**Responsible Business Fund Plus (RBF+)**

**Concept Note**

**Window - 3 (Area 8)**

**1st Call for Concept Note - Open from 14th August to 4th September 2024**

\* Required

**1. Information of the Proposed Business Association**

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| **Chairperson Information** *(Information should be in line with the registration)* | |
| **1.1 Name of Business Association \*** |  |
| **1.2 Name of the Chairperson \*** |  |
| **1.3 Gender \*** | Male  Female  Other |
| * 1. **Mobile Phone Contact \*** |  |
| **1.5 Email** |  |

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| **Business Association Information** | | |
| * 1. **Address of the Business Association \***   *(Different address from project location in 3.2 is acceptable)* |  | |
| * 1. **Date of Establishing of the Business Association \*** |  | |
| * 1. **Registration Number of the Business Association \*** |  | |
| **1.9 Link to Social Media Platform of the Business Association** |  | |
| **1.10 URL of the Website of the Business Association** |  | |
| **1.11 Number of employees \*** | Permanent | Temporary |
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| **1.12 Number of members \*** |  | |
| **1.13 Sector \*** |  | |

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| **1.14 Geographical Coverage of the Association \*** | | |
| All States & Regions  Kachin  Kayah  Kayin  Chin  Rakhine | Shan  Mon  Nay Pyi Taw  Yangon  Mandalay | Ayeyarwaddy  Bago  Sagaing  Magway  Tanintharyi |

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| **1.15 History / Development of the Business Association \***  *(Please describe briefly achievements of the past and vision of the future)* |
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| **1.16 Current Activities of the Association\*** |
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**2. Previous experience with Trade Fairs**

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| **2.1 Have you ever facilitated member participation in a trade fair? \*** |
| Yes  No |

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| **2.2 If yes, please describe the name(s) of the trade fair(s) and the country(s). \*** |
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**3. Information about the Proposed Trade Fair**

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| **3.1 Select the area under which you would like to seek grant support from RBF+. \*** |
| Agrifood MSMEs Participation in Trade Fairs |

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| **Trade Fair Information** | | |
| **3.2 Name of the Trade Fair \*** |  | |
| **3.3 Background of the Trade Fair \*** | | |
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| **3.4 Trade Fair Period \*** | **Opening Date** | **Closing Date** |
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| **3.5 Trade Fair Location \*** |  | |
| **3.6 How did you know about the proposed trade fair? \***  **(***Please describe the details. (e.g., Invitation Letter, Website, Social Media Platform, etc)* |  | |

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| **3.7 Describe the reasons why your members would like to participate in the trade fair.\***  *(Please indicate your proposed idea. How does this develop? How does your proposed idea align with RBF+ Area of Support? Market Access, Knowledge of Market Requirements & Standards, etc)* |
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| **3.8 Provide the list of the MSMEs that have committed to attend the trade fair. \***  *(At least 5 MSMEs will be required to attend in accordance with the eligibility criteria. Attendance of women in the trade fair is strongly encouraged.)* |
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| **3.9 Describe the preparation plan of your association regarding the proposed trade fair \*** *(e.g., Knowledge Sharing of Market Requirements & Standards, Potential Market, etc.)* |
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| **3.10 Describe the type of Agrifood products your members showcase at the trade fair \*** |
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| **3.11 Estimated reach of interested audiences for your product \*** |  |
| **3.12 Estimated number of potential client that could be generated by the proposed Trade Fair \*** |  |
| **3.13 Estimated increase in sales value in the market \*** |  |

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| **3.14 What are the reasons for not being able to implement the above-mentioned Project Idea until now on your own without external assistance? \***  *(Please present the constraints such as finances, limited knowledge of market requirements & standards, lack of information, etc.)* |
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| **3.15 If you are approaching any other Donor /Agency for Grant Assistance for the proposed idea, please present the details. \*** |
| No  Yes (Please specify the details including the name of the Donor / Agency)  ………………………………. |

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| **3.16 Present an estimate of the investment in USD and MMK needed to implement the**  **proposed Project Idea \***  *(It would help if you could provide a detailed breakdown of the proposed investment.)* | | |
| **Description** | **Approximate Cost (USD)** | **Approximate Cost (MMK)** |
| Booth Rental |  |  |
| Travel |  |  |
| Accommodation |  |  |
| Marketing Materials (Brochures, Banners, etc) |  |  |
| Logistics Cost |  |  |
| Other Cost (Specify) |  |  |
| **Total Project Cost** |  |  |

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| **3.17 Describe your plan for financing the proposed project \*** |
| Own Money of the participation members  Contribution by association  Others (Please specify.)  ………………………………. |

**4. Contact Person for the proposed project**

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| **4.1 Do you have any Consultant/ Service Provider?** \* |
| No  Yes (Please specify the Name of the Consultant/ Service Provider)  ………………………………. |

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| **4.2 Contact Person Information for the Proposed Project** | |
| **Name \*** |  |
| **Title / Position \*** |  |
| **Mobile Phone Contact \*** |  |
| **Email \***  *(Please be sure to fill in correctly, as RBF+ will send a notification email to this email address within 24 hours of your submission.)* |  |

I hereby confirm that all the information listed above is accurate and provided by me, the chairperson of the Association

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| Signature |  |
| Name of the Owner / Managing Director |  |
| Date |  |

**Required Attachments to submit the Concept Note to RBF+**

Scans and photocopies are acceptable at this stage, though the originals need to be verified by the RBF+ Secretariat later if the project moves into the stage of being approved for grant support.

Required attachments are as follows:

1. Association Registration \*
2. Business Registration of applicant members \*
3. Documentary evidence to prove that the Applicant associates are MSMEs, with either 300 employees or less or a Paid-up capital that is less than 72,000 USD \*
4. Product Photos that will be showcased at the Proposed Trade Fair \*

**Submission Instructions**

* Please submit your Concept Note through the following **Online Kobo Link**:

<https://ee-eu.kobotoolbox.org/x/HKyixfku>

* Please note that once you make a successful submission, you will receive **a notification email** from RBF+ within 24 hours.
* We suggest you to **first fill in the information in Word template** **of Concept Note** and later **copy and fill in the Kobo Link**.
* If you encounter any difficulties completing the form, please watch the instructional video provided below.

<https://drive.google.com/file/d/10C9nSdZQLuvm_KTaXiof96J9YXbcJ5LC/view?usp=sharing>

Any queries regarding RBF+ support can be addressed to mobile phone numbers:

09-456876613, 09-263702397, 09-757700697, 09-5032680