

Details for submission of bids for designing and construction of India pavilion at Gulfood 2015 scheduled from 8-12 February 2015 at Dubai, UAE

[Layout Plan](#)

1 Requirement

Agricultural and Processed Food Products Export Development Authority "APEDA" is participating in following international event to set up its pavilion to display and market the Indian Agricultural and Processed Food Products. Gulfood 2015 scheduled from 8-12 February 2015 at Dubai, UAE (hereinafter referred to as the "Event").

The total area of the India Pavilion for the Event is approx. 752 Sq.mtrs. in international pavilion (layout of the Event is attached as Annexure).

2 Eligibility for submission of Bids

Agencies having following minimum qualifications are hereby invited to bid for the event on 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. 2013-14 for implementation of Event Management Business pertaining to international Trade Fair Pavilion.
- iv) Submission of EMD in the form of DD for the amount of Rs. 1,00,000/- (Rupees One Lakh only) in favour of "APEDA" payable at New Delhi is essential for the bid without which the bid offer will be rejected.
- v) 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 in the complete wooden material including the common area, sampling and participant's area. The scope of work for the Event shall include the following:

Common facilities:

I Common area (Excluding the exhibitor stalls) will include:

- I. Common area approx. 80 sq. mt. area for APEDA/ India branding and publicity should be distinguished with raised wooden floor and shall be wooden constructed.
 - 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.
 - Ten back lit Graphics panels in the common area shall be provided.
 - 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 branding has to be done 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.
- For further conditions of construction of pavilion/stalls, heights of the stall etc. you may refer 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, spices and herbs, fresh and frozen fruits and vegetables and their preparations, chutneys, pickles, gherkins, wines and basmati rice etc.

II Wet sampling area

- An area of 32 sqm for wet sampling of basmati rice biryani, processed food and storage etc. shall have display counters, shelves, microwave oven, chiller, freezer etc.

III Exhibitor Stall:

Scope:

The selected bidder shall require to undertake the following activities:

1. All the Individual Booths should be in wooden, and the India Branding should be at least 4.5 mtrs all around the area and should give a modern contemporary look.
2. Construction of approximately 58 or more stalls of 10 sq. mtrs. each and approximately 12 or more stalls of 5 sq. mtrs. each for exporters to display their products for interaction with the buyers/visitors, including the requirement of furniture. Each individual stall of 10 sq. mtrs. shall be provided with bright 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. Each individual stall of 5 sq. mtrs. shall be provided with bright lit individual fascia, two chairs, one table, one waste paper basket, 4 display shelves, one lockable counter with storage and 4 lights of 100 watts each.
3. Preparation of 3 panel posters of size 3' * 6' sq. ft. for each 10 sq. mtrs. stall and 2 panel posters of size 3' * 6' sq. ft. for each 5 sq. mtrs. 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 Miscellaneous:

- a) Provision of 2 hostesses cum interpreters attired in Indian costume and one male attendant 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, 2 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 (20 kg for non vegetarian biryani and 20 kg for vegetarian biryani) However, charges for preparation and serving etc. to be included in the bid.

- c) Development and printing of Basmati Recipe book, exhibitors' directory and processed food fliers etc.
- d) Provision of one LCD/LED TV of 56 inches with DVD player.
- e) High resolution still photography for the entire event and submit photo albums containing at least 100 photographs at least of 5x7 size with mat finish.
- f) Necessary electricity charges would be paid by APEDA at actual upon submission of supporting documents.
- g) Proper and regular cleaning of the entire pavilion will also be the responsibility of the agency.
- h) The agency has to assess estimated electricity load and book in advance on behalf of APEDA.

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.
- Financial bids of only pre-qualified agencies shall be opened.

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. 1,00,000/- (Rupees One 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 claims, loss, suit, liability or judgment suffered.
- 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.
- 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 2015 scheduled from 8-12 February 2015 at Dubai, UAE at the envelope by 24th November 2014 till 5.00 P.M. Bidders may please note that conditional bids are not allowed and would be rejected summarily.
- 6.2 Cover 1: Technical Bid: Superscribe the name of the event and "Technical Bid" to include the following documents:

(Annexure I)

Mandatory details to be submitted by the Bidder:	
Name of agency with address	
Name and Designation of Chief Executive	
Profile of the agency including the staff strength on payroll	
Track Record – previous experience of handling similar nature of work (Please mention here). 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.	
A CA certificate certifying the turnover of the applicant bidder for the last 5 financial years including 2013-14. The turnover should be in the name of applicant organisation only and not that of group/ sister organisations.	
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.	
An interest free Earnest Money Deposit “EMD” for Rs.1,00,000/- (Rupees One 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. 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.	

