

AGRICULTURAL & PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY (APEDA) invites bids for 'Design, Construction, Maintenance, Publicity and Promotion' of the 'APEDA PAVILION' at "BIOFACH Germany" scheduled from 11th to 14th February 2025 at Nuremberg, Germany.

1. Introduction:

1.1. The Agricultural and Processed Food Products Export Development Authority (APEDA) under the Department of Commerce, Ministry of Commerce and Industry, Government of India is the premier organisation for export promotion of agricultural and processed food products.

2. About BIOFACH Germany - 2025:

2.1. BIOFACH Germany is one of the leading trade fairs specifically for certified organic products.

2.2. Agricultural and Processed Food Products Export Development Authority (APEDA) is participating and will set up APEDA Pavilion to showcase and market the Indian Agricultural and Processed Food products. BIOFACH Germany 2025 is scheduled from 11th to 14th February 2025 at Nuremberg, Germany.

3. ABOUT THE ASSIGNMENT:

3.1. APEDA is inviting bids from the interested reputed agencies for, Design, Construction, Maintenance, Publicity and Promotion of the APEDA Pavilion in the above expo.

3.2. The area of APEDA Pavilion is 401.83 sq. mtrs approximately. (Layout of pavilion is attached).

3.3. The scope of the work and terms & conditions are in para 5 to para 7 below.

4. ELIGIBILITY FOR SUBMISSION OF BIDS:

4.1 Interested Agencies, which are in existence for the last five financial years or more and meeting the following criteria of having experience in execution of the similar work at similar platforms and possessing sound financials, may participate in the bid process.

4.2. CRITERIA FOR ASSESSMENT OF ELIGIBILITY:

The details of the agency like Name, address, GST Registration No., PAN Card, Turnover for the last five financial years, Names and years of the Events conducted in the desired field, are to be mentioned as per proforma at Annexure-1, along with copies of supporting documents.

S. No.	Eligibility Criteria	Documents required
4.2.1	<p><u>The agency should have conducted</u> at least three (3) international events requiring Design, Construction, Maintenance, Publicity and Promotion of the pavilions on turnkey basis during the last 5 years organized outside India, where</p> <p>(a) The area of pavilion should not have been less than 200 sq. mtrs for each event,</p> <p>(b) The financial value of each such event should not be less than Rs. 50.00 Lakh per event</p>	CA certificate showing the date of incorporation of the agency, turnover and no. of events executed during last 5 financial years, giving year-wise details of events executed, signed by a practicing CA (indicating UDIN) and countersigned by authorized signatory of the agency, as in Annexure-4.
4.2.2	<p><u>The agency should have earned minimum turnover of Rs. 3,00,00,000/- (Three Crores)</u> per year from event management business (related to design, construction, maintenance, publicity & promotion of pavilion(s) in International Trade Fairs organised outside India during any three years out of last 5 financial years. The turnover shall be in the name of applicant organization only and not that in the name of group/ sister organizations.</p>	
4.2.3	<p>The agency should <u>not have been black-listed</u> by any Government organisation.</p>	A declaration, as per Annexure 5 shall be submitted

4.3 Application cum Processing Fee, EMD and Performance Security:

4.3.1 The Application cum Processing Fee, and Earnest Money Deposit (EMD) must be submitted with the Technical Bid as follows:

- (i) A non-refundable Application cum Processing Fee of Rs. 15,000/- plus GST @ 18%= Rs. 2,700/- total Rs. 17,700/- (Rupees Seventeen Thousand Seven Hundred) in the form of a Demand Draft (DD) drawn in favour of “APEDA” payable at New Delhi.

(ii) Interest-free Earnest Money Deposit (EMD) in the form of DD for Rs. 5,00,000/- (Rupees Five Lakh) drawn in favor of “APEDA” payable at New Delhi. The EMD received from unsuccessful bidder will be returned after the selection process is complete. The EMD received from successful bidder will be processed as per para 4.3.4.

4.3.2 Exemption from submission of EMD to NSIC and MSME registered agency will be applicable as per Government rules.

4.3.3 No exemption from submission of Performance Security shall be admissible to the NSIC and MSME registered organizations, as per Government rules.

4.3.4 Performance Security @ five per cent (5%) of the value of the contract or Rs. 5,00,000/- (Rs. Five Lakh) whichever is higher, shall be deposited by the agency selected. Hence, the EMD of Rs. 5,00,000/- (Rs. Five Lakh) received from selected agency will be adjusted towards Performance Security. In case, 5% of the bid value happens to be more than Rs. 5.00 Lakh, the agency shall deposit the additional amount over & above Rs. Five lakh in the form of DD in favour of APEDA. Both the amounts taken together shall be treated as Performance Security. The amount of Performance Security shall be refunded after completion of all contractual obligations.

5. SCOPE OF WORK:

5.1 General Guidelines

5.1.1 The present assignment is for undertaking the design, construction, maintenance, publicity and promotional work for APEDA Pavilion at the “**BIOFACH Germany 2025**” on turnkey basis. For better understanding, the whole document must be read together, and the duties mentioned elsewhere in the document shall be taken as part of the duties of the Agency.

5.1.2 The construction of APEDA Pavilion at the “**BIOFACH Germany 2025**” shall be as per specifications given in the layout with display props, furniture, lights, carpeting, power connections, fascia, passage area, title graphics etc. The layout plan is attached herewith.

5.1.3 The work shall include all activities related to assembling, dismantling, drainage, material handling, transportation, maintenance and cleaning on the day before opening and daily thereafter including waste disposal.

