

## **Addendum**

### **Anuga Food Fair, 7<sup>th</sup> to 11<sup>th</sup> October, 2023 at Germany**

This is reference to the TOR for Anuga Food Fair Germany Scheduled to be held from 7<sup>th</sup> to 11<sup>th</sup> October 2023. Please see further clarification in the scope of work

- a) The Pavilion's Theme area should be innovatively developed, having a common coherent theme and also ample circulation space.
- b) The design of the theme show case IYOM-2023 in a vibrant manner, with a special themed area that is eye-catching.
- c) There should be good use of IT and Video Wall showcasing APEDA, IYOM-2023. Modern technology like QR code based system should be desired for showing of Recipes, APEDA Directory etc.
- d) Additional activities at the fair which are permissible like "Millet Man", use of local influencer, possibilities of branding at common area etc.
- e) Wet sampling menu may be made more extensive, sampling of beverages may also be included.
- f) Gift items should be of Good quality, specially designed gift items which are not generic in nature.

**Last date of submission has been kept as 5<sup>th</sup> September 2023 till 1. P.m.**

**Shortlisted bidders may be called for presentation on 6<sup>th</sup> September 2023 , 3.PM. at APEDA Head office New Delhi.**