



Preliminary Market Orientation - Local Liaison SargassumNL

Partners for International Business program of the Government of the Netherlands – July 2026

1. Preliminary Market Orientation Local Liaison SargassumNL

Each year, the Mexican Caribbean coast faces an increasingly severe arrival of sargassum, a type of macroalgae. When sargassum washes ashore, it causes significant environmental, social, and economic impacts. Although there is growing consensus on the response required, Mexico still lacks solutions at scale for monitoring, offshore collection, and valorization. SargassumNL was established to develop integrated and circular solutions for the sargassum challenge in Mexico, by building partnerships, developing projects and creating market opportunities.

SargassumNL is a Dutch public-private partnership comprising 8 companies and 2 knowledge institutes, supported by the Dutch Government through the Partners for International Business (PIB) program of the Netherlands Enterprise and Development Agency (RVO). As part of the government support provided to the cluster, the Embassy of the Kingdom of the Netherlands in Mexico City is considering procuring local liaison services in Mexico in the near future.

With this preliminary market orientation, the Embassy seeks to identify potentially suitable service providers that can be invited in the procurement process later this year. This market orientation is also meant to obtain feedback regarding the envisaged assignment. It is not orientation is not a tender procedure nor an invitation to submit a quotation.

2. Local Liaison SargassumNL

The Local Liaison is meant to serve as a key link between the cluster SargassumNL and Mexican stakeholders. The Mexican stakeholder landscape is dynamic and relationship-driven. Local presence (mainly in Quintana Roo), follow-up and translation of the local context are therefore expected to be important for the success of the cluster.

The Local Liaison would support the sector by strengthening its understanding of the sargassum context in Mexico, identifying opportunities for cooperation and knowledge exchange and

facilitating engagement with relevant Mexican stakeholders, including government institutions, private sector actors, NGO's, financial institutions and knowledge institutes.

3. Indicative details of the envisaged assignment

Interested parties are invited to provide feedback on the following indicative elements of the assignment:

- Location of Local Liaison: Quintana Roo is preferred. Other locations may be considered if regular presence and an existing local network in Quintana Roo can be ensured;
- Initial term: 1 year, with a possible extension of 1 or 2 years, subject to performance and continued need. Envisaged starting date: October / November 2026.
- Estimated amount of working days: approximately 50 working days per year, equivalent to an average of 1 day per week, with two or three expected peak periods during the year.
- Support capacity: The Local Liaison may be supported by their junior or other staff for the preparation of meetings, visits and events.

4. Envisaged Key Activities

The Local Liaison is expected to support the SargassumNL cluster through the following activities:

Stakeholder engagement and local presence: Maintain and strengthen relationships with Mexican stakeholders, particularly in Quintana Roo, including government institutions, private sector actors, the hotel and tourism sector, knowledge institutes, NGOs and potential project partners.

Opportunity identification: Identify relevant opportunities for cooperation, project development and business development related to circular solutions for sargassum in Mexico.

Support to missions, meetings and events: Support the preparation, organization and follow-up of local meetings, field visits, workshops, matchmaking activities and other cluster-related events in Mexico.

Local intelligence and advice: Provide the cluster, the Embassy and RVO with regular updates on relevant developments in Mexico, including stakeholder and policy developments, local initiatives and potential partnership opportunities.

Cluster coordination: Work closely with the cluster coordinator in the Netherlands, the Embassy and RVO to ensure alignment between cluster activities, public-private cooperation and the annual activity plan.

Communication: Support local communication activities and visibility of the cluster in Mexico in line with the cluster's communication plan and in cooperation with the cluster coordinator, the Embassy and RVO.

5. Envisaged profile and requirements

The Embassy is interested in parties with a profile that combines local sargassum related knowledge, stakeholder engagement capacity and experience with public-private cooperation.

Essential requirements:

- English: Full professional proficiency (written and spoken).
- Spanish: Native or bilingual proficiency (written and spoken).
- Relevant professional experience in stakeholder engagement, business development, public-private cooperation, project coordination or a comparable field.
- Strong understanding of the Mexican institutional and business context.
- Relevant network in Mexico, including stakeholders in Quintana Roo.
- Strong interpersonal and communication skills, with the ability to bridge cultural and institutional differences.
- Willingness and flexibility to travel within Quintana Roo and, when relevant, to other states.

Desirable experience and expertise:

- Knowledge of sargassum, coastal management, maritime issues, environmental policy, circular economy or related fields.
- Experience with the tourism and hotel sector in Mexico.
- Experience with international business development or supporting foreign companies in Mexico.
- Experience with consortia, public-private partnerships or multi-stakeholder programs.
- Familiarity with financing pathways, public funding instruments or blended finance mechanisms.
- Experience with communication, visibility and event support in an international context.

6. Context

SargassumNL consists of eight Dutch companies and two knowledge institutes. The cluster receives financial and institutional support from the Government of the Netherlands through the Partners for International Business (PIB) program, implemented by the Netherlands Enterprise and Development Agency (RVO). The objective of this PIB program is to position a cluster of Dutch companies and knowledge institutes in a specific international market.

SargassumNL has a coordinator in the Netherlands, responsible for the overall coordination of the cluster. The Local Liaison in Mexico is expected to work closely with the coordinator, the Embassy of the Kingdom of the Netherlands in Mexico City and RVO.

Within this setting, an annual activity plan will be developed and implemented, focused on promotion and matchmaking, knowledge exchange, network-building and economic diplomacy. The Local Liaison would contribute to the implementation of this activity plan in Mexico, with a particular focus on stakeholder engagement, opportunity identification and local follow-up.

The Embassy of the Kingdom of the Netherlands in Mexico City is considering procuring the Local Liaison services on an assignment basis. The point of contact for this market orientation is Wendele van der Wiele, Counselor for Agriculture and Nature.

Over the past years, the Embassy has actively supported Dutch companies and knowledge institutes in exploring solutions for the sargassum challenge in Mexico. Through field visits, conferences and stakeholder engagement, a foundation has been built for applying Dutch experience, expertise and technology in the Mexican context. The Local Liaison would be

expected to build on this foundation and further support Dutch-Mexican cooperation in this field.

7. Market Orientation

Interested parties are invited to submit a brief response of no more than 4 A4 pages to this market orientation to Wendele van der Wiele at mex-lvn@minbuza.nl. As the Embassy expects to launch the procurement procedure at the end of August 2026, responses should be submitted as soon as possible. The Embassy cannot guarantee that responses received after August 7th can be taken into consideration.

Please note that this market orientation is not a procurement procedure and is no invitation to submit a financial quotation.

Responses should include:

- the name of the organization or independent expert;
- contact details of the main contact person;
- availability for this assignment in the coming year(s);
- interested parties are asked to indicate whether they would be able to perform the envisaged role independently and impartially. They are therefore invited to disclose any current roles, affiliations or commercial interests that could give rise to an actual, potential or perceived conflict of interest.
- brief feedback on the envisioned scope of work, including the estimated number of working days and profile;
- a brief description of relevant experience and networks (no full CV);
- any initial observations on the feasibility and focus of the envisaged assignment.

Participation does not create any rights or obligations and does not guarantee an invitation to participate in any subsequent procurement process. Based on the responses received and other available market information, the Embassy may invite a limited number of parties to participate in a subsequent procurement process.