

Details for submission of bids for designing and construction of India pavilion at ANUGA 2015 scheduled from 10-14 OCTOBER 2015 at Cologne, Germany

[Layout](#)

26/08/2015

S.NO.	HEAD	CONTENT
1	Requirement	<p>Agricultural and Processed Food Products Export Development Authority "APEDA" is participating in following international event to set up its pavilion to display and market the Indian Agricultural and Processed Food Products. ANUGA 2015 scheduled from 10-14 OCTOBER 2015 at Cologne, Germany (hereinafter referred to as the "Event").</p> <p>The total area of the India Pavilion for the Event is approx. 504Sq.mtrs. in international pavilion (layout of the Event is attached as Annexure I.</p>
2	Eligibility for submission of Bids	<p>Agencies having following minimum qualifications are hereby invited to bid for the event on turnkey basis.</p> <ul style="list-style-type: none"> - Must be a registered business entity/service provider. Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc. as applicable may be quoted in the technical bids format and copy of the certificate/proof must be attached. These documents should be in the name of applicant organisation only and not that of group/sister organisations. In other words, name of applicant organisation should be same in all the documents submitted. - A minimum of 5 years experience in conceptualizing, designing and executing the projects on turnkey basis for setting up of pavilion/s in International events organized outside India. - A turnover of minimum Rs.2,00,00,000/- (Rupees Two Crores only) during the preceding financial year i.e. 2014-15 for implementation of Event Management Business pertaining to international Trade Fair Pavilion. - Submission of EMD in the form of DD for the amount of Rs. 1,00,000/-

		<p>(Rupees One Lakh only) in favour of "APEDA" payable at New Delhi is essential for the bid without which the bid offer will be rejected.</p> <ul style="list-style-type: none"> - A self certified undertaking has to be submitted mentioning that they have never been blacklisted by any government organization and the same is not applicable as on date.
<p>3</p>	<p>SCOPE OF WORK</p>	<p>The proposed APEDA pavilion will be designed in the complete wooden material including the common area, sampling and participant's area. The scope of work for the Event shall include the following:</p> <p>Common facilities: Common area (Excluding the exhibitor stalls) in an approx. area of 40 Sq. mtr. with adequate space for wet sampling will include:</p> <ol style="list-style-type: none"> 1. Common area would be double storied / mezzanine floor to accommodate biryani sampling, wine testing area and four exhibitors. 2. Meeting room with sofa sitting and 3 open sitting with round table and chairs at the mezzanine/first floor . 3. 100mm raised platform with beige parquet wooden flooring recessed LED light. 4. Partition walls in double side timber clad with MDF (minimum size 50mm) in paint finish. 5. Custom built reception table with front trans light on both side 6. Top hanging - 4 nos. of 20ft x 4ft double sided backlit graphics at 6 mtrs. height from the ceiling of the hall over the India pavilion for proper visibility of India's participation from the distant place, according to the guidelines of the organiser. 7. Custom built wet sampling area with adequate storage area, display counters, shelves, microwave oven, chiller, freezer etc.

		<p>8. The overall look of India pavilion should be contemporary and reflect the colour and vibrancy of modern India. A suitable branding has to be done and shall be followed all over with optimal utilization of all dimensions (specifically top section) as per the guidelines of the organizers.</p> <p>9. The proposed pavilion will be custom design in completely wooden.</p> <p>10. The generic branding should be on stretchable lycra or flex so that there are no wrinkles in the final get up. The common branding banners should have concealed bright – white lightings.</p> <p>11. For further conditions of construction of pavilion/stalls, heights of the stall etc. you may refer www.anuga.com The fascia and the branding which runs through the entire APEDA pavilion will be above the basic structure.</p> <p>12. All the common areas for APEDA use should be distinguished with raised wooden floor.</p> <p>13. The pavilion shall be brightly lit with sufficient white lights not to allow dark pockets in the complete pavilion.</p> <p>14. To send mailers to the potential importers for participation in Buyer-Seller-Meet to be organized during the event.</p> <p>15. To identify country-wise potential buyers & send mailer inviting them to visit India's pavilion.</p> <p>The pavilion is to be set up with the maximum feasible openness all around.</p>
4	Exhibitor Stall:	The selected bidder shall require to undertake the following activities:

	<p>Scope:</p>	<ul style="list-style-type: none"> - Construction of 45 compartmentalized individual booth of 9 Sq. mtr. with custom made wooden partition walls (width 5 cm at least) give seamless look space in multiple of 3x3 mtrs. for approximately 45 exporters for display of their products and area for interaction with the buyers/visitors, including the requirement of furniture. Individual stall for exporter would be provided with three chairs, one round table counter, one waste paper basket, 6 clear glass shelves, one lockable counter with storage the top side of the exhibitor counter should be of half glass with front lit posters and 6 lights of not less than 100 watts. - Mounting and digital printing of panel posters of size 3' * 6' ft. in digital vinyl for the stalls (3 panels are to be prepared upto 9 Sq. Mtr., as per the TPs/design to be arranged from the concerned exhibitors. The panels and the posters prepared by the agency, shall be identical in dimension as no exhibitor will be allowed to put their individual panel/ posters
<p>5</p>	<p><u>Miscellaneous:</u></p>	<p>5.1 Provision of 4 female hostesses cum interpreters (2 Indian (Preferred)and 2 German), attired in Indian costume for all the days during the show.</p> <p>5.2 For wet sampling of Basmati Rice Biryani and other products, an Indian restaurant has to be identified in consultation with Indian Embassy or directly for preparation and serving of Biryani. The identified restaurant may be asked to prepare two types of biryani one vegetarian and other non vegetarian, transporting and delivering at exhibition site in their crockery along with 2 attendants for serving and to supply the required serving material such as disposable plates, napkins and spoons etc. For preparation of biryani, the rice will be provided by APEDA at site, which would be 40 kg. per day (20 kg for non vegetarian biryani and 20 kg for vegetarian biryani), however, charges for preparation and</p>

		<p>serving etc. to be included in the bid. This wet sampling of Biryani is to be served on all exhibition days.</p> <p>5.3 One standee should be placed at the wet sampling Biryani counter highlighting the recipe of biryani preparation</p> <p>5.4 Development and printing of Basmati Recipe book, exhibitors' directory and processed food fliers etc. Dummy designs of the publicity material should be presented while selection of the vendor.</p> <p>5.5 Panel designs for APEDA common area should be done in consultation with APEDA and uniformity should be maintained.</p> <p>5.6 Provision of two LED TV of 42" size with DVD players, Laptop and internet connection.</p> <p>5.7 High resolution still photography for the entire event and submit photo albums containing at least 100 photographs of 5X7 size with mat finish.</p> <p>5.8 Necessary provision for uninterrupted electricity connection at APEDA Pavilion. The charges would be at actual upon submission of invoice from the organiser paid by APEDA.</p> <p>5.9 Proper and regular cleaning every day during morning and afternoon of the entire pavilion will also be the responsibility of the agency.</p> <p>5.10 Drinking water dispenser with disposable glasses for the VIP lounge area.</p>
<p>6</p>	<p>General:</p>	<p>6.1 The selected bidder will be responsible to ensure that suitable manpower is present at the site for construction and maintenance of the pavilion and coordination of the event till the end. The selected bidder would settle all the applicable bills of the organizers by the end of the Event.</p> <p>6.2 Power supply and main electrical connections, water supply and other support system etc., shall be available as per the show organizers recommendations. Accordingly, aforesaid provisions need to be checked by the selected bidder.</p> <p>6.3 Financial bids of only pre-qualified agencies shall be opened.</p>

		<p>BUYER-SELLER-MEET (BSM)</p> <p>1. A Buyer seller meet is to be organized for 80 - 100 persons in a meeting hall at the event place. The hall for hosting BSM has been booked. The agency will have to make necessary arrangement for organizing the BSM which will include setting up of Dias, preparation and placing of backdrop, Audio-video, LCD projection arrangement , Dinner and inviting the importers and necessary follow up for sufficient presence of importers etc.</p>
7	<p>TERMS AND CONDITIONS</p>	<p>7.1 The approved bidder will work under the directions and guidance of APEDA. It shall be the sole responsibility of the Agency to ensure all activities undertaken by them for APEDA are in accordance with the legal framework.</p> <p>7.2 Bid value should be quoted in Indian Rupees only including all applicable taxes.</p> <p>7.3 Interested eligible agencies may submit their bids as per Annex-I and II with supporting documents including earnest money (EMD) of Rs. 1,00,000/- (Rupees One Lakh only) in the form of demand draft drawn in favour of APEDA payable at New Delhi. The EMD will be refunded to the unsuccessful bidder after the selection of the vendor. For the selected bidder, EMD amount would be adjusted in the final payment.</p> <p>7.4 It shall be responsibility of the agency to ensure applicability of local laws in Germany with respect to the manpower hired by them.</p> <p>7.5 The agency is required to sign each page of the bid documents by the authorized signatory. Validity of the bid shall be for 30</p>

