

**Details for submission of bids for designing and construction of  
India pavilion at Gulfood 2019 scheduled from 17<sup>th</sup> February to  
21<sup>st</sup> February 2019 at Dubai, UAE  
CPP Portal Tender ID: 2018\_APEDA\_372368\_1**

**23.10.2018**

**1 Requirement**

Agricultural and Processed Food Products Export Development Authority “APEDA” is participating in Gulfood, 2019 event and will set up its pavilion to showcase and market the Indian Agricultural and Processed Food Products. Gulfood 2019 is scheduled from 17<sup>th</sup> February to 21<sup>st</sup> February 2019 at Dubai, UAE (hereinafter referred to as the “Event”).

The total area of the India Pavilion for the Event is 768 Sq. mtrs. out of which 348 sq.mtr area in international pavilion and 420 sq. mtrs in grain hall (layout of both pavilion is attached).

**2 Eligibility for submission of Bids**

Agencies having following minimum qualifications are hereby invited to bid for the event on the turnkey basis.

- i) Must be a registered business entity/service provider. Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc. as applicable may be quoted in the technical bids format and copy of the certificate/proof must be attached. 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.
- ii) 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.
- iii) A turnover of minimum Rs.5,00,00,000/- (Rupees Five Crores only) during the preceding financial year i.e. 2017-18 for implementation of Event Management Business pertaining to organizing international Trade Fairs.
- iv) The agency should have executed at least one overseas event covering an area of minimum 500 sq. mts. In any of the three years i.e., 2015-16, 2016-17 or 2017-18.
- v) Submission of EMD in the form of DD for the amount of Rs. 2,00,000/- (Rupees Two Lakh only) in favour of “APEDA” payable at New Delhi is essential for the bid without which the bid offer will

be rejected. Exemption to NSIC and MSME registered agencies will be applicable subject to submission of self certified copy of “Exemption Certificate” issued by respective authorities with the tender documents.

- vi) A self certified undertaking has to be submitted mentioning that they have never been blacklisted by any government organization and the same is not applicable as on date.

### 3 SCOPE OF WORK

The proposed APEDA pavilion will be designed using complete wooden material including the common area, sampling and participants’ area. The scope of work for the Event shall include the following:

#### I Theme/common area (excluding the exhibitor stalls):

- **Theme area approx. 36 sq. mt. in international hall out of 348 sq. mt. (two blocks – 29M x 6M area each) for APEDA there and 36 Sq. mt. common area in the grain hall out of 420 sq. mt. area for APEDA there (two blocks – 1. 30M x 8M and 2. 30M x 6M) for branding and publicity.** The area should be distinguished with raised wooden floor.
- A reception with backdrop of backlit collage on glass, acrylic or lycra material.
- A meeting lounge for APEDA to be covered by glass/acrylic or equivalent material.
- A storage area including pantry with provision for tea/coffee, drinking water, microwave oven, refrigerator and deep freezer.
- Ten back lit Graphics panels in the common area shall be provided of at least 6”X3” ft. size.
- For further conditions of construction of pavilion/stalls, heights of the stall etc. you may refer [www.gulfood.com](http://www.gulfood.com)
- The pavilion shall be brightly lit with sufficient white lights not to allow dark pockets in the complete pavilion.
- The products to be displayed are ready-to-eat food/curries, fresh and frozen fruits and vegetables and their preparations, chutneys, pickles, gherkins, wines, basmati rice etc.

#### I(a) Branding

- Backlit branding and visibility of India pavilion from the maximum height, as per the guidelines of the organisers.
- The overall look of APEDA pavilion should be contemporary and reflect the colour and vibrancy of modern India. A suitable backlit branding of **INDIA** in separate alphabets has to be done adequately in number **(26)** of minimum 3 Mt. length and shall be followed all over.
- The generic branding should 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.

## **II Wet sampling area**

- 9 sq. mt. area in international area and 18 Sq. mtrs. of common area in grain hall shall be utilized for wet sampling of basmati rice biryani and other food products and shall have display counters, shelves, microwave oven etc.

