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AGENCY FOR INTERNATIONAL DEVELOPMENT
WASHINGTON, DC 20503

JUN 25 1986

Mr. Peter Johnson, Executive Director
Caribbean/Central American Action
Suite 1010
1333 New Hampshire Ave., N.W.
Washington, D.C. 20036

Subject: Grant No. LAC-0619-G-SS-6051-00

Dear Mr. Johnson:

Pursuant to the authority contained in the Foreign Assistance Act of 1961, as amended, the Agency for International Development (hereinafter referred to as "A.I.D." or "Grantor") hereby grants to the Caribbean/Central American Action (hereinafter referred to as "C/CAA" or "Grantee") the sum of Sixty Thousand Dollars (\$60,000) in support of its program to conduct a market research and promotion effort to identify and attract appropriate U.S. firms to its Miami Conference on the Caribbean and Investment Exposition. This program and the activities required hereunder are more fully described in Attachment 2, entitled Program Description.

This grant is effective and obligation is made as of the date of this letter and shall apply to commitments made by the grantee in furtherance of program objectives through the estimated completion date of December 31, 1986. Funds disbursed by A.I.D. but uncommitted by the grantee at the expiration of this period shall be refunded to A.I.D.

This grant is made to the Grantee on condition that the funds will be administered in accordance with the terms and conditions as set forth in Attachment 1, the Schedule; Attachment 2, the Program Description; and Attachment 3, the Standard Provisions, all of which have been agreed to by your organization.

Please acknowledge receipt and acceptance of this grant by signing all copies of this Cover Letter, retain one set for your files, and return the remaining copies to this office, being sure to return all copies marked "Funds Available".

Sincerely yours,



Wesley L. Hawley
Contracting Officer
Office of Procurement
Overseas Division/LAC

ORIGINAL

ATTACHMENTS:

1. Schedule
2. Program Description
3. Standard Provisions

ACKNOWLEDGED:

CARIBBEAN/CENTRAL AMERICAN ACTION

BY: *Catherine A. Pearson*

TYPED NAME: Catherine A. Pearson

TITLE: Associate Director

FISCAL DATA

PIO/T No.: 598-0619-3-6655207
Appropriation Symbol: 72-1161021.6
Budget Plan Code: LDAA 86-35598-DG12
Allotment No.: 646-65-598-00-69-61
Funds Obligated: \$60,000
Total Estimated Cost: \$60,000
Funding Source: FM/PAFD
Technical Office: LAC/DR
E.I. No.: 52-1141745
DUNS No.: 116211657

FUNDS AVAILABLE

J. J. J. J.
JUN 26 1986
o/c 4190
Program Acctg Division
Office of Financial Management

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ATTACHMENT 1

SCHEDULE

A. Purpose of Grant

The purpose of this grant is to provide partial support in a marketing effort designed to support the CBI by bringing 250 appropriate potential U.S. business partners to the 10th annual Miami Conference and Exposition, assisting them in meeting with Caribbean Basin business and government leaders interested in pursuing export and investment deals.

B. Period of Grant

The effective date of this grant is indicated on the Cover Letter and the estimated completion date is December 31, 1986.

C. Amount of Grant and Payment

1. A.I.D. hereby obligates the sum of \$60,000 for the purposes of this grant.
2. Payment will be made to the grantee in accordance with procedures set forth in Attachment 3 - Standard Provisions entitled "Payment - Letter of Credit".

D. Financial Plan

The following is the Financial Plan for this grant. Revisions to this plan, if required, will be made in accordance with the Standard Provision of this grant entitled "Revision of Grant Budget". Within the total amount of the \$60,000, grantee may adjust direct line items as may be deemed necessary to attain the purposes of this grant.

Budget

| | |
|-----------------------|-----------------|
| Salaries | \$25,250 |
| Operational Expenses | 21,550 |
| Travel | 13,200 |
| Total Estimated Costs | <u>\$60,000</u> |

The total amount of above budget represents approximately 33% of the total estimated cost of \$183,000 which is projected for the completion of the activity contemplated under this grant. The additional \$123,000 required will be provided by the grantee and other donors.

E. Reporting

1. Financial Reporting

a. Financial reporting requirements shall be in accordance with the Standard Provision of this grant entitled "Payment - Letter of Credit".

b. The original and two copies of all financial reports shall be submitted to A.I.D., Office of Financial Management, Program Accounting and Financial Division (FM/PAFD), Washington, D.C. 20523.

F. Special Provisions

OMB Circular A-122

For the purposes of this grant, reference to "OMB Circular A-122" in the Standard Provisions of this grant shall include the A.I.D. implementation of such circular as set forth in subpart 731.7 of the A.I.D. Acquisition Regulations (AIDAR) (41 CFR Chapter 7).

PROGRAM DESCRIPTION

A. Purpose

The purpose of this grant is to have grantee design a marketing effort to support the CBI (and its goals of Caribbean business development, employment, and foreign exchange generation) by bringing 250 appropriate potential U.S. business partners to the 10th annual Miami Conference and Exposition, assisting them in meeting with Caribbean Basin business and government leaders interested in pursuing export and investment deals.

B. Implementation

With the support of A.I.D., other government agencies and ITT, a systematic effort was undertaken at the 1983, 1984 and 1985 Miami Conference and Expositions to recruit a large number of high-potential business decision makers. Included in this effort was the identification of a sub-group of U.S. industries that represented a particularly promising target for marketing Caribbean business opportunities, identifying potentially interested firms, and securing the participation for the appropriate executives.

Factors considered in targeting particular firms within the selected industrial categories include present size, sales volume, growth pattern, proximity to the region, operating history or other appropriate indications of potential interest and, more importantly, probable success. These sectors include food production and processing, light manufacture, electronics, textiles, handicrafts, and resort/recreation.

The grantee therefore proposes to conduct another major marketing effort in 1986 to identify and recruit the target audience for the 1986 conference. This effort will include:

1. Consultation with country delegation leaders for targeting
2. Targeting, preparing and distributing initial advertising materials.
3. Direct promotion through travel and telephone outreach
4. Preparation and distribution of final pre-conference materials
5. Follow-up, matching, and scheduling of potential investors
6. On-site facilitation of appointments
7. Determination and report of result