5.1.4 The scheduled date and other guidelines prescribed by the organiser shall be scrupulously followed for providing completed construction of the pavilion on the space reserved for APEDA India Pavilion. For a beforehand knowledge of conditions/ restrictions which are imposed by the space providing authority relating to construction of pavilion/stalls, heights of the stall etc. the agency is

advised to visit the **BIOFACH Germany-2025** event site i.e. <https://www.BIOFACH.de/en/exhibit>.

The entire APEDA pavilion must be successfully completed on all parameters latest by 11:30 AM Nuremberg time on 10th February 2025.

5.1.5 The APEDA theme pavilion shall be designed and developed by using **Wooden** material and for all individual Booths/ Stalls be **Matrix** shall be used. The scope of work shall include the designing, developing and maintenance of the following facilities:

- (i) Theme/common area (excluding exhibitor stalls) (para 5.2 refers)
- (ii) Exhibitor Stalls (para 5.3 refers)
- (iii) BHARAT/ APEDA and INDIA Organic Branding (para 5.4 refers)
- (iv) Wet Sampling Area (para 5.5 refers)
- (v) Other activities / Duties (para 5.6 refers)

5.2 Specifications for THEME/COMMON AREA:

5.2.1 The pavilion's theme must encapsulate India's rich organic agricultural heritage and its role in global sustainability. By focusing on the journey from farm to table, the design will highlight India's commitment to organic farming, eco-friendly practices and the diverse range of organic products offered. The aim is to showcase India's agricultural capabilities especially its Organic Agriculture offerings and emphasize on its contribution to the global sustainable food movement.

The design elements, colours, imagery and motifs should be inspired by India's rich cultural heritage and legacy such that it visually showcases the idea of "Grown in India, For The World."

Theme area measuring approx. **54 sq. mtrs.** shall be distinguished with 100 MM raised platform with beige parquet wooden flooring recessed LED light. An area of **18 sq. mtrs.** is to be designed for live demo of Indian cuisines by a professional chef from a reputed Indian restaurant, will arrange 2 chef macro influencers to publicize and promote cuisines made of organic products displayed at the Trade Show. There will be provision for sampling and tasting by the visitors. Agency shall make proper arrangements for transportation, delivery, crockery, preparation and serving of delicacies for all the four days. A provision for water and drainage is to be made along with cooking and sampling, overall hygiene and cleanliness to be ensured.

5.2.2 All the common areas for APEDA shall be distinguished with raised floor.

5.2.3 Theme area should be covered 'wall to wall' with new carpet. Agency shall ensure newly procured carpets for entire APEDA pavilion matching with the design, excluding the common Isle.

- 5.2.4 In the common areas, back-lit graphics panels shall be provided with branding of APEDA and India Organic logo.
- 5.2.5 The reception area should have backdrop of backlit collage of glass, acrylic or lycra material and equipped with following items and furniture:
- (i) Two custom-built reception table with lockable counters and front translight on both sides displaying INDIA ORGANIC and APEDA logo with seating arrangement for two persons
 - (ii) Two Lockable showcases of full size for display of Indian agri-products,
 - (iii) Stands for displaying brochures, flyers, exhibitor directory etc.
 - (iv) One standee for organic Henna Tattoo
 - (v) Branded Photo Booth/ Selfie point standees; with appropriate props to be constructed to attract audience and photo ops.
 - (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.
 - (vii) 'APEDA' and 'India Organic' Branded T-Shirts (Qty. 500), cloth bag (Qty. 500) and/or visually striking badges/ lapel pins (Qty.500) as giveaways for guests and attendees.
- 5.2.6 The agency shall make arrangement for installation of at least **one LED screen of 3 x 2 meters' size** in or around the APEDA theme pavilion/common area at a prominent location having good visibility for displaying video of exhibitors for advertisement. The agency shall also coordinate with the exhibitors for running the advertising videos of their products on such LED screen in the APEDA theme pavilion/common area. For this, the exhibitor will have to pay to APEDA at the rates fixed by APEDA. The video of the products shall be supplied by the exhibitor and the agency will get it converted in the required format for running on the screens.
- 5.2.7 An open meeting lounge having seating capacity of 8 persons, shall be set up with decorative interior design, furniture and provisions for water, beverages and snacks.
- 5.2.8 The list of products to be displayed at BIOFACH Germany 2024 shall be provided by APEDA. The agency shall coordinate with APEDA officials for transportation of the products from APEDA's Delhi office to the APEDA Pavilion at Nuremberg, Germany. The cost of freight and custom duty shall be reimbursed on actuals basis. The agency shall keep the proper records related to quantity and weight of such material for claiming re-imburement of cost.

The products for display shall include ready-to-eat food/curries, fresh and frozen fruits and vegetables and their preparations, chutneys, pickles, gherkins, wines, millets and their products etc.

- 5.2.9 A storage area including pantry will be built with provision for tea, green tea, coffee, cashews, juice, drinking water, microwave oven and refrigerator for visitors with adequate supply of snacks, drinking water and material for preparing tea, coffee, juice etc. for visitors for **all the days**.
- 5.2.10 Partition wall shall be in double side timber clad with MDF (minimum size 50 MM) in paint finish.
- 5.2.11 The entire pavilion shall be brightly lit with sufficient white lights leaving no room for dark pockets in the complete pavilion.