		<p>days from last day of submission of bids.</p> <p>7.6 APEDA requires that bidders under this contract observe the highest standard of ethics during the period of agreement and free from any vigilance enquiry. The bidders have to bear the cost associated with the preparation and submission of tender documents to APEDA.</p> <p>7.7 APEDA will reject a proposal for award of work if it is determined that the agency recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.</p> <p>7.8 APEDA will declare an Applicant/Bidder ineligible, either indefinitely or for a stated period of time, to be awarded a contract/contracts, if it at any time determines that the Applicant/Bidder has engaged in corrupt or fraudulent practices in competing for, or in executing the contract.</p> <p>7.9 The agency will provide new carpet inside the Pavilion as per the colour approved by APEDA.</p> <p>7.10 The material such as wall panels, wood material, furniture, display aids etc. to be used by the agency has to be of good quality. The photographs of the furniture to be provided shall be shown and submitted at the time of presentation.</p> <p>7.11 A self certified undertaking has to be submitted mentioning that they have not been blacklisted by any government organization and the same is not applicable as on date.</p> <p>7.12 As per the TPs/designs to be arranged from the concerned exhibitors. The panels and the posters prepared by the agency shall be identical in dimensions to maintain symmetry.</p> <p>7.13 Vendor has to submit the soft copy (in cdr format) of final design of pavilion, panels prepared for APEDA alongwith the report of APEDA's participation in APEDA before settlement of final payment.</p>
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8	<p>GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS</p>	<p>8.1 Sealed technical and financial bids in separate envelopes are required to be submitted mentioning the name of the event i.e., ANUGA 2015 scheduled from 10-14 OCTOBER 2015 at Cologne, Germany.</p> <p>8.2 Bidders may please note that conditional bids are not allowed and would be rejected summarily.</p> <p>8.3 Envelope: Technical Bid: Superscribe the name of the event and "Technical Bid" to include the following documents at the envelope by 5.9. 2015 till 5.00 P.M.</p>
		<p>8.4 The concept/design of the pavilion with layout, decoration plan etc. as indicated above must be submitted in hard copy as well as on CD. The agency should provide 3D images/presentation of</p>

		<p>APEDA pavilion (both hard and soft copy) clearly showing the complete projection of APEDA pavilion from different angles. It must also show the complete 3D look of standard booth of 9 sq mtrs with complete display aids and furniture. The 3D presentation should also graphics etc. in detail.</p> <p>8.5 Envelope : Financial Bid: Superscribe the name of the event and "Financial Bid" (Annexure II) Selected Design will be shown to selected bidders for financial quotes and accordingly bidders to give financial bid within three(3) working days.</p> <p>8.5.1 To include the following documents/ details:</p> <p>8.5.2 The Financial Quotation, with detailed break-up of each component suggested separately in Indian Rupees only. No lump sum amount shall be considered.</p>
9	SELECTION PROCEDURE	<p>9.1 Selected Design will be shown to bidders for financial quotes accordingly, bidders to given financial bid within three (3) working days from the date finalization of the design.</p> <p>9.2 The short listed bidders will be required to make technical presentation.</p> <p>9.3 The selection committee will select a design.</p> <p>9.4 Selected Design will be shown to bidders for financial quotes accordingly, bidders to given financial bid within three(3) working days from the date finalization of the design</p> <p>9.5 Vendor/agency will be selected on the basis of L-1 criteria as mentioned in the GFR.</p> <p>9.6 Selection Committee reserves the right to accept or reject any or all the bids at any time prior to award of contract/order, without assigning any reasons and without incurrence of any liability on APEDA.</p>
10	Force-Majeure	<p>If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by</p>

