

**Details for submission of bids for designing and construction of India pavilion at BioFach Germany 2014 event at Nuremberg, Germany from 12th to 15th Feb. 2014**

[Layout Plan](#)

**Requirement**

Agricultural and Processed Food Products Export Development Authority (APEDA) is representing India in following international event to set up to showcase its potential and strength in the organic product and market the brand Organic India.

Biofach 2014 at Nuremberg, Germany from 12-15 Feb 2014.  
(hereinafter referred to as the “Event ”)

The total area of the India Pavilion for the Event is 498 Sq.mtrs. in Hall no. 5 (layout of the Halls is attached)

**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 events organized outside India and
- ii) A minimum turnover of Rs.5,00,00,000/- (Rupees Five crores only) during the preceding financial year i.e. 2012-13 for implementation of Event Management Business pertaining to Trade Fair Pavilion. The turnover should be in the name of applicant organisation only and not that of group/sister organizations.

**SCOPE OF WORK**

The proposed pavilion will be designed in the woodwork only. The scope of work for the Event shall include the following:

**Common facilities:**

Common area (excluding the exhibitor stalls) covering an area of approximately 64 sqm will include:

- (i) A reception with backdrop of backlit collage of minimum size of 4 sqm.
- (ii) A wet sampling area for basmati biryani, microwave oven, storage space, pantry, a meeting lounge for APEDA partially covered by glass/acrylic or equivalent material covering an area of approximately 64 sqm.

- 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 generic branding should be on suitable material so that there are no wrinkles in the final get up with seamless finish.. The common branding banners should have bright 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 stands.
- For further conditions of construction of pavilion/stalls, heights of the stall etc. you may refer [www.biofach.de](http://www.biofach.de)
- All the common areas for APEDA use should be distinguished with raised wooden floor.
- The pavilion shall be brightly lit with sufficient lights not to allow dark pockets in the entire APEDA pavilion.

The products to be displayed are organic basmati and non basmati rice, cereals, ready-to-eat food/curries, spices and herbs, honey, tea , dry fruits etc.

## **II. Exhibitor Stall:**

### **Scope:**

The area of the India Pavilion at the Biofach 2014, Nerunburg, Germany will be approx. 498 sq. mtrs. in hall no. 5. There will be approx. 22-25 co-exhibitors including State Governments, Ministry of Agriculture, exporters and other stakeholders participate in Biofach.

The selected bidder shall require to undertake the following activities:

1. Construction of compartmentalized individual booth with custom made wooden partition walls (width 5 cm atleast) give seamless look space in multiple of 3 sqmtrs. for approximately 22-25 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 three chairs, one round table, one waste paper basket, 6 clear glass shelves, one lockable counter with storage with front lit posters and 6 white lights of not less than 100 watt each.
2. Preparation of 3 panel posters of size 3' \* 5' 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.

## **III Miscellaneous:**

- (1) Preparation of Exhibitor stall of different sizes ranging from 11 stalls of 9 sq. mtrs, 5 stalls of 18 sq. mtrs., 1 stall of 36 Sqm, 3 stalls of 45 sq. mtrs

and 1 stall of 72 Sqm for co-exhibitors. 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.

- (2) For wet sampling of organic Basmati Rice Biryani, an Indian restaurant has to be identified 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 eco-friendly plates, napkins and spoons etc. For preparation of biryani the organic rice will be provided by APEDA, which would be 20 kg. per day (10 kg for non vegetarian biryani and 10 kg for vegetarian briyani), however charges for preparation and serving etc. to be included in the bid.
- (3) Branding and visibility of India pavilion from the maximum height, as per the guidelines of the organisers. Special emphasis on lighting from above with flood lights every two meters. Graphics in the common area to be all back lit.
- (4) Coverage of digital video and 150 high resolution photographs in printed and in CD for the entire event.
- (5) Provision of 2 interpreter cum hostess in different traditional dress of India.
- (6) Provision of one Plasma TV with USB port/ DVD players.
- (7) Development and printing of India Organic Recipe book, show guides, exhibitor's directory etc.
- (8) Arrangement for 100 pieces of organic souvenirs in the range of Rs. 600-800/ each for VIPs and 500 bags @ the cost of Rs100-150 each made of organic cotton for distribution.
- (9) 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.
- (10) Necessary electricity charges will be paid by APEDA at actuals subject to production of necessary documents in this regard.
- (11) Provision of tea/coffee/drinking water including disposable cups/glasses/spoons/napkins etc. for the visitors using meeting rooms Proper and regular cleaning every day of the fair of the entire pavilion will also be the responsibility of the agency.
- (12) Organize a buyer Seller meeting on the second day of the fair with tea and snacks. The agency shall make arrangements to invite and follow-up to have at least 100 overseas buyers at the APEDA pavilion.

#### **GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS**

**Sealed technical and financial bids in separate envelops are required to be submitted for the vents 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:**

**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. The turnover should be in the name of applicant organisation only and not that of group/sister organisations.
- iv. Self attested photocopies of latest Income Tax Returns for the last 5 years and self attested photocopy of the PAN Card. These documents should be in the name of applicant organisation only and not that of group/sister organisations. In other words, name of applicant organisation should be same in all the documents submitted.
- v. Earnest Money Deposit “EMD” for Rs.1,00,000/- (Rs. One Lakh only) in the form of demand draft / irrevocable and unconditional bank guarantee in favour of APEDA, New Delhi. EMD will be returned to the unsuccessful bidders 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: Superscribe the name of the event and “Financial Bid”**

To include the following documents/details:

1. The **Financial Quotation**, duly dated, with detailed break-up of each component suggested separately in Indian Rupees only. No lump sum amount shall be considered.

2. The applicable taxes should be clearly mentioned separately in the estimates.

The outer sealed cover containing cover 1 and cover 2 as indicated above should be superscribed with **“Technical and Financial Bid for Biofach Germany 2014”** and should have the full name, postal address, phone, fax, and e-mail, 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 amount 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 17.12.2013 and the last date for receipt of bid is 15 days from the date of advertisement i.e. 31.12.2013 upto 5.00 PM. (subsequently extended to 1.1.2014 due to hosting of TORs on 18.12.2013). The complete applications superscribed with “Technical and Financial Bid for Biofach Germany 2014” should be addressed to:**

General Manager (Trade Fairs)

A P E D A

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