5.3 Specifications for EXHIBITOR STALLS:

- 5.3.1 Agency shall undertake construction of maximum number of stalls with each stall having a carpet area measuring 9 sq. mtrs. (as per design/layout plan provided by APEDA) in “India Pavilion” for exhibitors. While this is indicative size, layout may be planned in such a manner that maximum numbers of stalls are accommodated so that the space is utilized optimally. The final decision regarding number and size of stalls lies with APEDA.
- 5.3.2 All individual stalls should be made of ‘beMatrix material and give a modern, contemporary and elegant outlook. The stalls should be open to an extent giving a vibrant outlook and cohesiveness to the India Pavilion. The stalls should be designed in a way that it enables the exhibitors to display their products prominently and facilitate interaction with the potential buyers and visitors.
- 5.3.3 The **APEDA and INDIA ORGANIC branding** should be up to the height permitted by the organizers all around the area and should give a modern, minimalist, contemporary and elegant outlook replete with design elements, colours, imagery and motifs inspired by India’s rich cultural heritage and legacy. Visually showcase the idea of “Grown In India, For The World.”
- 5.3.4 Each built-up booth of 9 Sq. mtrs. will have the following standard furniture:
- (i) Proper wall to wall newly procured carpet
 - (ii) Back-lit individual fascia
 - (iii) Four (4) chairs
 - (iv) One (1) round-table
 - (v) One (1) Waste Paper Basket
 - (vi) Six (6) Display Shelves
 - (vii) One (1) Lockable Counter with storage

- (viii) One (1) Power Point socket
- (ix) Six (6) lights of 100 watts each

5.3.5 In addition, the agency shall provide additional furniture items as required by the exhibitors at reasonable cost, which will be paid by the concerned exhibitor. The cost of such furniture is to be intimated along with the financial Bid as per Annexure-3.

5.3.6 Agency shall undertake preparation of three (3) panel posters of size 3' X 6' totaling 18 sq. ft. each for each stall of 9 sq. mtrs. as per the TPs/design to be arranged from the concerned exhibitors. The panels and posters prepared by the agency shall be identical in dimension and printing quality should be of international level.

5.3.7 The agency shall ensure the printing, supply and pasting of posters as per the designs provided by the exhibitors without any additional cost.

5.3.8 Agency shall arrange the TPs/designs from the concerned exhibitors. The panels and the posters prepared by the agency shall be identical in dimensions to maintain consistency and symmetry.

5.4 **BRANDING “BHARAT / APEDA and INDIA ORGANIC”:**

5.4.1 The overall appearance of “APEDA Pavilion” shall give a modern, minimalist, contemporary and elegant outlook replete with design elements, colours, imagery and motifs inspired by India’s rich cultural heritage and legacy paving the way for the vibrancy of modern India. Visually showcase and underscore the idea of “Grown in India, For The World.”

5.4.1 “**APEDA**” and “**INDIA ORGANIC**” logos used for branding shall be **back-lit**. The agency will ensure making and fixing of Façade Boards/ Back-lit Graphics indicating “**BHARAT/ APEDA/ INDIA ORGANIC**” title in **English/ German/ Hindi** at various prominently visible locations.

5.4.2 Agency shall ensure that dimension of Backlit branding of APEDA pavilion should not be smaller than the dimensions allowed as per the guidelines of the organizers.

5.4.3 The agency shall provide branded banners, backdrop and standees which should be made of wrinkle free stretchable lycra or flex to avoid wrinkles in the overall get up of pavilion. Furthermore, the banners should have bright – white lightings.

5.4.4 For the publicity materials, the agency shall develop the content based on the information to be provided by APEDA along with editing, proof reading &

value addition, to be printed/ produced subject to the approval on the completed artwork and design.

- 5.4.5 Procurement of all the branding provisions provided by the event organiser shall be coordinated by the agency on behalf of APEDA.

5.5 Specifications for WET SAMPLING AREA

5.5.1 The India Pavilion shall consist of a curated system of wet sampling, revamped menu, live cooking by a professional chef in a dedicated area Wet Sampling of Organic Products from India. The Wet Sampling Area can be designed to resemble a visually striking and branded traditional Indian wooden cart or a farm stall, with signage explaining the origins and benefits of each product. The agency must ensure that wet sampling area is clean, with disposable cups made of eco-friendly materials like bamboo or recycled paper. This reinforces the theme of sustainability and reduces waste.

5.5.2 The agency shall make necessary arrangements for preparation of the same with suitable furniture items like round table and chairs etc. for demo and tasting.

5.5.3 Such area shall have display counters, shelves etc. for wet sampling of specified **organic beverages, organic Basmati rice, organic millets products and organic food products.**

5.5.4 The agency shall organise wet sampling/ live demo of preparation and tasting of Indian Cuisines by a professional chef from a reputed Indian restaurant.

5.5.5 For wet sampling the specified products and their quantity will be as under:

- (a) **10 Kg Organic Basmati rice** for veg biryani per day
- (b) **10 Kg Organic Basmati rice** for non-veg biryani per day
- (c) **5 Kg Organic millets** for recipes like pasta, noodles, khichdi and others per day,
- (d) **Organic Tea, Organic Coffee and Organic Turmeric Latte** etc. per day
- (e) **Organic fresh fruits-** sufficient quantity for six hours per day.

Agency shall make proper arrangements for transportation, delivery, crockery, preparation and serving of delicacies.

5.5.6. Interactive Digital Displays: Place QR codes next to each sampling station for visitors to scan and learn about the product's origin, health benefits, and sustainable production methods.

