

Record note of pre-bid meeting GULFOOD 2018 held on 5th December 2017
at 1100 hrs in APEDA Conference Room

Members Present

Shri S S Nayyar, General Manager, APEDA – in the chair
Ms. Rekha Mehta, Asst. General Manager, APEDA
Mr. Vaibhav Sharma, Seventy Seven Entertainment Pvt Ltd
Mr. Piyush Ahluwalia, 6th PMKTG
Ms. Swati Singh, TRIUMFO

Issues discussed

1. **Number of Stalls** – In the TORs, it has been mentioned that the agency has to construct approximately 70 stalls of 9 sqr mtr and 4 stalls of 12 sq. mtr area in APEDA pavilion located in two halls for exporters to display their products for interaction with the buyers/visitors, including the requirement of furniture. Is this number fixed.

Reply : The number is indicative only and the agencies are free to use their creativity in such a manner that there is optimum utilization of space and maximum number of 9 sq. mtr stalls are there.

2. **Backlit branding of INDIA** in separate alphabets with 26 nos. Whether entire branding of India has to be backlit?

Reply : The branding has to be done in a manner that **INDIA** is prominently visible from a distance with backlit, However, generic branding can be frontlit.

3. **Rice** : For sampling of rice biryani, whether rice will be supplied by APEDA the agency or agency has to procure of its own.

Reply : Rice for sampling of biryani shall be provided by APEDA at the venue

Any other general requirements of APEDA:

- (i) All logistics should be tied up with the concerned agencies in UAE before well in time to avoid last minute hassle.
- (ii) The entire pavilion should be well lit and there should not be any dark pockets.
- (iii) Construction and furnishing of the pavilion should of international standards and other requirements mentioned in the TORs should be taken care of.
- (iv) Agencies selected for presentation should make their presentation in a manner that the focus is on conceptualization and branding and the presentation should be completed within 10 minutes.