



हस्तशिल्प निर्यात संवर्धन परिषद् Export Promotion Council for Handicrafts

Proposals are invited for designing and construction of EPCH India Pavilion in an international fair to be held 09–13 February 2018 Ambiente at Frankfurt, Germany. The last date of submission of proposal is 22th November, 2017. Interested agencies may download the scope of work and details of activity from EPCH website www.epch.in/proposals

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Details for submission of proposal for designing and construction of India Pavilion at Ambiente 2018 at Messe Frankfurt, Germany from 09 – 13 February, 2018

Requirement

Export Promotion Council for Handicrafts “EPCH” is participating in Ambiente 2018 event at Messe Frankfurt, Germany from 09-13 February 2018 (hereinafter referred to as the “Event”). The Council intends to set up its pavilion to display and market the Indian Handicrafts Products.

The total area of the India Pavilion for the event is approx. 582.5 Sq. mtrs in Hall No.10.1 and 10.0. A layout of the Hall 10.1 & 10.0 is attached as Annexure marked with the area to be divided to booths at the EPCH pavilion.

Eligibility for submission of proposal: Agencies having following minimum qualifications are hereby invited to submit offer for the event on turnkey basis.

- i) A minimum of 5 year experience in conceptualizing, designing and executing the projects on turnkey basis for setting up of pavilion/s in International events organized outside India
- ii) A turnover of minimum Rs. 5 crores each year during the preceding three financial year i.e. 2014-15, 2015-16 and 2016-17 for implementation of Event Management Business pertaining to Trade Fair Pavilion.

SCOPE OF WORK

The scope of work for the Event shall include the following:

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

- (i) A reception with backdrop of posters/information etc.
- (ii) A meeting lounge / buyer hospitality area for EPCH with refrigerator, tea/coffee making machine and material, water, refreshment etc. and a concealed mini storage area.
- (iii) Hangings at the maximum height from the ceiling of the hall for a proper visibility from a distant place, according to the guidelines of the organiser.
- (iv) The overall look of EPCH India 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.
- (v) The proposed pavilion will be designed on a **Wooden System.**

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- (vi) 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 concealed bright/white lightings.
- (vii) For further conditions of construction of pavilion/stalls, heights of the stall etc. you may refer <http://ambiente.messefrankfurt.com>
- (viii) The fascia and the branding (with proper lighting/illumination) which runs through the entire EPCH pavilion will be above the basic structure.
- (ix) The pavilion shall be brightly lit with white lights not to allow dark pockets in the common area.
- (x) The products to be displayed are Indian Handicrafts, Gifts, Home Textiles, Fashion Accessories, Handicrafts made of glass, metal, wood, ceramic etc.

II Exhibitor Stall:

Scope: The selected organisation/agency shall require to undertake the following activities:

1. Construction of Semi/compartmentalized space in multiple of 9/10.5/12 Sq. Mtrs. and/or as per space requirement of exhibitors for display of their products and area for interaction with the buyers/visitors, including the requirement of furniture.
2. Individual stall for exporter would be provided: one round table with two chairs, information counter, one waste paper basket, one plug point per stand. Carpet color to be approved in advance.

Display Aides / Area	9 sq. mtr.	10.5 sq. mtr.	12 sq. mtr.
Shelves	14	16	18
Or Textile Rails	10	12	14
Or Peg Boards	6	7	8
and Spot Lights	6	8	10

III Miscellaneous:

1. Provision of 1 female stand attendant-cum-interpreter and a male helper for all the days during the show and arrangement of Security Guards during set-up period of the pavilion.
2. Provision of stand designers for pre-fair services to exhibitors.
3. Provision of window dressers for pre-fair and during fair on-site assistance to exhibitors for display of their products.
4. Provision of one LCD TV with DVD player/laptop, Sofas, Centre Table, Reception Counter (as required).
5. Necessary electricity charges would be at actual as charged by show organizers but online booking to be made in advance after assessing pavilion consumption requirement.
6. Providing standardized white night sheets to each exhibitor in pavilion.

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IV General:

1. The selected organisation/agency 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 organisation/agency would settle all the applicable bills of the organizers at the end of the Event.
2. Power supply and Main Electrical connections and other support system etc., shall be available as per the show organizers recommendations. Accordingly, aforesaid provisions need to be checked by the selected organisation/agency.

GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL OFFERS

Sealed technical and financial proposal in separate envelopes are required to be submitted for the Event mentioning the name of the event at the envelope from the date of release of this advertisement. Organisation/agency may note that conditional proposal are not allowed and shall be liable for rejection summarily.