5.5.7 No separate amount shall be payable for the material to be used at wet sampling area.

5.6. Publicity and Promotion of the APEDA Pavilion

Digital Media Coverage

1. Social Media Campaign: Create a content calendar with engaging posts (pre-event teasers, product highlights, event countdown) on LinkedIn, Instagram, Twitter, and Facebook. Use hashtags like #APEDAPavilion2025.

2. Video Marketing: Produce pre-event teasers, live streaming during the event, and post-event highlights to share on social platforms and YouTube.

Print Media Coverage

1. Press Releases: Issue releases announcing APEDA's participation, milestones, and post-event outcomes to 5 major German and 5 Indian newspapers (e.g., Die Welt, Frankfurter Allgemeine Zeitung (FAZ), The Hindu, Times of India, Indian Express, etc.).

2. Industry Publications: Secure articles in German organic magazines (BioMarkt, Euromonitor) and Indian trade publications (Agriculture Today, Indian Organic Farmer).

3. Feature Stories: Pitch feature articles to trade journals in both countries on India's growing role in the global organic sector.

Post-Event Publicity

1. Media Recap: Send post-event reports with success stories, media coverage, and key takeaways.

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.)

5.6 OTHER ACTIVITIES /DUTIES:

5.6.1 The agency shall develop system of obtaining feedback from the exhibitors. A good IT based system with QR code points at prominent locations along with required manpower shall be arranged by the agency. A demo must be shown for this activity during the technical presentation.

5.6.2 The agency shall ensure compliance of organizer's guidelines/ directions in relation to power supply, main electrical connections, water supply and other support system etc.

5.6.3 The agency shall assess estimated electricity load and book on behalf of and in

consultation with APEDA. It shall be the responsibility of the Agency to distribute electricity across the APEDA pavilion. Necessary electricity charges will be paid by APEDA on actual basis, upon submission of supporting documents by the agency. However, electricity load to the exhibitors more than prescribed limit shall strictly be on payment basis by the exhibitors. The agency shall collect the charges for the same from the exhibitors. APEDA shall not make payment for any additional electricity load.

- 5.6.4 The agency shall arrange High resolution still photography/ properly edited video covering the entire APEDA pavilion, Exhibition area from different angles of the entire event for all the days by one professional photographer and 1 videographer carrying mics so 30-60 bytes/ testimonials of stakeholders – dignitaries, exporters, buyers and international visitors and guests may be captured for digital media dissemination and press information. The photographer and videographer and their coverage must be available at all times during the event so the highlights may be live posted/ disseminated if required.
- 5.6.5 A 3-minute video of all the days of expo must be submitted after the event for digital media publicity. For these activities, services of a professional should be undertaken.
- 5.6.6 The agency must submit two photo albums containing at least 200 (50 for each day) photographs of 5-inch x 7-inch size covering the Theme Area, stalls/ booths of exporters and other areas of pavilion clearly showcasing the subject. The photographs should be submitted in Pen Drive.
- 5.6.7 It will be duty and responsibility of the agency to provide necessary facilitation to exporters during exhibition including distribution of exhibitor badges, visitor passes, entry passes, exit passes, labor passes, etc.
- 5.6.8 The agency shall arrange Ten (10) Corporate gifts with APEDA Logo and INDIA ORGANIC branding for dignitaries visiting APEDA pavilion in the range of Rs. 4,000/- (Rs. Four thousand) each. A bill thereof shall be submitted to APEDA as proof.
- 5.6.9 The agency shall arrange 5 (five) bouquets and refreshments on inauguration day for VIP guests.
- 5.6.10 The agency shall make arrangement of good quality packed breakfast and lunch- vegetarian/ non- vegetarian for approximately 10 (ten) people every day for all the days of the event.
- 5.6.11 The agency shall arrange applying organic Henna tattoo on visitor's hands and this will include the provision of sufficient manpower, material and equipment.

5.6.12 The agency shall provide two (2) Indian female attendants-cum-interpreters attired in Indian costumes and two (2) Indian male attendants for entire day on all the days of the event.

5.6.13 The agency will coordinate with the APEDA exhibitors with regard to placement of posters and additional requirements, if requested.

5.6.14 The agency shall make provision for printing of the below subject to approval on information/artworks/ designs by APEDA:

(a) 300 copies of Exhibitors Directory (in English) (size: 6x8 inch approx.) containing details of the participants of BIOFACH Germany 2025 (out of which 10 copies shall be submitted to APEDA office along with the bills.)

(b) INDIA ORGANIC Brochure of APEDA (**300 copies**, size 7 inch x9.5 inch) in English

(c) **300 (three hundred) Recipe Books** (size 11"x8.5" with a horizontal page orientation) showing preparation of at least 15 items presented during live demo and Wet Sampling

(d) Exhibitors Directory and INDIA ORGANIC Brochure shall also be QR Code Based and downloadable on Mobile. This QR code is to be publicized and promoted on all collaterals and assets created subject to the approval of APEDA.

6 Other Instructions- General:

6.1 **APEDA's business center** shall be equipped with computer/ laptop, internet (Wi-Fi) and printer with photocopier facility.

6.2 The material such as wall panels, wood material, furniture, display aids etc. to be used by the agency has to be of good quality and uniform in colour, size, aesthetics etc. Agency will demonstrate photographs of the furniture to be provided, submit and get approval for the same at the time of presentation before Technical Committee.

6.3 The design shall be proposed as per the norms of organizer.

6.4 Agency shall make arrangement for proper maintenance and regular cleaning of the whole pavilion well before the start of activities on each day of exhibition.

