

Details for submission of bids for conceptualizing, designing and construction of India's pavilion to participate as a "Country of the Year" in Biofach 2012 event to be held at Nuremberg, Germany from 15-18 February 2012.

Agricultural and Processed Food Products Export Development Authority "APEDA" is representing India in Biofach 2012, Nuremberg, Germany and India has been invited to be the "Country of the Year". Two pavilions will be set up to showcase India's potential and strength in the organic products. In this regard, APEDA requires the services of a professional agency with relevant experience.

- To Design and construct world class pavilions representing Indian ethnic feel with modern ideas to appropriately convey India as a leading source of organic produce.
- To provide a look for APEDA pavilion which should be contemporary and which reflects the colour and vibrancy of modern India with ethnic embellishment. A suitable branding has to be done and shall be followed all over.
- To coordinate the cultural activities i.e. Indian dances, performing Indian art and other activities such as applying Henna tattoo, Demonstration of yoga, Calligraphy on rice etc.

A) 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 trade fairs organized outside India for leading government and private clients.
- ii) A turnover of minimum Rs.5,00,00,000/- (5crores) during the preceding financial year i.e. 2010-11 towards implementation of Event Management Business pertaining to organizing trade fairs exclusively.

B) BRIEF SCOPE OF WORK / DELIVERABLES

- Conceptualization, designing and construction of the India Pavilions at Biofach 2012, Nuremburg, Germany, on a Turn Key Mode. The pavilions should essentially reflect an Indian décor and ambience with a professional, business type lay out effectively branding, India Organic that projects the right message, engages the relevant audiences and retains their attention.
- APEDA emphasizes an open design with free flow of visitors enabling closer interaction with the exhibitors.
- Appropriate brand creation and strategy will be a key deliverable.
- The agency will be accountable for timely and adequately managing of logistics, permissions, bookings etc.
- Coordinating with Messe Nuremburg, the organizers for all the activities pertaining to APEDA's participation in BioFach 2011 before and during the fair.
- Creative templates for all communication media
- To identify & co-ordinate with cultural group to perform during the fair.
- The presence of at least three senior executives at all times to coordinate with the fair authorities, cultural troops, exporters & restaurant operators.

C) DETAIL SPECIFICATIONS & REQUIREMENTS

The area of the India Pavilion at the Biofach 2012, Nuremburg, Germany will be approx. 1200 sq. mtrs. in two places -1000 sq. mtr. space in hall no. 5 & 200 sq. mtr. space in hall no. 8 in textile area (both the pavilions will be four side open). There will be approx. 50 co-exhibitors including State Governments, Ministry of Agriculture, exporters and other stakeholders in Biofach.

Common Area:

Common area (Excluding the exhibitor stalls) will include:

- (i) An attractive reception area with backdrop of backlit collage on glass, acrylic / Lycra or equivalent material, branding generic India Organic produce.
- (ii) A wet sampling area for organic basmati biryani and 4-5 processed food etc. The wet sampling area to include a special sampling counter for basmati biryani & processed food items with inbuilt space for

- microwave, freezer & chiller & shelves for catering.
- (iii) A meeting /VIP lounge for APEDA not to be fully covered partitioned by glass/acrylic or equivalent material with at least two sofas, sufficient chairs extra.
 - (iv) Set up a restaurant in approx. 100 sqm. of space. The restaurant should have the capacity for 50 people with seating and another 50 people in standing mode and Indian cuisine to be served. This area to be separated from wet sampling area. A separate kitchen with storage and washing areas has to be made for live demonstration by celebrity chef(s) to be arranged by Agency for Indian cuisines. Coordination with chef for live demonstration.
 - (v) Special area/stage to be created within the pavilion for cultural dance, performances that represent the country's culture and tradition.
 - (vi) Appropriate storage area.
 - (vii) Hangings at the maximum height from the ceiling of the hall for a proper visibility from a distant place, according to the guidelines of the organiser.
 - (viii) Wooden Columns throughout the pavilion with glass integrated on both sides.
 - (ix) The proposed pavilion will be designed in a mix of Wooden and Octonom Maxima or similar material.
 - (x) The generic branding should be on stretchable lycra/ flex or equivalent material so that there are no wrinkles in the final get up with international quality printing with mat finish. The common branding banners should have sufficient bright – white lightings.
 - (xi) The Floor for the common area should be distinguished with raised wooden floor.
 - (xii) The pavilion shall be brightly lit with white lights not to allow dark pockets in the common area.
 - (xiii) The products to be displayed in common area are organic ready-to-eat food/curries, spices and herbs, fresh and frozen fruits and vegetables and their preparations, chutneys, pickles, gherkins, tea, coffee, basmati rice, wines etc.
 - (xiv) For further conditions of construction of pavilion/stalls, heights of the stall etc. you may refer <http://www.biofach.de/en/>. The fascia and the branding which may run through the entire APEDA pavilion will be in such manner as to create an open ambience in contrast to the closed structure.

Exhibitor Stall Area:

The selected agency shall require to undertake the following activities for exhibitor stall area:

- Construction of Semi/compartmentalized with open ambience space in multiple of 9 Sq. Mtrs. for approximately 50 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 at least three chairs, one table, one waste paper basket, 6 shelves, power plug points, six spot lights and one lockable counter with storage. The stalls should be tastefully designed using a mix of maxima, wooden, glass or similar material.
- The textile area should be aesthetically designed to facilitate promotion of Indian organic textile.
- Preparation of wall graphics, banners, posters, logo etc. of international quality with mat finish for all the participants at the pavilion in consultation with them.
- There should be easy accessibility, visibility and signages for all participants / co-exhibitors in the Pavilion.

