

Details for submission of bids for designing and construction of APEDA pavilion at :

- 1. BIOFACH 2011 event at Nuremberg, Germany from 16th to 19th Feb. 2011**
- 2. Gulfood 2011 event at Dubai, UAE from 27th February to 2nd March 2011.**

Requirement

Agricultural and Processed Food Products Export Development Authority "APEDA" is participating in following two international events to set up its pavilion to display and market the Indian Agricultural and Processed Food Products.

- i) BIOFACH 2011 event at Nuremberg, Germany from 16-19th February 2011 (hereinafter referred to as the "Event 1")and
- ii) Gulfood 2011, event at Dubai from 27th Feb. to 2nd March 2011 (hereinafter referred to as the "Event 2").

For the Purpose of the Present Bid, aforesaid international events are hereafter collectively referred to as the "Events".

The total area of the APEDA Pavilion for the Event (1) is 391.5 sq. mtrs. in Hall No. 4 (layout of the Event 1 is attached as Annexure A herein below). While for the Event (2) total area is 423 Sq. mtrs. in Shaikh Saeed Hall (layout of the Event 2 is attached as Annexure B herein below).

Eligibility for submission of Bids

Agencies having following minimum qualifications are hereby invited to bid for the events on turnkey basis.

- i) 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 and
- ii) A turnover of minimum Rs.5,00,00,000/- (5 crores) during the preceding financial year i.e. 2009-10 for implementation of Event Management Business pertaining to Trade Fair Pavilion.

SCOPE OF WORK

The scope of work for the Event shall include the following:

EVENT 1

Common facilities:

Common area (Excluding the exhibitor stalls) will include:

- (i) A reception with backdrop of backlit collage on glass, acrylic or lycra material.
 - (ii) A wet sampling area for basmati biryani and processed food etc. and to have display counters, shelves, microwave oven, chiller, freezer etc.
 - (iii) A meeting lounge for APEDA to be not fully covered by glass/acrylic or equivalent material.
 - (iv) A storage area
 - (v) Hangings from the ceiling of the hall for a long view
- The overall look of APEDA 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.
 - The proposed pavilion will be designed in a mix of regular Octanorm system (for inside areas) and Octonorm Maxima (for outer structure) or the woodwork if required.
 - 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.biofach.de. The fascia and the branding which runs through the entire APEDA pavilion will be above the basic structure.
 - All the common areas for APEDA use should be distinguished with raised wooden floor.

- The pavilion shall be brightly lit with white lights not to allow dark pockets in the common area.

The main **organic products** to be displayed are organic rice, honey, spices, cereals, cashew, medicinal plants and herbs, tea and herbal tea, ready-to-eat food/curries and organic cotton garments.

II **Exhibitor Stall:**

Scope:

The selected bidder shall require to undertake the following activities for the Event 1.

1. Construction of Semi/compartmentalized space in multiple of 9 Sq. Mtrs. for approximately 40 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 table, waste paper basket, 6 shelves, one lockable storage with front lit posters.
2. Preparation of 3 panel posters of size 3' * 6' sq. ft. for each 9 Sq. Mtrs. stall, as per the TPs 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.

III **Miscellaneous:**

1. Provision of 4 female hostesses cum interpreters, attired in Indian costume for all the days during the show.
2. For wet sampling of Organic Basmati Rice Biryani, 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 and charge in lumpsum for preparation, sending to event place 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, however, preparation charges would be paid as a part of the bid.

3. Development and printing of Organic Basmati Recipe book and exhibitor's directory, Organic food fliers etc.
4. Provision of two Plasma TV with DVD players.
5. Arrangement for 150-200 pieces of organic gifts for VIPs and important guests.
6. Arrangement for seminar (including the booking of hall) to be held on 2nd day of the exhibition.
7. Generation of participation of major importers for workshop.
8. Necessary electricity charges would be at actual.
9. Arrangement for applying tattoos on hands with organic heena.

IV **General:**

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 at the end of the Event 1.
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.

EVENT 2

I **Common facilities:**

- Common area (Excluding the exhibitor stalls) will include:
 - (i) A reception with backdrop of backlit collage on glass, acrylic or lycra material.
 - (ii) A wet sampling area for basmati biryani and processed food etc., and to have display counters, shelves, microwave oven, chiller, freezer etc.
 - (iii) A meeting lounge for APEDA to be not fully covered by glass/ acrylic or equivalent material.
 - (iv) A storage area
 - (v) Hangings from the ceiling of the hall for a long view
- The overall look of APEDA 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.

- The proposed pavilion will be designed in a mix of regular Octanorm system (for inside areas) and Octonorm Maxima (for outer structure) or the woodwork if required.
- 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.gulfood.com The fascia and the branding which runs through the entire APEDA pavilion will be above the basic structure.
- All the common areas for APEDA use should be distinguished with raised wooden floor.
- The pavilion shall be brightly lit with white lights not to allow dark pockets in the common area.