6.5 Agency shall ensure complete fire-prevention and firefighting arrangements in and around APEDA pavilion.

- 6.6 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.
- 6.7 Agency shall ensure that suitable manpower is present at the site for maintenance of the pavilion and coordination throughout the event.
- 6.8 Agency shall ensure handing over the vacant and cleaned possession of the pavilion site after removing all the furniture, fixture and other material to the Fair organizer after the conclusion of the event as per the guidelines of the organizer in this regard.
- 6.9 Agency shall ensure timely submission of necessary documents and application forms to the concerned authorities for the use of venue and approval of plans, etc.
- 6.10 Agency has to assess estimated electricity load and book on behalf of APEDA.
- 6.11 The Agency has to ensure compliance of organiser's guidelines/ directions in relation to power supply and main electrical connections, water supply and other support systems etc.
- 6.12 Agency shall ensure obtaining main electricity/ power connection(s) and arranging proper power supply at the APEDA pavilion during the exhibition period. APEDA will reimburse the actual cost as paid for provision of electrical supply. The agency shall make timely payment of electricity bill and water charges etc.to the Organiser. Agency shall ensure the settlement and/or payment of all the dues related to show organizers and other vendors before vacating the venue by the approved agency. The reimbursement of such expenses shall be made at the time of clearing of the agency's bill for the event on submission of the Organizer's bills and proof of payment by the agency to the organizer entity.
- 6.13 Agency shall ensure high quality of the material as well as workmanship for making provisions of wall panels, furniture, display aids etc.

Other Important Instructions –Technical

- 6.14 The concept/design of the pavilion with layout, decoration plan etc. must be submitted in hard copy as well as in Pen drive. The agency shall 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 / 12 sq. mtrs. with complete display aids and furniture. The 3D presentation shall also contain content, messaging, narrative, artwork, design, graphics, etc. in detail.

The material such as wall panels, wood material, furniture, display aids etc. to be used by the agency has to be of international quality.

7 TERMS & CONDITIONS:

7.1 The agency 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.

7.2 APEDA requires that selected agency under this contract observes the highest standard of ethics during the period of the agreement.

7.3 APEDA will reject a proposal for award of work if it is determined that the Applicant recommended for award has engaged in corrupt or fraudulent practices in competing for the contract.

7.4 APEDA reserves the right to:

- (i) Have ownership on Copy right of designing of Pavilion and graphics.
- (ii) Make changes in the Design plan at any stage.
- (iii) Extend the deadline for the submission of applications/bid documents
- (iv) Accept or reject a proposal at any time prior to award of contract/order, without assigning reasons and without any liability on APEDA.
- (v) 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 to do so. 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 arisen out of aforesaid action.
- (vi) Modify terms and conditions of the contract which shall be granted to the successful bidding agency 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.

7.5 For interpretation of any clause of this document, the decision of APEDA would be final and binding on the bidder.

7.6 In case, any additional activity is required to be performed, then the specific prior approval shall be needed from APEDA in writing.

8. SELECTION PROCEDURE:

8.1 The selection procedure involves pre-bid meeting, evaluation of bid documents received, making presentation by the bidders before the selection committee and

on the basis of marks of documents and presentation, opening of financial bids to prepare a score sheet of bidders and declaration of successful agency.

8.2 The minutes of the pre bid meeting shall be posted on the APEDA website. The bidders are advised to wait for minutes for submission of their bid.

8.3 Evaluation of Bids:

8.3.1 A Committee in APEDA will carry out a preliminary screening of the documents received and shortlist the bidder agencies fulfilling the prescribed eligibility criteria. The short-listed agencies will be required to make technical presentation before the selection committee.

8.3.2 The evaluation of bids will be made in two stages – first, Technical evaluation, and second, opening of Financial bid.

8.3.3 For technical evaluation of bids, a presentation will be held, on the date and time specified by APEDA, before the Selection Committee in the presence of the bidders or their authorized representatives.

8.3.4 The marks of the presentation will be awarded for the credentials in the following areas:

S. No.	Areas	Maximum Marks
I.	Overall concept, content/ messaging and design	30
II.	Overall researched content, messaging, visuals and design aesthetics of the Theme Area, Pavilion and the Exhibitor stalls, fresh and innovative idea(s) proposed for the pavilion, exhibition area, visitor engagement, publicity and promotion. Technological innovation and fresh ideas will be graded higher.	30
III.	The Agency should have earned minimum turnover of Rs. 3,00,00,000/- (Rs. Three crores) per year from Event management business (related to design, construction, maintenance, publicity & promotion of pavilion(s) in international Trade Fairs organised outside India during any three years out of last 5 financial years. The turnover shall be in the name of applicant organization only and not that in the name of group/ sister organizations. Breakup of marks is given below:	5
	a. Rs. 4-6 crore	4 marks
	c. Above Rs. 6 crore	5 marks
IV.	The Agency should have conducted at least three international events requiring design, construction, maintenance, publicity	5

	<p>& promotion of pavilions on turnkey basis during last five years organised outside India, where (i) The area of pavilion should have not been less than 200 sq. mtrs for each event, and (ii) the financial value of such event should not be less than Rs. 50.00 Lakh (Rs. Fifty Lakh) per event.</p> <p>Breakup of marks is given below:</p>					
	<table border="1" style="width: 100%;"> <tr> <td style="width: 70%;">a. 4-6 Events</td> <td style="width: 30%;">4 marks</td> </tr> <tr> <td>b. Above 6 Events</td> <td>5 marks</td> </tr> </table>	a. 4-6 Events	4 marks	b. Above 6 Events	5 marks	
a. 4-6 Events	4 marks					
b. Above 6 Events	5 marks					

8.4 The marking will be done on all the presentations. The bidders 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 shall carry a maximum of 30 marks.

