would work on this project and attach their resumes to your proposal. Include information that demonstrates the diversified market sector skills of key personnel. Include information on your firm's demonstrated capabilities in business development, contacts management, event planning and social media outreach.
2. In the form of an (two-four pages) executive summary, outline a strategy for promoting Fairfax County as a business location to companies throughout Europe for the target sectors listed above. Include information on how you would qualify and attract firms through existing contacts/networks as well as new venues, how you would manage prospect relationships, and how you would conduct a media outreach campaign based on FCEDA events and visits.
3. Please provide the names and contact information for three business references.

Proposals (***five separately bound copies***) must be received by **Friday, August 9, 2019, 2:00 p.m. Eastern Time**, sent via mail or air courier delivery to:

Ms. Flor Morrobel, Procurement Manager
Fairfax County Economic Development Authority (FCEDA)
8300 Boone Boulevard, Suite 450
Tysons, Virginia 22182-2633, USA

Should there be questions regarding the RFP, they must be submitted by potential offerors by Tuesday, July 23, 2019, and answers will be posted on our Web site by Friday, July 26, 2019.

Any material received late, via e-mail or fax will not be accepted. For more information about this contracting opportunity, please take the time to visit our Web site at <https://www.fairfaxcountyed.org/about-fceda/contracting-opportunities/> or contact Ms. Morrobel via e-mail at fmorrobel@fceda.org.