The products to be displayed are ready-to-eat food/curries, spices and herbs, fresh and frozen fruits and vegetables and their preparations, chutneys, pickles, gherkins, wines and basmati rice etc.

II **Exhibitor Stall:**

Scope:

The selected bidder shall require to undertake the following activities for the Event 2.

1. Construction of Semi/compartmentalized space in multiple of 9 Sq. Mtrs. for approximately 40 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 table, waste paper basket, 6 shelves, one lockable storage with front lit posters.
2. Preparation of 3 panel posters of size 3' * 6' sq. ft. for each 9 Sq. Mtrs. stall, as per the TPs 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.

III **Miscellaneous:**

1. Provision of 4 female hostesses cum interpreters, attired in Indian costume for all the days during the show.
2. For wet sampling of Basmati Rice Biryani, 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 and charge in lumpsum for preparation, sending to event place 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, however, preparation charges would be paid as a part of the bid.
3. Development and printing of Basmati Recipe book and exhibitor's directory, processed food fliers etc.
4. Provision of two Plasma TV with DVD players.
5. Necessary electricity charges would be at actual.

IV **General:**

1. The selected bidder will be responsible to ensure that the 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 at the end of the Event 2.
2. Power supply and main electrical connections, water supply and other support system etc shall be available. Accordingly, aforesaid provisions need to be checked by the selected bidder.

GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS

Sealed technical and financial bids in separate envelopes are required to be submitted for each of the Events mentioning the name of the event at the envelope within 15 days from the date of release of this

advertisement. Bidders may notes that conditional bids are not allowed and shall be liable for rejection summarily.

Cover 1: Technical Bid: Superscribe the name of the event and “Technical Bid” to include the following documents:

- a. Details of the Bidder:
 - i. Profile of the company/agency
 - ii. Track Record – previous experience of handling similar nature of work. The company must have 5 years work experience in event management (excluding advertising and printing).
 - iii. A CA certificate verifying the turnover of the applicant bidder for the last 5 financial years.
 - iv. Latest Income Tax Return and copy of the PAN Card.
 - v. Earnest Money Deposit “EMD” for Rs.1,00,000/- (Rs. One Lakh) 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.

- b). Details pertaining to the pavilions of the Events.
 - i. Design of the APEDA pavilion in print and soft copy.
 - ii. Materials and their specifications to be used for the pavilion and displays/decoration in the pavilion.

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 sample of the material to be used in decoration must be shown during presentation.**

Cover 2: Financial Bid: Superscribe the name of the event and “Financial Bid”

To include the following documents/details:

1. The **Financial Quotation**, duly dated, with detailed breakup of each component suggested separately in Indian Rupees only. No lumpsum amount shall be considered.

2. The applicable tax should be clearly mentioned separately in the estimates.

The outer sealed cover containing cover 1 and cover 2 as indicated above should be superscribed with “Technical and Financial Bid for BIOFACH 2011, Nuremberg, Germany” and “Technical and Financial Bid for GULFOOD 2011, Dubai” and should have the full name, Postal Address, Fax, E-mail, Telephone number of the bidding agency.

SELECTION PROCEDURE

A Committee in APEDA will carry out a preliminary screening of the bidders and will shortlist the bidders fulfilling the prescribed requirements. The short listed bidders will be required to make technical presentation before the selection committee.

The presentation may bring out their suggestions on the following areas:

1. Functionality
2. Aesthetics
3. Significant portrayal of India as a powerful source of food products by combined use of photos, graphics, attractive colour scheme etc.
4. Use of innovative materials to lend the common area a modern contemporary look.
5. Appropriate dimension of the structure, according to floor area allocated to APEDA.
6. Co-ordination with the show organizers.

The marking would be done on all the presentations. The vendors who secure minimum 70% marks (49 out of 70 marks) in technical presentations will be short listed and their financial bids shall then be opened. Financial bid will carry a maximum of 30 marks. The calculation of marking will have the following method:

L1 = 30 marks

$L2 = 30 \times \frac{L1}{L2}$ (the cost quoted by L1)/L2 (the cost quoted by L2) and similarly L3, L4 ----- (depending on no. of parties)

After the financial marks are obtained the technical and financial marks will be added up and the bidder scoring highest aggregate marks will stand selected.

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 incurrance of any liability on APEDA. APEDA also

reserves the right to negotiate the prices with the selected bidders to bring down the prices.

Terms of Payment :

Payments to the successful bidder will be made as per following schedule:

- An advance up to 50% of the total cost, on submission of proof of expenses incurred.
- Balance amount would be released on completion of the event pursuant to receipt of satisfactory report of the officer deputed for the event.

The Bidder has to bear all the costs associated with the preparation and presentation.

The advertisement has been released on 18th Nov. 2010 and the last date for receipt of bid is 15 days from the date of Advertisement i.e 6th Dec. 2010 . The complete applications should be addressed to:

Mr. Pravin Gupta
General Manager
A P E D A
3rd Floor, NCUI Building, 3, Siri Institutional Area,
Opp. Asiad Village, August Kranti Marg,
New Delhi – 110 016
Telefax: 26526186