



**Details for submission of bids for designing and construction of APEDA pavilion at  
Summer Fancy Food Show at Javits Centre, New York, USA  
from June 30 – July 2, 2013**

HT - 03/06/13

 एपीडा APEDA	 Ministry of Commerce & Industry Govt. of India
<b>Agricultural and Processed Food Products Export Development Authority (APEDA)</b> (Ministry of Commerce and Industry, Government of India) New Delhi-110016	
<b>Inviting Bids for Designing &amp; Construction of APEDA Pavilion</b>	
<p>Agricultural and Processed Food Products Export Development Authority (APEDA), an autonomous body of Ministry of Commerce and Industry, Government of India invites Bids (Technical and Financial) separately for designing and construction of APEDA-INDIA pavilion in International event Summer Fancy Food Show at Javits Centre, New York, USA from June 30th – July 2nd 2013. Details of the activity may accessed from APEDA website: <a href="http://www.apeda.gov.in">www.apeda.gov.in</a> under icon "Tender" in the "General info".</p>	

#### 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.

Summer Fancy Food Show at Javits Centre, New York, USA from June 30 – July 2, 2013 (hereinafter referred to as the "Event")

The total area of the APEDA Pavilion for the Event is approx. 2000 sq.ft. (200 sq. mt.) in international pavilion

#### 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 trade fairs organized outside India and
- ii) A turnover of minimum Rs.5,00,00,000/- (five crores) during the preceding financial year i.e. 2012-13 for implementation of Event Management Business pertaining to International Trade Fair Pavilion.

#### SCOPE OF WORK

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

Customized pavilion using glass, acrylic or lycra material including the participants area.

## **Common facilities**

### **Common area (Excluding the exhibitor stalls) will include:**

- Common area to be made in an approx. 600 sq.ft. (60 sq. mt.) area in contemporary customized design.
  - A reception with backdrop of backlit collage on glass, acrylic or lycra material.
  - All the common areas for APEDA use should be distinguished with raised wooden floor.
  - A wet sampling area for wine, processed food and fresh mangoes etc. and to have display counters, shelves, microwave oven, chiller, freezer etc.
  - A meeting lounge for APEDA partially covered by glass/acrylic or equivalent material.
  - A storage area approx. 64 sq.ft.
  - Branding and visibility of India pavilion from the maximum height, as per the guidelines of the organisers.
  - Graphics in the common area to be all back lit.
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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 with optimal utilization of all dimensions (specifically top section) as per the guidelines of the organizers.
  - The proposed pavilion will be designed in a mix of regular octanorm system ( for inside area and octanorm maxima for outer structure or the wooden work if required.
  - The generic branding should be on stretchable lycra or flex so that there are no wrinkles in final getup.
  - The common branding should have bright – white lightings.
  - For further conditions of construction of pavilion/stalls, heights of the stall etc. you may refer [www.specialtyfood.com](http://www.specialtyfood.com). The fascia and the branding which runs through the entire APEDA pavilion will be above the basic structure. Fascia of participants should be backlit.
  - All the common area 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 complete pavilion.
  - The pavilion shall be sufficient hanging banners to be put in from the ceiling over the APEDA pavilion for proper visibility of APEDA's pavilion.
  - Special emphasis on lighting from above with flood lights every two meters.

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 and wines etc.

## **II Exhibitor Stall:**

### **Scope:**

**The selected bidder shall be required to undertake the following activities:**

1. At least 16 individual booths should be planned.

2. Preparation of 3 panel posters of size 3' \* 6' sq. ft. for each booth, 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 as no exhibitor will be allowed to put their individual panel/posters
3. Construction of Semi/compartmentalized space in multiple of 100 sq. ft. for approximately 16 exporters for display of their products and area for interaction with the buyers/visitors, including the requirement of furniture, chairs, one round table counter, one waste paper basket, 6 shelves, one lockable counter with storage with posters and atleast 6 lights of not less than 100 watts.

### **III Miscellaneous:**

1. Provision of 2 interpreters-cum-host / hostess, attired in Indian costume for all the days during the show
2. Provision of 52" LED / Plasma TV with USB port / DVD player and internet connection.
3. High resolution still photography for the entire event and submit photo albums containing at least 100 photographs at least of 5x7 size with mat finish.
4. Electricity charges usage would be at actuals.
5. Proper and regular cleaning every day of the fair of the entire pavilion will also be the responsibility of the agency.
6. One Refrigerator should be placed in the store at the common area.

### **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 7 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. Self certified copy 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.
- vi. A self certified undertaking has to be submitted mentioning that they have not been blacklisted by any government organization and the same is not applicable as on date.

**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 isplays/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. Only one concept/ design of the pavilion shall be submitted.**

**Cover 2: Financial Bid: Superscribe the name of the event”**

**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 financial bid should be inclusive of all applicable taxes. The selected vendor will be asked to submit invoice mentioning applicable taxes separately.
3. At the time of release of final payment proof of deposited service tax amount as claimed from APEDA should be submitted.

The outer sealed cover containing cover 1 and cover 2 as indicated above should be superscribed with “Technical and Financial Bid for Summer Fancy Food Show 2013”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:**

S. No.	Areas	Score / weight-age
1.	Overall concept and design	30
2	Aesthetics	10
3	Significant portrayal of India as a powerful source of food products by combined use of photos, graphics, attractive colour scheme etc.	10
4	Use of innovative materials to lend the common area a modern contemporary look.	10
5	Appropriate dimension of the structure, according to floor area allocated to APEDA and best use of the space.	10
<b>Total</b>		<b>70</b>

The marking would be done for all the presentations by the selection committee on the parameters. 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 has reserve the right to cancel the project at any stage. APEDA also reserves the right to negotiate the prices with the selected bidder.

#### **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 or on submission of bank guarantee of equal amount.
- 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 03/06/2013 and the last date for receipt of bid is 8 days from the date of Advertisement i.e 10/06/2013 positively. The complete applications should be addressed to:**

General Manager (Trade Fairs)  
A P E D A  
3<sup>rd</sup> Floor, NCUI Building, 3, Siri Institutional Area,  
Opp. Asiad Village, August Kranti  
Marg, New Delhi – 110 016  
Telefax: 011-26514046

#### **LAYOUT PLAN**