## **III Exhibitor Stalls:**

1. All individual stall should be in wooden, and the India Branding should be atleast 4.5 mtrs or upto the height permitted by the organisers all around the area and should give a modern contemporary look.
2. Construction of approximately 70 stalls of 9 sq. mtr and 4 stalls of 12 sq. mtr area in APEDA pavilion located in two halls for exporters to display their products for interaction with the buyers/visitors, including the requirement of furniture. While these are indicative figures, layout may be planned in such a manner that there are maximum number of 9 sq. mtrs. stall and the space is utilized optimally. Each individual stall of 12/9 sq. mtrs. shall be provided with back lit individual fascia, four chairs, one table, one waste paper basket, 6 display shelves, one lockable counter with storage and 6 lights of 100 watts each.
3. Preparation of 3 panel posters of size 3' X 6' totaling 18 sq. ft. each for each 12/9 sq. mtr. 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 and printing quality should be of international level.

## **IV Other activities:**

- a) Provision of 4 hostesses cum interpreters attired in Indian costume and 2 male attendants for all the days during the show.
- b) For wet sampling of 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, 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 (15 kg for non vegetarian biryani and 15 kg for vegetarian biryani – normal basmati rice and 5 kg for non vegetarian biryani and 5 kg for vegetarian biryani –

organic basmati rice) However, charges for preparation and serving etc. to be included in the bid. Sampling for normal basmati rice and organic basmati rice may have to be carried out in 2 different halls (Grains hall and/or Health & Wellness).

- c) Vendor shall arrange 5 bouquets on inauguration day for VIP visits and arrange refreshments for them as directed by APEDA.
- d) The agency has to assess estimated electricity load and book on behalf of APEDA. Charges for the same and electricity consumption shall be paid on actual on submission of supporting documents.
- e) Undertaking landscaping along with maintenance, proper and regular cleaning before start of each day and fire protection of APEDA pavilion in both the halls.

#### 4 **General:**

- 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 by the end of the Event.
- 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.

#### 5 **TERMS AND CONDITIONS**

- 5.1 The approved bidder will work under the directions and guidance of APEDA. It shall be the sole responsibility of the Agency to ensure all activities undertaken by them for APEDA are in accordance with the legal framework.
- 5.2 Bid value should be quoted in Indian Rupees only including all applicable taxes.
- 5.3 Interested eligible agencies may submit their bids as per Annex-I and II with supporting documents including earnest money (EMD) of Rs. 2,00,000/- (Rupees Two Lakh only) in the form of demand draft drawn in favour of APEDA payable at New Delhi. The EMD will be refunded to the unsuccessful bidder after the selection of the vendor. For the selected bidder, EMD amount would be adjusted in the final payment.
- 5.4 It shall be responsibility of the agency to ensure applicability of local laws in respect of the manpower hired by them.

- 5.5 The agency is required to sign each page of the bid documents by the authorized signatory. Validity of the bid shall be for 30 days from last day of submission of bids.
- 5.6 APEDA requires that bidders under this contract observe the highest standard of ethics during the period of agreement and free from any vigilance enquiry. The bidders have to bear the cost associated with the preparation and submission of tender documents to APEDA.
- 5.7 APEDA will reject a proposal for award of work if it is determined that the agency recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.
- 5.8 APEDA will declare an Applicant/Bidder ineligible, either indefinitely or for a stated period of time, to be awarded a contract/contracts, if it at any time determines that the Applicant/Bidder has engaged in corrupt or fraudulent practices in competing for, or in executing the contract.
- 5.9 Agency will indemnify APEDA against any claim, loss, suit, liability incurred.
- 5.10 The agency will provide new carpet inside the Pavilion as per the colour approved by APEDA.
- 5.11 The material such as wall panels, wood material, furniture, display aids etc. to be used by the agency has to be of good quality. As mentioned earlier, photographs of the furniture to be provided shall be shown and submitted at the time of presentation.
- 5.12 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.
- 5.13 As per the TPs/designs to be arranged from the concerned exhibitors. The panels and the posters prepared by the agency shall be identical in dimensions to maintain symmetry.
- 5.14 Vendor has to submit the soft copy (in cdr format) of final design of pavilion, panels prepared for APEDA alongwith the report of APEDA's participation in APEDA before settlement of final payment. This will be treated as property of APEDA.
- 5.15 APEDA reserves the right to:
- Copy right of designing of Pavilion and graphics.
  - Make minor changes in the Design plan.
  - Extend the deadline for the submission of applications/bid documents at its discretion.

- Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on APEDA.
- Suspend the project, cancel the contract with the selected party in part or in the whole at any time if in the opinion of the APEDA it is necessary or expedient in the public interest. The decision of the APEDA shall be final and binding in this regard. APEDA shall also not be responsible for any damage or loss caused or arise out of aforesaid action.
- Modify terms and conditions of the contract which shall be granted to the successful bidder after the bidding process, if in the opinion of the APEDA, it is necessary or expedient to do so in public interest or for proper implementation of the project. The decision of the APEDA shall be final and binding in this regard.
- For interpretation of any clause of this document, the decision of Chairman APEDA would be final and binding on both the parties i.e., bidder and APEDA.

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

- 6.1 Sealed technical and financial bids in separate envelopes are required to be submitted mentioning the name of the event i.e., Gulfood 2019 scheduled from 17<sup>th</sup> to 21<sup>st</sup> February 2019 at Dubai, UAE at the envelope by 13<sup>th</sup> November, 2018 till 4.00P.M. Bidders may please note that conditional bids are not allowed and would be rejected summarily. The Pre Bid meeting will be held on 30<sup>th</sup> October, 2018 at 1100hrs. at APEDA Conference hall at 3<sup>rd</sup> floor, New Delhi.
- 6.2 Cover 1: Technical Bid: Superscribe the name of the event and “Technical Bid” to include the following documents:

### **(Annexure I)**

Name of agency with address	
Name and Designation of Chief Executive	
Name, designation and contact details of concerned person	
Profile of the agency including the staff strength on payroll	

<p>Track Record – previous experience of handling similar nature of work (Please mention here).</p> <p>The company must have 5 years work experience in event management in international trade fairs pavilion (excluding advertising and printing) with copies of work orders for last two years.</p>	
<p>A CA certificate certifying the turnover of the applicant bidder for the last 3 financial years. The turnover should be in the name of applicant organisation only and not that of group/ sister organisations.</p>	
<p>Self attested photocopies of latest Income Tax Returns for the last 5 years and self attested photocopy of the PAN Card, GST and related tax documents. 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.</p>	
<p>Interest free Earnest Money Deposit “EMD” for Rs.2,00,000/- (Rupees Two Lakh only) 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.</p>	
<p>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.</p>	

6.3 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 agency should provide 3D images/presentation of APEDA pavilion (both hard and soft copy) clearly showing the complete projection of APEDA pavilion from different angles. It must also show the complete 3D look of standard booth of 9 sq mtrs with complete display aids and furniture. The 3D presentation should also graphics etc. in detail.

6.4 **Cover 2: Financial Bid: Superscribe the name of the event and “Financial Bid” (Annexure II)**

6.4.1 To include the following documents/details:



6.4.2 The **Financial Quotation**, duly signed, sealed and dated, with break-up of major components separately in Indian Rupees only. No lump sum amount shall be considered.

Sr. No.	Activity	Rate per sq. mt. for activities at Sr. No. 1 and 2 below	Total in Rs.
1	Construction and furnishing of theme/common area as per plan submitted covering details mentioned in 3 (I) and (II) above other than branding mentioned in 3(I)(a).		
2	Construction and furnishing of stalls as per plan submitted covering details mentioned in 3 (III) above other than branding mentioned in 3(I)(a).		
3	Wet sampling of Basmati Rice Biryani, as per 3 (IV)(b) above.		
4	Branding mentioned in 3(I)(a) above		
5	Other activities excluding sampling of basmati rice biryani as mentioned in 3 (IV)(b) above.		
6	Applicable taxes		
	Total		

## 7. **SELECTION PROCEDURE**

7.1 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.

7.2 The presentation may bring out their suggestions on the following areas:

S. No.	Areas	Score/ Weightage
1.	Overall concept and design	30
2.	Significant portrayal of theme area as a powerful source of food products by combined use of photos, graphics, attractive colour scheme etc.	20