8.4 The selection shall be made on Quality and Cost based Selection (QCBS) method. The marking on Financial Bids, under Quality and Cost Based Selection (QCBS) method, will be as per the following method:

L1 = 30 marks

L2 = 30 X 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).

8.6 After the marks on financial bids are calculated, the marks of technical presentation and financial bids will be added up and the bidder scoring highest aggregate marks will stand selected.

8.7 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 agencies to bring down the prices or add more facilities.

9. 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, Pandemic, 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 contract, nor shall either party have any such claims for damages against the other, in respect of

such nonperformance 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.

10. ARBITRATION:

- 10.1 All matters of dispute arising out of this tender shall be governed by Indian law and subject to Court jurisdiction in New Delhi only.
- 10.2 In case of any dispute, both the parties shall make all efforts to resolve by way of conciliation process.
- 10.3 In the event of any doubt, 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 in accordance with the Arbitration and Conciliation Act, 1996 and the decision given shall be binding on the parties.
- 10.4 The provisions of Indian Arbitration & Conciliation Act 1996 (as amended from time to time) 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.
- 10.5 The fee payable to the Arbitrator shall be paid equally by both the parties. The language used in the arbitral proceedings shall be English.

11. INDEMNITY:

Agency shall indemnify, defend and hold APEDA and its officers/officials harmless against any and all proceedings, actions, losses, damages, expenses, costs and third party claims whatsoever whether financial or otherwise, including liability for payment of contributions dues to EPFO/ESIC/Govt. Departments/Local Bodies/Statutory Authorities etc. which APEDA may sustain, incur, suffer or be exposed to at any time during the subsistence of the Contract and subsequent thereto relating to the period of Contract, arising out of a breach by the Agency, its sub-contractors, sub-agents, employees, etc. of any of its obligations under the Contract.

12. INTELLECTUAL PROPERTY RIGHTS:

- 12.1 APEDA's name/logo/other IPRs shall be the sole and exclusive property of APEDA only. For any misuse/misrepresentation/unauthorized use of APEDA's name/logo/IPRs by the Agency and/or their sub-agents/sub-contractors/employees etc., the Agency shall be held solely responsible.
- 12.2 APEDA shall not be responsible for any harm or loss caused to any third party because of any such misuse/misrepresentation/unauthorized use of APEDA's name/logo/IPRs.
- 12.3 Agency shall indemnify APEDA against any misuse/misrepresentation/unauthorized use of APEDA's name/logo/IPRS and/or any claim(s) relating to infringement of any intellectual property rights committed by them/their sub-agents/sub-contractors/employees. etc.
- 12.4 APEDA shall take necessary legal and other remedial actions, as deemed fit, for such violations.

13. Responsibility of Agency on Award of Contract:

- 13.1 Performance Security @ five per cent (5%) of the value of the bid value or Rs. 5,00,000/- (Rs. Five Lakh) whichever is higher, shall be deposited by the agency selected. The Amount of EMD of Rs. 5,00,000/- (Rs. Five Lakh) received from selected agency will be adjusted towards Performance Security. In case, 5% of the contract value happens to be more than Rs. 5.00 Lakh, the selected agency shall deposit the additional amount over & above Rs. Five lakh in the form of DD in favour of APEDA within three working days of award of work. Both the amounts taken together shall be accounted for as Performance Security.
- 13.2 The entire amount of Performance Security shall be refunded after completion of all contractual obligations.

14 TERMS OF PAYMENT:

- 14.1 Payment of an advance up to 30% of the contract value shall be admissible on a written request from the agency with submission of proof of expenses incurred or against bank guarantee in favour of Agricultural and Processed Food Products Export Development Authority (APEDA) for the similar amount. The advance payment shall be accounted for at the time of final payment.
- 14.2 The advance payment shall be released after fulfillment of Performance Security requirement as stated in clause 13.1.

- 14.3 Balance amount of the bid value will be released on completion of the event and satisfactory report of the officer deputed for the event.
- 14.4 Payment will be released only for the actual work done at site as per scope of work which could increase or decrease as per requirement.

15. Conditions precedent for making of Final Payment

- 15.1 Agency has to submit the soft copy and open files of all final design of pavilion, panels/posters (in CDR format), soft copy of exhibitor's directory, event report (pdf format) prepared for APEDA within 10 days after completion of event. 2 hard copies of event report also to be submitted. This will be treated as the property of APEDA.
- 15.2 High resolution still photography/ video of APEDA Pavilion covering the whole pavilion area from different angles of the entire event for all the days.
- 15.3 A 3-minute video of all the days of show must be submitted after the event for uploading on social media platform. For these activities, services of a professional photographers/ Videographers should be taken.
- 15.4 The agency must submit two photo albums containing at least 200 (50 for each day) photographs of 5-inch x 7- inch size covering each booth as well as other area of pavilion. The same should be submitted in Pen Drive.
- 15.5. Submission of electricity bill for the Pavilion area along with bank statement in support of such payment.
- 15.6 A satisfactory performance Report from the APEDA official deputed at the exhibition site to oversee the event.
- 15.7 It is reiterated that no additional cost, except that has been approved by APEDA for additional activities, will be considered.

16. 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, proportionately to the extent of performance, at the time of final payment. Decision of APEDA shall be final in this regard.

