

REF. NO. : APD/EXHB-FANCY
FOOD 2009/2009

DATED : 23.4.2009

**SUB : RELEASE OF ADVERTISEMENT IN ECONOMIC TIMES AND NAV
BHARAT TIMES (DELHI EDITION) ON 27.4.2009**

**DETAILS FOR SUBMISSION OF BIDS FOR DESIGNING AND
CONSTRUCTION OF APEDA PAVILION AT 55TH SUMMER FANCY FOOD
SHOW 2009 TO BE HELD AT JAVITS CENTER NEW YORK BEING HELD
FROM 28TH TO 30TH JUNE 2009**

ELIGIBILITY FOR SUBMISSION OF BIDS :

The agencies having at least 5 years experience in conceptualizing, designing and executing the projects on turnkey basis for setting up of pavilions in international events organized outside India, need only apply.

REQUIREMENT :

Agricultural and Processed Food Products Export Development Authority (APEDA) is participating in an international event 55th Summer Fancy Food Show 2009 to be held at **Javits Center New York** from 28th to 30th June 2009 and intends to set up its pavilion to display and market Indian agricultural and processed food products.

APEDA proposes to engage an agency to undertake the following activities for the event :

1. Conceptualization, designing of the APEDA pavilion of international standards.
2. Construction of compartmentalized space for approximately 16-20 exporters for display of their products and area for interaction with the buyers/visitors, including the requirement of furniture.
3. Construction of theme area, reception area, VIP lounge/mini conference hall and a small store area.
4. Construction of wet sampling area for food products.
5. Preparation of wall graphics, banners, posters, etc. for all the participants at the pavilion.
6. Provision of one Plasma TV with DVD player.
7. Provision of refrigerator/chiller and microwave oven.
8. Provision of receptionist and attendant at the pavilion.
9. Area management and co-ordination of entire event.

10. Arrangement for pre and post publicity through press.
11. Provision for hiring services of celebrity chef for demonstration of basmati rice recipes.

The concept should include the layout plan and 3D view of the same. The total area of the stall is 200 sq. mtrs.

The food products to be displayed are ready-to-eat food/curries, soups, honey, spices and herbs, fresh and frozen fruits and vegetables, chutneys, pickles, herbal tea, wines and basmati rice.

You are requested to submit the **sealed technical and financial bids in separate envelops within 21 days** time from the date of release of advertisement. The cost of each of the 11 activities mentioned above should be mentioned separately in the financial bid and should not be quoted in lump sum. The Selection Committee in APEDA will carry out a preliminary screening of the applicants to shortlist a panel for presentation which will lead to selection of the agency. Selection will be based on weightage system of technical and financial evaluation by a Committee. Seventy percent weightage would be given to technical part and thirty percent weightage would be given for financial part. The calculation of score for financial quote, would be based on the following formula :

$$L1 = 30 \text{ marks}$$

$$L2 = 30 \times L1 \text{ and similarly } L3, L4 \text{ ----- (depending on no. of parties)}$$

L2

After adding up the scores obtained in the technical competence and financial quote, the agency which secures the highest marks (H1) will be awarded the project for event management.

APEDA reserves the right to accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability for APEDA.

Enclosed.

Your sealed quotations to be addressed to GM, Trade Fairs at the address given below :

Mr. Pravin Gupta
General Manager
A P E D A
4th Floor, NCUI Building, 3, Siri
Institutional Area,
Opp. Asiad Village, August
Kranti Marg,
New Delhi – 110 016
Telefax: 26526186