

**AGRICULTURAL AND PROCESSED FOOD PRODUCTS
EXPORT DEVELOPMENT AUTHORITY
(APEDA)**

(Ministry of Commerce and Industry, Government of India)

**3rd Floor, NCUI Building, 3, SIRI Institutional Area,
August Kranti Marg, New Delhi-110016**

Date: 12.12.2025

Addendum

Minutes of the pre bid meeting held on 08.12.2025 regarding Design, Construction, Maintenance, Publicity and Promotion' of the 'APEDA COUNTRY OF THE YEAR PAVILION' at "BIOFACH Germany" scheduled from 10th to 13th February 2026 at Nuremberg, Germany are as follows:

Clause of Bid & present Reading	May be read as
Clause No. 5.2.6 (vi) One (1) Female and one (1) Male mascot highlighting any two of India's organic products for Germany for audience attraction and photo ops.	Clause No. 5.2.6 (vi) <u>2 mascots</u> highlighting any two of India's organic products for Germany for audience attraction and photo ops.
Clause No. 5.3.2 Table space in the designated zones to be set up for FPO's and Start Ups with one lockable counter with storage, chair, facia, display space, power points, sockets, wastepaper baskets and common sitting space (round tables with 4 chairs each). The number of round tables and Chairs will depend upon the number of exhibitors (table space) in that zone.	Clause No. 5.3.2 Table space in the designated zones enabling maximum participation to be set up for FPO's and Start Ups with one lockable counter with storage, chair, facia, display space, power points, sockets, wastepaper baskets and common sitting space (round tables with 4 chairs each). The number of round tables and Chairs will depend upon the number of exhibitors (table space) in that zone.
Clause No. 5.3.3 The organic marketplace for FPOs/producers indicated in the layout to be aesthetically designed to depict India's organic farming traditions. Tradition artwork including bamboos etc may be utilized to bring ethnic look. An individual table space to be provided to the participating FPO's/producers with common display area.	Clause No. 5.3.3 The organic marketplace for FPOs/producers indicated in the layout to be aesthetically designed by using wooden/ beMatrix material to depict India's organic farming traditions. Tradition artwork including bamboos etc may be utilized to bring ethnic look. Individual table space to be provided to the participating FPO's/producers enabling maximum participation with common display area.
Clause No. 5.5.1 The India Pavilion shall have well curated area in the form of a café with contemporary Indian theme and open sittings for wet sampling and	Clause No. 5.5.1 The India Pavilion shall have well curated area in the form of a café with contemporary Indian theme and open sittings for wet sampling and

live cooking/demonstration of Indian Organic Cuisine. A professional chef shall be arranged from a reputed Indian restaurant with 2 chef macro influencers to publicize and promote cuisines made of the Indian organic products displayed at the trade show. Details to be submitted in the technical bids which will be evaluated.	live cooking/demonstration of Indian Organic Cuisine. A Renowned Indian professional chef shall be arranged from a reputed Indian restaurant with 2 chef influencers having 500K plus followers to publicize and promote cuisines made of the Indian organic products displayed at the trade show. Details to be submitted in the technical bids which will be evaluated. There will 2 sessions each of 1 hour per day for live cooking/demonstration of Indian Organic Cuisine to the visitors.
Clause No. 5.6 (2) Video Marketing: Produce pre-event teasers, live streaming during the event, and post-event highlights to share on social platforms and YouTube.	Clause No. 5.6 (2) Video Marketing: Produce pre-event teasers, live streaming during the event, and post event highlights and wrap up videos to share on social platforms and YouTube.
Clause No. 5.6 (International PR & thought Leadership) International PR & Thought Leadership Op-Eds & Articles: Arrange op-eds in 5 global trade and sustainability publications on India's organic exports and BioFach insights. (BioMarkt International, Lebensmittel Zeitung, Top Agrar, Feinschmecker, etc.)	Clause No. 5.6 (International PR & thought Leadership) International PR & Thought Leadership half page Op-Eds & Articles with one photograph : Arrange op-eds in 5 global trade and sustainability publications on India's organic exports and BioFach insights. (BioMarkt International, Lebensmittel Zeitung, Top Agrar, Feinschmecker, etc.)
Clause No. 5.7.1 The agency shall make arrangement for logistics (Travel and accommodation) for one resource person for the Conference organized by APEDA.	Clause No. 5.7.1 The agency shall make arrangement for logistics for resource persons (<u>Travel in economy class and accommodation in 3/ 4 star hotel</u>) on actual basis for the Conference organized by APEDA.
Clause No. 6.7 Agency shall ensure addressing of concerns of exhibitors relating to the facilities. At the entry point of APEDA pavilion to welcome the buyers/ exporters, a Helpdesk manned by 2 (two) trained persons shall be set up.	Agency shall ensure addressing of concerns of exhibitors relating to the facilities and depute a manager onsite to immediately address the concerns. At the entry point of APEDA pavilion to welcome the buyers/ exporters, a Helpdesk manned by 2 (two) trained persons shall be set up