17. Guidelines for Submission of Technical and Financial Bids:

- 17.1 Conditional bids are not allowed and would be rejected summarily.

- 17.2 Any mis-representation of facts/ withdrawals of bids will lead to forfeiture of EMD.
- 17.3 The bidders shall bear the cost on preparation and submission of bid documents.
- 17.4 Each page of the bid document is to be signed by the authorized signatory before submission to APEDA. Authorization letter in favour of the signatory is to be enclosed with Annexure-1.
- 17.5 The name of the Bidder Agency must be clearly written with full address, Tel: nos., and Email on all Envelopes.
- 17.6 No modification or substitution of the submitted bid shall be allowed. An applicant may withdraw his application after submission, provided that written notice of the withdrawal is received by APEDA before the end of the time for submission of applications. In case an applicant wants to resubmit his application, he shall submit a fresh application following all the applicable conditions by the stipulated date.
- 17.7 Bids received after the last date of submission of application shall not be considered under any circumstances. Bids received through email shall also not be considered.
- 17.8 The duly completed bids are to be submitted in four envelopes as per the following procedure:

ENVELOPE I: This envelope will contain the following documents:

- (i) Demand draft of Rs. 17,700/- (Seventeen Thousand, Seven Hundred) including GST in favor of APEDA, payable at New Delhi as Application cum Processing Fee.
- (ii) Demand Draft of Rs.5,00,000/- (Rupees Five Lakhs) in favor of APEDA, payable at New Delhi as Interest-free Earnest Money Deposit (EMD),

The envelope should be sealed and marked as “Application-cum-Processing Fee and EMD for Technical Bid for Design, Construction, Maintenance, Publicity & Promotion of ‘APEDA PAVILION’ for BIOFACH Germany 2025”.

ENVELOPE-II This envelope will contain the following documents:

- (i) Annexure 1 - (Duly filled in) and supporting documents.
- (ii) Annexure-4 - CA Certificate
- (iii) Annexure-5- Not Black-listed Declaration

This envelope should be sealed and super-scribed as TECHNICAL BID for Design, Construction, Maintenance, Publicity & Promotion of ‘APEDA PAVILION’ for BIOFACH Germany 2025”

ENVELOPE III: This envelope will contain

- (i) Annexure 2 (**Financial Bid**) duly filled in.
- (ii) Annexure 3 (Quotation for Optional Items)

The envelope should be sealed and super-scribed as “FINANCIAL BID for Design, Construction, Maintenance, Publicity & Promotion of ‘APEDA PAVILION’ for BIOFACH Germany 2025.”

ENVELOPE IV: Master Envelope: Envelopes I & II & III should be kept inside this Envelope and again sealed. This Master Envelope should be super-scribed as:

“Design, Construction, Maintenance, Publicity & Promotion of ‘APEDA PAVILION’ for BIOFACH Germany 2025” and shall be submitted at the following address:

The Secretary

Agricultural and Processed Food Products Export Development Authority (APEDA)

3rd- 4th Floor, NCUI Building, August Kranti Marg, New Delhi - 110 016

17.9. In case the bidder requires any clarification, please contact:

Mrs. Meena Singh

AGM

Agricultural and Processed Food Products Export Development Authority (APEDA)

3rd Floor, NCUI Building, August Kranti Marg, New Delhi - 110 016

Phone: 91-11-41486013 /20863919 /20867008 /20867007

Mail: meenasingh@apeda.gov.in

IMPORTANT :

(1) Pre bid Meeting will be held on 30th December 2024 (Monday) at 2:30 PM in the Conference Room of APEDA, New Delhi.

(2) Last date for submission of bids is the 6th January 2025 (Monday)

Technical Bid for Design, Construction, Maintenance, Publicity & Promotion of 'APEDA PAVILION' at BIOFACH Germany 2025, Nuremberg, Germany.

**Details of Bidder Agency
(on the letter head of the Agency)**

S. No.	Particulars	Details	Page no.
1	Name of Agency		
2	Address as per GST Registration (please attach documents)		
3	Name, designation and contact details of authorized signatory including email id and mobile/ telephone no. (Please attach Authorization Letter)		
4	Details of Registration /AOA & MOA (Please Attach copy)		
5	GST Certificate of Bidder Agency (Please Attach copy)		
6	Pan Card of Bidder Agency (Please Attach copy)		
7	Detailed Profile of the Agency including the staff strength on its payroll		
8	Details of Demand Draft for Non-Refundable Application cum Processing Fee of Rs. 17,700/- (Rupees Seventeen Thousand Seven Hundred)		
9	Details of Demand Draft for Interest-free Earnest Money Deposit "EMD" for Rs.5,00,000/- (Rupees Five Lakh) in favour of APEDA, New Delhi.		
10	"Certificate for exemption from submission of EMD issued by NSIC and MSME (Please attach a self-certified copy)		
11	CA Certificate (Please Attach duly filled in Annexure-4)		
12	Declaration that the agency has not been blacklisted by any Government organization. (Please Attach duly filled in Annexure-5)		

13	Turnover Details (Minimum turnover Rs. 3,00,00,000) (Rs. Three Crores) per year (from Design, Construction, Maintenance, Publicity & Promotion of the Pavilions on turnkey basis in International Trade events organised outside India during any three years out of the last 5 years. The turnover shall be in the name of applicant organisation only and not that of group/ sister organisations. (Please attach CA certificate as per Annexure- 4)	Year	Turnover	
		2019-20		
		2020-21		
		2021-22		
		2022-23		
		2023-24		
14	Experience Details (Please attach copies of Work Orders for execution of at least three international trade events for Design, Construction, Maintenance, Publicity & Promotion of Pavilion(s) on turnkey basis, organised outside India where (a) the area of pavilion should not have been less than 200 sq. mtrs and (b) the financial value of each such event should not be less than Rs. 50.00 Lakhs (Rs. Twenty Lakhs) per event	Year	Work Orders	
		2019-20		
		2020-21		
		2021-22		
		2022-23		
		2023-24		

List of Enclosures:

Declaration

I hereby declare and confirm that all the information provided above is true and nothing has been concealed.