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 mages/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 10 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 dated, with detailed break-up of each component suggested separately in Indian Rupees only. No lump sum amount shall be considered.

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

S.No.	Particular of work	Amount in Rs.
1	<ul style="list-style-type: none"> • Common area to be made in an approx 80 sqm. area. • A reception with backdrop of backlit collage on glass, acrylic or lycra material. • All the common areas for APEDA brand publicity should be distinguished with raised wooden floor. • A meeting lounge for APEDA partially covered by glass/acrylic or equivalent material and storage area. • Branding and visibility of India pavilion from the maximum height, as per the guidelines of the organisers. 	
2	An area of 32 sqm for wet sampling of basmati rice biryani, processed food and storage etc. shall have display counters, shelves, microwave oven, chiller, freez etc.	
3	<ol style="list-style-type: none"> 1. Construction of approximately 58 or more stalls of 10 sq. mtrs. each and approximately 12 or more stalls of 5 sq. mtrs. each for exporters to display their products for interaction with the buyers/visitors, including the requirement of furniture. 2. Preparation of 3 panel posters of size 3' * 6' sq. ft. for each 10 sq. mtrs. stall and 2 panel posters of size 3' * 6' sq. ft. for each 5 sq. mtrs. 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. 	
4	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, 2 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 (20 kg for non vegetarian biryani and 20 kg for vegetarian briyani), however, charges for preparation and serving etc. to be included in the bid.	
5	Provision of one LCD/LED TV of 56 inches with DVD player.	

7	<p>Each built –up booth of 10 Sqm. shall have the following standard furniture:</p> <ul style="list-style-type: none"> > One round table > 4 Chairs > 6 Spotlights of 100 watts each > 6 Shelves > One Power Point > Carpet and backlit Fascia > One Waste Paper Basket > One Lockable Counter <p>Each individual stall of 5 sq. mtrs. shall have the following standard furniture:</p> <ul style="list-style-type: none"> One round table > 2 Chairs > 4 Spotlights of 100 watts each > 4 Shelves > One Power Point > Carpet and backlit Fascia > One Waste Paper Basket > One Lockable Counter 	
8	The lounge will have sofa sets with persons of at least 8 persons, centre table, store and open meeting areas.	
9	2 nos. of hostesses and one male attendant will have to be provided by the agency.	
10	The agency would have to undertake the landscaping along with maintenance cleaning and fire protection of the pavilion for the entire duration of the exhibition.	
11	High resolution still photography for the entire event and submit photo albums containing at least 100 photographs at least of 5x7 size with matt finish.	

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	40
2.	Significant portrayal of theme area as a powerful source of food products by combined use of photos, graphics, attractive colour scheme etc.	10
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:			5
		5-10 crore	3 marks	
		10-20 crore	4 marks	
		More than 20 crores	5 marks	
5	Previous works of similar nature National/ Int'l level. Breakup of marks is given below:			5
		Minimum 5 years	3 marks	
		5-10 years	4 marks	
		Above 10 years	5 marks	

The marking would be done for all the presentations by the selection committee on the parameters. 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

$L2 = 30 \times \frac{L1}{L2}$ (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.

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 the 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 of 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

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

Envelope I : **EMD-** Containing Earnest money in the form of a DD of Rs.1,00,000/- (Rupees One 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 2015 scheduled from 8-12 February 2015 AT Dubai, UAE 2015".

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 2015 scheduled from 8-12 February 2015 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 2015 scheduled from 8-12 February 2015 at Dubai, UAE" and shall be submitted to General Manager (Trade Fairs) at the address mentioned below.

12. Performance Assurance

If performance of the agency is not upto 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 bid is 24th November till 5.00 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

Telefax: 26514046