It is needless to say that the entire work has to be of excellent quality worth presenting at international platform.

D) MISCELLANEOUS:

1. Preshow Mailing to be done to all past and prospective visitors based from the available database.
2. Provision of Plasma wall and one plasma screen (size-52") with DVD Players. The live feed of the cooking demonstration and other frill activities will need to be covered on the Plasma screens put up in the Indian Pavilion in Hall no.5.
3. To coordinate with Indian Dance Troupes that represent the country's culture & tradition with different dance performances daily at the event. The cultural programme will be organized hourly and during the dinner party, and inauguration.
4. Hire services of Calligrapher, Henna Tattoo artist etc. to attract visitors to the pavilion and earmark appropriate space for each activity.
5. Design Generic India Pavilion lapel Pins (Quantity 500) for all Indian

- Participants to distinguish them from other countries at the event.
6. Develop and Print Organic Flyer (500 Nos.), Organic Recipe Book (500 Nos.) and Show guide (1000 Nos.). 100 Media kits will also need to be developed containing organic paper folders, organic paper shopping bags, folders and CD's.
 7. Special Promotion cards will need to be developed with all the details of the ongoing activities at the pavilion.
 8. Provide Hangers and Mannequins to Textile Companies for Display of Clothes.
 9. 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, 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, which would be 40 kg. per day, however, charges for preparation and serving etc. to be included in the bid.
 10. Internet accessibility at the India Pavilion.
 11. Provision of 2 female receptionists, (one with interpreter capability) attired in Indian costume for all the days during the show. In addition 8 ushers attired in Indian costume to welcome visitors at the entrance from 10.00 AM to 01.00 pm on all four days.
 12. Arrangement for the workshop (including the booking of hall for approx. 80+ persons) preparing seminar kit, refreshment etc. to be held on 2nd day of the event.
 13. Sufficient numbers of decorative Plants and flowers to be placed at prominent locations in the pavilion.
 14. Coverage of digital video and high resolution still photography for the entire event and submit at least 50 DVD'S and photoalbums containing at least 500 photographs at least of 5x7 size with mat finish.
 15. Development and printing of India Organic Recipe book, show guides of international quality with mat finish.
 16. Area management and co-ordination of entire event. The selected agency, to deploy sufficient manpower for construction and during the event.
 17. Power supply and Main Electrical connections, water supply as per the show organisers requirements, This has to be checked with show organisers by the event Agency.

18. The work will include both construction of the pavilion at site well in time, maintenance of activities carried during the period of exhibition and vacating premises as per guidelines of the show organisers.
19. The Agency have to settle all the bills of show organizers, other vendors before leaving the venue.
20. The agency will design various banners, posters, advertisement material required to be printed and prepared by the show organizes on behalf of APEDA.

GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS

Sealed technical and financial bids in separate envelopes are required to be submitted mentioning the name of the event at the envelope within 15 days from the date of release of this advertisement. Bidders may note 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:

Details of the Bidder:

Profile of the company/agency

Track Record – previous experience of handling similar nature of work with evidence. The company must have at least 5 years work experience in organizing international trade fairs abroad (excluding advertising, printing, other event etc.

- a) CA certificate verifying the turnover of the applicant bidder for the last 5 financial years in organizing international trade fair abroad.

Latest Income Tax Return and copy of the PAN Card.

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) List of major clients with whom they have worked in the last two years. Details pertaining to the pavilions of the Event.
- c) Design and details of the APEDA pavilion in print and soft copy.
- d) 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:

The **Financial Quotation**, duly dated, with detailed breakup of each component suggested separately in Indian Rupees only. No lumpsum amount shall be considered. All applicable tax should be clearly mentioned separately in the estimates.

Bids shall liable to be disqualified in case of conditional bids.

The outer sealed cover containing cover 1 and cover 2 as indicated above should be superscribed with “Technical and Financial Bid for Biofach 2012 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 agencies / parties submitting Designs will be required to make Presentations before a Constituted Committee in the APEDA office and their Designs will be evaluated on the basis of the following points :**
- Uniqueness and Creativity of Concept, and Design of the pavilion
- User–friendliness of the Design
- Material used for the Pavilion (Flooring, Stand, lighting & etc.)
- Effective branding of Organic products of India
- Maximum utilization of Space without compromising the effectiveness.
- Value Additions, new ideas innovative material used for the Pavilion
- Brand creation and promotion strategy
- 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 only 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 = 30XL1(the cost quoted by L1)/L2 (the cost quoted by L2) and in similar fashion for L3, L4 etc. (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 or add additional items.

Terms of Payment:

- Payments to the successful bidder will be made as per following schedule:
- Up to 50% of the total cost, on submission of proof of expenses incurred.
- Further, 25% of the total cost on submission of proof of further expenses incurred.
- Balance amount would be released on completion of the event pursuant to receipt of satisfactory report of the officer(s) deputed for the event.

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

The advertisement has been released on 12th Sept. 2011 and the last date for receipt of bid is 15 days from the date of Advertisement i.e. 26th Sept. 2011 by 3 PM positively. The complete applications should be addressed to:

General Manager (Trade Fairs)

APEDA

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

Opp. Asiad Village, August Kranti Marg,

New Delhi – 110 016

Telefax: 26526186

In case the bidder require any clarification or further information may contact General Manager (Trade Fair), APEDA during office hours.

Layout Plan's

- ✓ [H5 India-APEDA final](#)
- ✓ [H5 India-1-1](#)
- ✓ [H5 India \(1\)-1-2](#)
- ✓ [H8 India-APEDA](#)