		<p>reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, explosion, epidemic, quarantine restriction, strikes and lockouts (as are not limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within 15 Calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate the this contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of the CHAIRMAN, APEDA as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option terminate the contract.</p>
<p>11</p>	<p>Arbitration</p>	<p>All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi only. Both the party shall make all effort to resolve any dispute by way of reconciliation. In the event of any question, dispute or difference arising under the agreement in connection therewith (except as to matters, the decision to which is specifically provided under this agreement) remains unresolved, the same shall be referred to sole arbitration of the CHAIRMAN, APEDA and the decision given shall be binding on the parties. The provisions of Indian Arbitration & Conciliation Act 1996 shall apply on both the parties. The venue of the arbitration proceeding shall be the office</p>

		of APEDA or such other place as the CHAIRMAN, APEDA may decide. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the CHAIRMAN, APEDA.
12	Terms of Payment:	<p>Payments to the successful bidder will be made as per following schedule:</p> <p>12.1 An advance up to 50% of the total cost, on submission of proof of expenses incurred or against bank guarantee of equal amount..</p> <p>12.2 Balance amount would be released on completion of the event pursuant to receipt of satisfactory report of the officer(s) deputed for the event.</p> <p>12.3 The Bidder has to bear all the costs associated with the preparation and presentation.</p> <p>12.4 The soft copy (in cdr format & PDF files) of final design of pavilion, panels prepared for APEDA & APEDA pavilion alongwith the report of APEDA's participation in APEDA before settlement of final payment.</p>
13	Pre-Bid Meeting	3rd day from the date of release of the advertisement.

14	SUBMISSION OF BIDS	<p>Bids shall be submitted by the bidder with supporting documents in a sealed envelope in the following manner:</p> <p>Envelope : EMD- Containing Earnest money in the form of a DD of Rs.1,00,000/- (Rupees One Lakh only) in favor of APEDA, payable at New Delhi.</p> <p>Envelope : Containing Annexure II (Technical Bid) duly filled in with supporting documents. The envelope should be sealed and marked as "Technical Bid for APEDA Pavilion at ANUGA 2015 scheduled from 10-14 OCTOBER 2015 at Cologne, Germany".</p> <p>Envelope : Containing Annexure – III (Financial Bid) duly filled in for the bid value in Indian Rupee including all taxes for the complete project of APEDA Pavilion as per layout plan and terms & condition of the Tender document. The envelop should be sealed and marked as for "Financial Bid APEDA Pavilion at ANUGA 2015 scheduled from 10-14 OCTOBER 2015 at Cologne, Germany".</p> <p>Address General Manager (Trade Fairs) at the address mentioned below.</p>
15	Performance Assurance	<p>If performance of the agency is not upto the mark or is less in any of the deliverances/the measurable output is less than envisaged as per scope of work, then a part of the total bid value will be retained by APEDA at the time of final payment. Decision of APEDA shall be final in this regard.</p>

The advertisement has been released on 26.08.2015 and the last date for receipt of Technical bid within 10 days from the date of Advertisement i.e. 05.09.2015 by 5 PM positively. Financial bid is to be submitted within 3 working days from the date of selection of Design. The complete applications should be addressed to:

General Manager (Trade Fairs)

A P E D A

3rd Floor, NCUI Building, 3, Siri Institutional Area,

Opp. Asiad Village, August Kranti Marg,

New Delhi – 110 016

Tel: 26514564

Fax: 26519259

Email: navneeshsharma@apeda.gov.in

(Annexure II)

Technical bids for designing and construction of India pavilion at ANUGA 2015 scheduled from 10-14 OCTOBER 2015 at Cologne, Germany

Mandatory details to be submitted by the Bidder:	
Name of agency with address	
Name and Designation of Chief Executive	
Profile of the agency including the staff strength on payroll	
Experience of handling similar nature of work (Please mention here). The company must have 5 years work experience in event management in international trade fairs pavilion (excluding advertising and printing) with copies of work orders for last two years.	
A CA certificate certifying the turnover of the applicant bidder for the last 5 financial years including 2013-14. The turnover should be in the name of applicant organisation only and not that of group/ sister organisations.	
Self attested photocopies of latest Income Tax Returns for the last 5 years and self attested photocopy of the PAN Card. These documents should be in the name of applicant organisation only and not that of group/sister organisations. In other words, name of applicant organisation should be same in all the documents submitted.	
An interest free Earnest Money Deposit "EMD" for Rs.1,00,000/- (Rupees One Lakh only) in the form of draft/ irrevocable and unconditional bank guarantee in favour of APEDA, New Delhi. EMD will be returned to the unsuccessful, bidder after the final selection. For the selected bidder, EMD amount would be adjusted in the final payment. A self certified undertaking has to be submitted mentioning that they have not been blacklisted by any government organization and the same is not applicable as on date.	

