

Details for submission of bids for designing and construction of India pavilion at Anuga 2011 event at Cologne, Germany from 8th – 12th Oct. 2011

Requirement

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 2011 event at Cologne, Germany from 8th to 12th Oct. 2011 (hereinafter referred to as the “Event ”)

The total area of the India Pavilion for the Event is approx. 624 Sq.mtrs. in Hall No. 11.3 (layout of the Event is attached as Annexure.

Eligibility for submission of Bids

Agencies having following minimum qualifications are hereby invited to bid for the event 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. 2010-11 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:

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, wine and processed food etc. and to have display counters, shelves, microwave oven, chiller, freezer etc.
- (iii) A meeting lounge for APEDA partially covered by glass/acrylic or equivalent material.

- (iv) A storage area
 - (v) 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.
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- 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, Octonorm and Maxima or similar and/or the woodworks.
 - The generic branding could be on stretchable lycra or flex so that there are no wrinkles in the final get up. The common branding banners should have bright – white lightings.
 - Preferably the design should be open with one aligned branding, possibility of running shelves, greater visibility, facilitating free flow of visitors in the entire APEDA pavilion and the individual stand.
 - For further conditions of construction of pavilion/stalls, heights of the stall etc. you may refer www.anuga.com.
 - 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 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:

1. Construction of Semi/compartmentalized space in multiple of 9 Sq. Mtrs. for approximately 60 stalls/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 atleast four chairs, one table, one waste paper basket, 6 shelves, one lockable counter with storage with front lit posters and 6 lights.

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 to maintain symmetry.

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, 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 (20 kg for non vegetarian biryani and 20 kg for vegetarian biryani), however, charges for preparation and serving etc. to be included in the bid.
3. Development and printing of Basmati Recipe book, exhibitors' directory and processed food fliers etc.
4. Provision of two Plasma TV with DVD players.
5. Necessary electricity charges would be at actual.
6. The selected agency will provide 150 high resolution photographs after the event.

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.
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.

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 10 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:

- 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 Event.
 - 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: Super scribe 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 lump sum 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 super scribed with “Technical and Financial Bid for Anuga 2011” and should have the full name, Postal Address, Fax, E-mail, Telephone number and mobile 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. Overall concept and design
2. Functionality
3. Aesthetics
4. Significant portrayal of India as a powerful source of food products by combined use of photos, graphics, attractive colour scheme etc.
5. Use of innovative materials to lend the common area a modern contemporary look.
6. Appropriate dimension of the structure, according to floor area allocated to APEDA and best use of the space.
7. 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 = $30 \times L1$ (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 officers deputed for the event.

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

The advertisement has been released on 6th Aug. 2011 and the last date for receipt of bid is 10 days from the date of Advertisement i.e. 16th Aug. 2011 by 3.00 PM positively. 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

Telefax: 26526186

Layout Plan

BOOTH X AREA

12	X 10.5 MT. SQ.	= 126 MT. SQ.
24	X 12 MT. SQ.	= 288 MT. SQ.
33	X 9 MT. SQ.	= 297 MT. SQ.
2	X 8.5 MT. SQ.	= 17 MT. SQ.
1	X 8 MT. SQ.	= 8 MT. SQ.

AREA ALLOCATED = 736 MT. SQ.
 PASSAGE AREA = 246 MT. SQ.
 DEAD AREA = 2 MT. SQ.
 TOTAL AREA = 984 MT. SQ.

252
 252
 120
 624

INDIA STANDS AT
 ANUGA FAIR,
 COLOGNE, GERMANY
 OCT.8-12,2011

