

Date: 12<sup>th</sup> September, 2008

**Reference : Advertisement released in Economic Times Newspaper on 12<sup>th</sup> September 2008**

**Details for submission of bids for designing and construction of APEDA pavilion at BIOFACH 2009 event at Nuremberg, Germany from 19-22 February 2009**

**Eligibility for submission of Bids**

The agencies having at least 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, need only apply.

**Requirement**

**APEDA is participating in an international event BIOFACH 2009 event at Nuremberg, Germany from 19-22 February 2009** and intends to set up its pavilion to display and market Indian Agricultural and Processed Food Products.

APEDA proposes to engage an agency to undertake the following activities for the event:

1. Conceptualization, designing of the APEDA pavilion of International standards.
2. Construction of Semi/compartmentalized space for approximately 10-15 exporters for display of their products and area for interaction with the buyers/visitors, including the requirement of furniture.
3. Construction of Reception area, VIP lounge/mini conference hall and a small store area.
4. Construction of Wet sampling area for organic food products.
5. Preparation of wall graphics, banners, posters etc. at the pavilion.
6. Provision of one Plasma TV with DVD player.
7. Provision of refrigerator/chiller and microwave oven.
8. Provision of receptionist/interpreter and attendant at the pavilion.
9. Area management and co-ordination of entire event
10. Arrangement for pre – post publicity through press.
11. Provision for hiring services of celebrity chef for demonstration of Basmati Rice recipes.

The concept should include the layout plan and 3D view of the same. The total area of the stall is 400 sq. mtr . The in between passage area can be used as common passage between two stalls.

The food products to be displayed are specifically organic products.

You are requested to submit the sealed technical and financial bids in separate envelopes **within one week's time from the date of release of advertisement.** The cost of each activity mentioned above should be mentioned separately in the financial bid and should not be quoted in lump sum. The selection committee in APEDA will carry out a preliminary screening of the applicants to shortlist a panel for presentation which will lead to selection of the agency. Selection will be based on weightage system of technical and financial evaluation by a committee. Seventy percent weightage would be given to technical part and thirty percent weightage would be given for financial part. The calculation of score for financial quote, would be based on he following formula:

L1 = 30 marks

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

After adding up the scores obtained in the technical competence and financial quote, the agency which secures the highest marks (H1) will be awarded the project for event management.

APEDA reserves the right to accept or reject any proposal at any time prior to award of contract/order, without assigning any reason and without any liability for APEDA.

### **Layout Plan**