Authorized Signatory

Name of Signatory

Designation with company seal

Date:

Place:

Annexure III

Financial bids for designing and construction of India pavilion at ANUGA 2015 scheduled from 10-14 OCTOBER 2015 at Cologne, Germany

S.No.	Particular of work	Amount in Rs.
1	<ul style="list-style-type: none"> • Common area to be made in an appox 40 sqm. area. Common area would be double storied / mezzanine floor to accommodate biryani sampling, wine testing area and four exhibitors. <ul style="list-style-type: none"> - Meeting room with sofa sitting and 3 open sitting with round table and chairs at the mezzanine/first floor . - 100mm raised platform with beige parquet wooden flooring recessed LED light. - Partition walls in double side timber claded with MDF (minimum size 50mm) in paint finish. - Custom built reception table with front trans light on both side - Top hanging - 4 nos. of 20ft x 4ft double sided backlit graphics at 6 mtrs. height from the ceiling of the hall over the India pavilion for proper visibility of India's participation from the distant place, according to the guidelines of the organiser. - Custom built wet sampling of basmati rice biryani, processed food and adequate storage etc. area, display counters, shelves, microwave oven, chiller, freezer etc. - The overall look of India pavilion should be contemporary and reflect the colour and vibrancy of modern India. A suitable branding has to be done and shall be followed all over with optimal utilization of all dimensions (specifically top section) as per the guidelines of the organizers. - The proposed pavilion will be custom design in completely wooden. - The generic branding should be on stretchable lycra or flex so that there are no wrinkles in the final get up. The common branding banners should have concealed bright white lightings. - For further conditions of construction of pavilion/stalls, heights of the stall etc. you may refer www.anuga.com The fascia and the branding which runs through the 	

	<p>entire APEDA pavilion will be above the basic structure.</p> <ul style="list-style-type: none"> - All the common areas for APEDA use should be distinguished with raised wooden floor. - The pavilion shall be brightly lit with sufficient white lights not to allow dark pockets in the complete pavilion. - The pavilion is to be set up with the maximum feasible openness all around. Branding and visibility of India pavilion from the maximum height, as per the guidelines of the organisers. - To send mailers to the potential importers for participation in Buyer-Seller-Meet to be organized during the event. - To identify country-wise potential buyers & send mailer inviting them to visit India's pavilion. 	
2	<ol style="list-style-type: none"> 1. Construction of approximately 45 or more stalls of 9 sq. mtrs. each and approximately each for exporters to display their products for interaction with the buyers/visitors, including the requirement of furniture. 2. Preparation of 3 panel posters of size 3' * 6' sq. ft. for each 9 sq. mtrs. stall as per the TPs/design to be arranged from the concerned exhibitors. The panels and the posters prepared by the agency shall be identical in dimension and printing quality should be of international level. 	
3	<p>For wet sampling of Basmati Rice Biryani, an Indian restaurant has to be identified for preparation and serving of Biryani. The identified restaurant may be asked to prepare two types of biryani one vegetarian and other non vegetarian, transporting and delivering at exhibition site in their crockery, 2 attendants for serving and to supply the required serving material such as disposable plates, napkins and spoons etc. For preparation of biryani the rice will be provided by APEDA at site, which would be 40 kg. per day (20 kg for non vegetarian biryani and 20 kg for vegetarian bryani), however, charges for preparation and serving etc. to be included in the bid.</p>	
4	<p>Provision of one LCD/LED TV of 42 inches with DVD player.</p>	

5	Each built –up booth of 9 Sqm. shall have the following standard furniture: > One round table > 4 Chairs > 6 Spotlights of 100 watts each > 6 Shelves > One Power Point > Carpet and backlit Fascia > One Waste Paper Basket > One Lockable Counter	
6	4 nos. of hostesses cum interpreters (2 Indian and 2 German attired in Indian Costume for all the days during the show) attendant will have to be provided by the agency.	
7	The agency would have to undertake the landscaping along with maintenance cleaning and fire protection of the pavilion for the entire duration of the exhibition.	
8	High resolution still photography for the entire event and submit photo albums containing at least 100 photographs at least of 5x7 size with matt finish.	
9	Video Coverage of entire event First day to last day.	
10	Total Amount	
11	Tax @	
12	Gross Total Amount	

Authorized Signatory

Name of Signatory

Designation with company seal

Date:

Place:

Case 192