I agree to abide by the terms and conditions mentioned in the bid document.

I understand that if at any time, I am found to have concealed/distorted any material information or done any act or omission against the interest of APEDA, my contract shall be summarily terminated without any notice to me.

I am authorised to sign all the documents on behalf of the firm/ agency.

Signature of Authorized Signatory

(Name of Authorized Signatory)

Designation

E-mail ID:

Tel. No.:

Mobile No.:

Seal of the agency

Date:

**FINANCIAL BID for
Design, Construction, Maintenance, Publicity & Promotion of
'APEDA Pavilion' at BIOFACH Germany 2025 at Nuremberg, Germany**

To

The Secretary,
APEDA, New Delhi.

Sir,

We, M/s. (Name of the firm) offer to undertake “**Design, Construction, Maintenance, Publicity & Promotion of 'APEDA PAVILION' at BIOFACH Germany 2025 scheduled from 11th-14th February 2025 at Nuremberg, Germany**” in accordance with the bid notice. Our Financial Bid against the Scope of Work is submitted hereunder

Sr. No.	Activity/ Component	Amount in Rs.
1	Design, Construction and Furnishing of Theme/ Common Area covering details mentioned in clause 5.2 of Bid Notice	
2	Design, Construction and Furnishing of Exhibitor Stalls covering details mentioned in clause 5.3 of Bid Notice	
3	Specification of Wet Sampling as per clause 5.4 of Bid Notice	
4	INDIA ORGANIC Branding as per clause 5.5 of Bid Notice	
5	Other activities as per clause 5.6 of Bid Notice	
6	Sub-Total of (1) – (4) above	
7	Amount of Applicable taxes	
8	Total Amount (with taxes)	

Total Amount in words: Rupees

Signature of Authorised Signatory

(Name of Authorized Signatory)

Designation

Seal of the agency

Date:

Annexure – 3

**Technical Bid for Design, Construction, Maintenance, Publicity & Promotion
of ‘APEDA Pavilion’ at BIOFACH Germany 2025 at Nuremberg, Germany**

Quotation for Optional Items if Required by Exporter

(Note: - This quotation is not part of the Financial Bid.)

S. No	Item	Unit	Price in Rs.
1.	Shelves	Per unit	
2.	Showcase (Glass Counter)	Per unit	
3.	Table	Per unit	
4.	Chair	Per unit	
5.	Spotlights	Per unit	
6.	Lockable Counter	Per unit	
7.	Refrigerator	Per unit	
8.	Microwave	Per unit	
9.	Hot case	Per unit	
10.	LED with stand (minimum 50 inch)	Per unit	
11.	Magazine Rack	Per unit	
12.	Center Table	Per unit	
13.	Sofa with (3-Seater)	Per unit	
14.	Sofa with (2-Seater)	Per unit	

Date:
Signatory

Signature of Authorized

(Name of Authorized Signatory)
Designation
Seal of the agency

Proforma for CA Certificate

I /We, Proprietor / Partner / Director of _____ (Name of CA Firm) do hereby confirm that M/s. _____ (Bidder), a Proprietorship / Partnership/Company having its registered office at _____, having PAN No. _____ and GST No. _____ which is valid from _____ (copy attached) and hereby declare and affirm as under:

- (1) That the business entity is in existence in the present status from.....(date).
 (2) That the details of the turnover from Event Management business (on the basis of the financial statements of the entity) are as follows:

S. No.	Financial Year	No. of International events executed	Name of the Event, Place and Country	Name of Hosting Organisation	Turnover (in Rs.)
1	2019-20				
2	2020-21				
3	2021-22				
4	2022-23				
5	2023-24				

3. That the above work was obtained in the entity's own name and the billing /payment was collected in the entity's own bank account.

Declaration

I have independently verified the above-mentioned details with books of accounts, 26AS statements, Service tax returns, GST Returns and other related documents and found them to be true and correct

Counter-signed:

Signature of Authorized Signatory
Name of Authorised Signatory
Proprietor / Partner/ Director

Company Seal**Signature:**

Name and designation
UDIN
Seal of CA firm

(on the Letter Head of the Agency)

**Technical Bid for Design, Construction, Maintenance, Publicity & Promotion
of 'APEDA PAVILION' at BIOFACH Germany 2025
scheduled from 11th-14th February 2025 at Nuremberg, Germany**

To
The Secretary,
APEDA,
New Delhi-110016

Subject: Declaration for not being Black-Listed

Sir,

With reference to the bid on the subject cited above, dated.....I, (Name and designation of the Signatory) hereby declare and confirm that ... (Name of the Agency) has not been black-listed or declared as ineligible by the Central Government/ State Government / Public Sector Undertaking from participating in future bids due to unsatisfactory performance, corrupt, fraudulent or any unethical business practices or any other reasons, as on the date of submission of the bid.

Signature

(Name of authorised Signatory)

Designation:

Seal of the Agency

Date:

Place: