

Details for submission of bids for designing and construction of APEDA pavilion at Gulfood 2014 event at Dubai, UAE from 23rd – 27th February 2014

[Layout Plan](#)

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 2014 event at Dubai, UAE from 23rd – 27th February 2014 (hereinafter referred to as the “Event ”)

The total area of the India Pavilion for the Event is 737 Sq.mtrs. in Zabeel pavilion (layout of the Halls is attached as Annexure).

Eligibility for submission of Bids

Agencies having following minimum qualifications are hereby invited to bid for the event 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 organisations.

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 55 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 and other food products, if any, and to have lockable display counters for display of samples, shelves, microwave oven,

freezer etc., a meeting lounge for APEDA, two meeting rooms, storage space and pantry partially covered.

- 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.gulfood.com
- 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 ready-to-eat food/curries, spices and herbs, fresh and frozen fruits and vegetables and their preparations, chutneys, pickles, gherkins and basmati rice etc.

II **Exhibitor Stalls:**

Scope:

The selected bidder shall be required to undertake the following activities:

Construction of compartmentalized individual booths with custom made wooden partition walls (width minimum 5 cm.) giving seamless look for exhibitors as per floor plan attached for display of their products and area for interaction with the buyers/visitors, including the requirement of furniture. APEDA has been allotted 737 sqm in 7 blocks in Jabeel Hall and sizes of the blocks are as under:

Block No. 1 – 39m x 3m = 117 sqm

Block No. 2 – 20m x 2m = 40 sqm

Block No. 3 – 20m x 6m = 120 sqm

Block No. 4 – 20m x 6m = 120 sqm

Block No. 5 – 20m x 6m = 120 sqm

Block No. 6 – 20m x 6m = 120 sqm

Block No. 7 – 20m x 5m = 100 sqm

Total **737sqm**

Out of the above, 55 sqm of space is to be used for common area, meeting rooms., lounge and wet sampling area etc. From the remaining area, 75 stalls of 8/7.5 sqm. each and 26 stalls of 4.5 sqm. each will have to be provided for the exhibitors. Each stall of 8/7.5 sqm size will be provided with three chairs, one round table, one waste paper basket, 6 shelves, 5 white lights of not less than 100 watts each, one lockable counter with glass cabinet of size 1M x 0.5M x 0.75M, one plug point and 3 front lit posters of size 3' x 5' ft. each, as per the TPs/designs to be arranged from the concerned exhibitors. In case of stalls of 4.5 sqm., each participant will be provided two chairs, one round table, one waste paper basket, 3 shelves, 3 white lights of not less than 100 watts each, one counter with glass cabinet of size 0.5M x 0.5M x 0.75M, one plug point and 2 front lit posters of size 3' x 5' ft. each 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.

III Miscellaneous:

1. Provision of 4 female hostesses cum interpreters, attired in Indian costume for all the days during the show.
2. For wet sampling of Basmati Rice Biryani, an Indian restaurant has to be identified by the agency for preparation and serving of Biryani. The identified restaurant may be asked to prepare two types of biryanis 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 (chicken) biryani and 20 kg for vegetarian biryani). However, charges for preparation and serving etc. are 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. Development and printing of Basmati Recipe book, exhibitors' directory and processed food fliers etc.
5. Provision of one Plasma TV with DVD player.
6. Provision of tea/coffee/drinking water including disposable cups/glasses/spoons/napkins etc. for the visitors using meeting rooms.

7. Proper and regular cleaning of entire APEDA pavilion during the event.
8. Necessary electricity charges will be paid by APEDA at actuals subject to production of necessary documents in this regard.
9. The selected agency will provide 150 high-resolution photographs (printed as well as soft copy) and coverage by digital video for the entire event.
10. The agency shall make arrangements to invite and follow-up to have at least 200 overseas buyers at the APEDA pavilion.

IV General:

1. 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 will settle all the applicable bills of the organizers at the end of the Event.
2. 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 with the organizers.

GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS

Sealed technical and financial bids in separate envelopes are required to be submitted for the event mentioning the name of the event on 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 Gulfood 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 Gulfood 2014” 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

Telephone: 011- 26514046

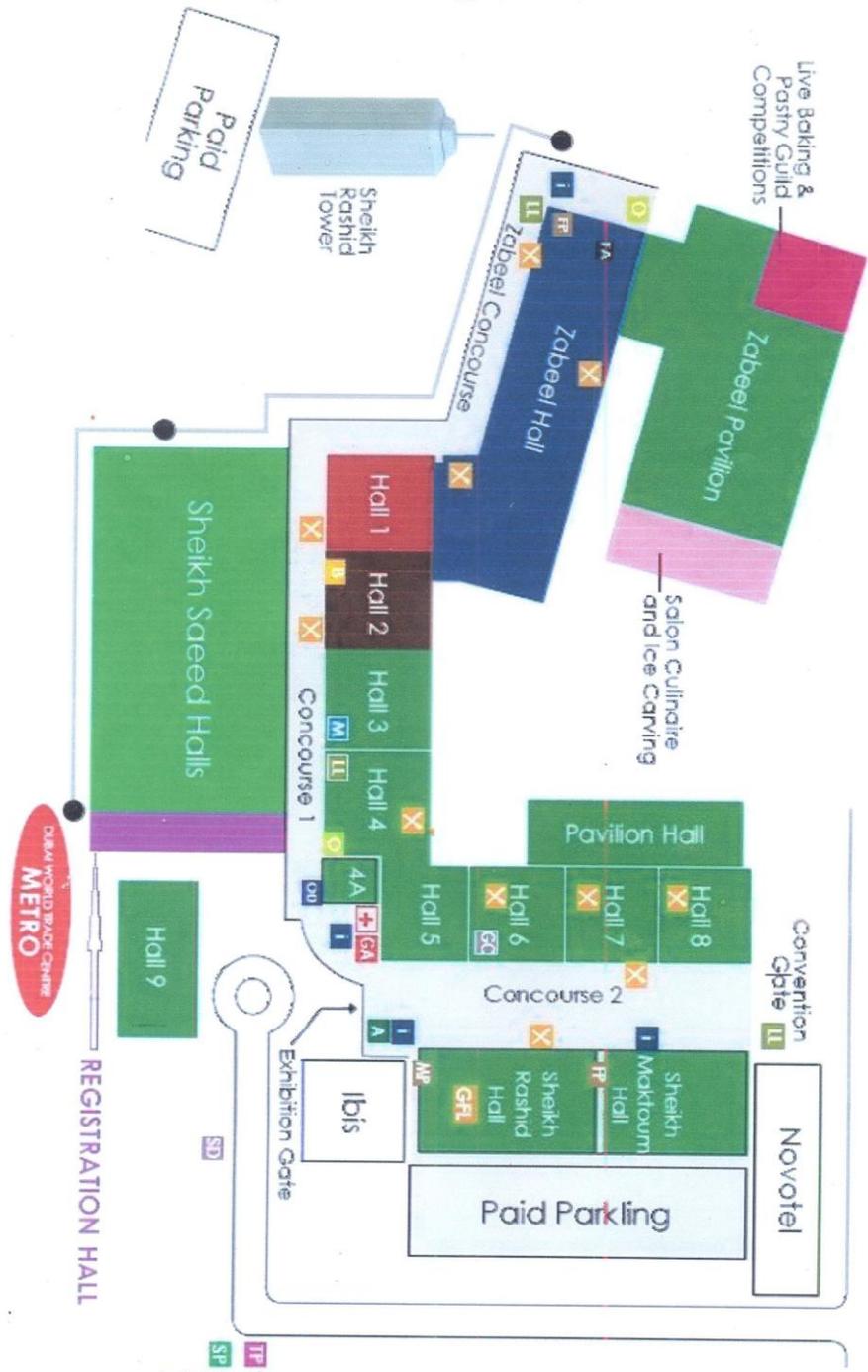
Fax: 011-26519259

E-mail: ssnayyar@apeda.gov.in



23 - 27 FEBRUARY 2014
DUBAI WORLD TRADE CENTRE
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TP Taxi Pic
 SP Shuttle Pick Up
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