3	Appropriate dimension of the structure, according to floor area allocated to APEDA and best use of the space.	10						
4	Turnover of the Company: Breakup of marks is given below: <table border="1"> <tr> <td>Minimum Rs. 5 crore</td> <td>2 marks</td> </tr> <tr> <td>Rs. 5 crore to Rs. 10 crore</td> <td>3 marks</td> </tr> <tr> <td>Above Rs.10 crore</td> <td>5 marks</td> </tr> </table>	Minimum Rs. 5 crore	2 marks	Rs. 5 crore to Rs. 10 crore	3 marks	Above Rs.10 crore	5 marks	5
Minimum Rs. 5 crore	2 marks							
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Above Rs.10 crore	5 marks							
	Previous works of similar nature National/ Int'l level. Breakup of marks is given below: <table border="1"> <tr> <td>Minimum 5 years</td> <td>2 marks</td> </tr> <tr> <td>5-10 years</td> <td>3 marks</td> </tr> <tr> <td>Above 10 years</td> <td>5 marks</td> </tr> </table>	Minimum 5 years	2 marks	5-10 years	3 marks	Above 10 years	5 marks	5
Minimum 5 years	2 marks							
5-10 years	3 marks							
Above 10 years	5 marks							

## 7. OPENING OF FINANCIAL BIDS

7.1 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 only 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 in similar fashion for L3, L4 etc. (depending on no. of parties).

7.2 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.

7.3 Selection Committee reserves the right to withdraw the announcement, 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 or add more facilities.

## 8 **Force-Majeure**

If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, explosion, epidemic, quarantine restriction, strikes and lockouts (as are not limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within 15 Calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate the this contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of Chairman, APEDA as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option terminate the contract.

## 9 **Arbitration**

All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi only. Both the party shall make all effort to resolve any dispute by way of reconciliation. In the event of any question, dispute or difference arising under the agreement in connection therewith (except as to matters, the decision to which is specifically provided under this agreement) remains unresolved, the same shall be referred to sole arbitration to be appointed by the Chairman, APEDA and the decision given shall be binding on the parties. The provisions of Indian Arbitration & Conciliation Act 1996 shall apply on both the parties. The venue of the arbitration proceeding shall be the office of APEDA or such other place as the Chairman, APEDA may decide. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the Chairman, APEDA.

## 10 **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 against 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.

## 11 SUBMISSION OF BIDS

Bids shall be submitted by the bidder with supporting documents in a sealed envelope in the following manner:

**Envelope I : EMD-** Containing Earnest money (interest free) in the form of a DD of Rs.2,00,000/- (Rupees Two Lakh only) in favor of APEDA, payable at New Delhi.

**Envelope II:** Containing Annexure I (Technical Bid) duly filled in with supporting documents. The envelope should be sealed and marked as “Technical Bid for APEDA Pavilion at Gulfood 2019 scheduled from 17th to 21st February 2019 at Dubai, UAE 2019”.

**Envelope III :** Containing Annexure – II (Financial Bid) duly filled in for the bid value in Indian Rupee including all taxes for the complete project of APEDA Pavilion as per layout plan and terms & condition of the Tender document. The envelop should be sealed and marked as for “Financial Bid APEDA Pavilion at GULFOOD 2019 scheduled from 17th to 21st February 2019 at Dubai, UAE”.

**Envelope- IV :** Envelopes I, II & III should be kept inside the Envelope – IV and again sealed. The name of the bidder should be clearly written with full address, Tel: nos., E-mail on the Envelopes (I, II, III & IV). This Master Envelope (Envelope – IV) should be marked as “Technical Bid and Financial Bid for APEDA Pavilion at GULFOOD 2019 scheduled from 17th to 21st February 2019 at Dubai, UAE and shall be submitted to the General Manager (Trade Fairs) at the address mentioned below.

## 11 Performance Assurance

If performance of the agency is not up to the mark or is less in any of the deliverances/the measurable output is less than envisaged as per scope of work, then a part of the total bid value will be retained by APEDA at the time of final payment. Decision of APEDA shall be final in this regard.

**Last date for submission of bids is 13<sup>th</sup> November, 2018 till 04.00 am p.m. 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

Tel.: 011- 26526196/26513219/3204/4572

# Venue Plan

*Gulfood*

17 - 21 February 2019  
Dubai World Trade Centre



## SECTORS



BEVERAGES



DAIRY



MEAT & POULTRY



PULSES, GRAINS & CEREALS



FATS & OILS



WORLD FOOD



POWER BRANDS



HEALTH, WELLNESS & F&C-FRM



START-UPS



TASTES OF THE WORLD



REGISTRATION POINT