Cover 1: Technical Proposal: Super scribe the name of the event and “Technical Proposal” to include the following documents:

a. Details of the Organisation/agency:

- i. Profile of the company/agency.
- ii. Track Record – Past experience of handling similar nature of work. The company must have 5 years work experience in setting-up of Country Pavilion / event management (excluding advertising and printing).
- iii. List of International Fairs/shows in which similar job is executed.
- iv. Appreciation letter from client/accreditation with any show organizer.
- v. Design / concept proposed for EPCH pavilion.
- vi. A CA certificate verifying the turnover of the applicant organisation/agency for the last 5 financial years.
- vii. Latest Income Tax Return and copy of the PAN Card.
- viii. Earnest Money Deposit “EMD” for Rs. 5,00,000/- (Rs. Five Lakh) in the form of draft / irrevocable and unconditional bank guarantee in favour of “Export Promotion Council for Handicrafts” payable at New Delhi. EMD will be returned to the unsuccessful organisation/agency after the final selection. For the selected agency, EMD amount would be adjusted in the final payment or to be considered as performance guaranties.

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b). Details pertaining to the pavilions of the Event:

- i. Proposed Design of the EPCH India Pavilion in print and soft copy.
- ii. Materials and their specifications to be used for the pavilion and displays/decoration in the pavilion.
- iii. Proposals / offers from Consortium will not be considered.

The concept/design of the pavilion with layout, decoration plan etc. as indicated above must be submitted in hard copy (colour print) as well as on CD/DVD. The sample of the different material to be used in construction & decoration of the pavilion must be shown during presentation.

Cover 2: Financial Proposal: Superscribe the name of the event and “Financial Proposal” To include the following documents/details:

- a. The Financial Proposal, duly dated, with detailed breakup of each component suggested separately in Indian Rupees only. No lump-sum amount shall be considered.
- b. The applicable tax 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 Proposal for international exhibitions at Germany” and should have the full name, Postal Address, Fax, E-mail, Telephone number of the agency.

Other special conditions:

- I. The proposal should be clear in all respect.
- II. Cost should be inclusive of all government of taxes & duties etc.
- III. Incomplete proposal or without documents are liable to be rejected.
- IV. EPCH reserves the right to reject or accept any or all the proposals in part or full without assigning any reason whatsoever.
- V. Performance Bank Guarantee: The selected agency has to submit a bank guarantee/ demand draft in favour of Export Promotion Council for Handicrafts from a bank for 5% of total cost value valid for 60 days after the date of completion of event. In case the construction of stand is not as per approved concept and design, payment would be withheld and performance bank guarantee would be invoked.
- VI. Penalty: Penalty will be imposed in case any discrepancies are discovered from the original theme, concept, layout etc. submitted in proposal with the developed/implemented stands. An amount of Rs.10000/- per stand will be deducted from the bill as penalty for the differences from the original plan and final finished stand. This shall be in addition to the invoking of performance bank guarantee.

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VII. Arbitration Clause: Any and all claims, disputes, controversies or differences arising between the parties out of or in relation to or in connection with this agreement or with a breach thereof, which cannot be satisfactorily settled by correspondence or mutual conference between the parties hereto, shall be determined by arbitration in accordance with the then prevailing rules or arbitration under the Arbitration and Conciliation Act 1996.

The venue of such arbitration shall be New Delhi and the language of arbitration shall be in English. Each party shall bear its own cost of arbitration. For any further disputes or claims regarding the contract, the jurisdiction shall be Hon'ble Delhi High Court.

SELECTION PROCEDURE

The EPCH committee will evaluate the technical proposals. Technical evaluation will be based on profile and track record of agency, past experience for setting up of country pavilion in overseas trade events, working with overseas show organisers, layout, concept, theme, design, decoration and look & feel of each stand and overall pavilion. Technical Evaluation will carry a weightage of 70% marks. Financial evaluation will carry a weightage of 30% marks. The agency with highest marks in total after adding the scores from the technical and financial evaluation will be awarded to the agency which gets the highest aggregate marks.

Terms of Payment :

Payments to the successful organisation/agency will be made as per following schedule:

- (i) No advance payment shall be considered.
- (ii) 50% of the total cost on 2nd day of opening of the show after due inspection & certification.
- (iii) Balance 50% amount would be released on successful completion of the event pursuant to receipt of satisfactory report of the officer deputed for the event.

The last date for receipt of proposal is 22nd November, 2017 by 3:00 PM positively.

The complete applications should be addressed to:

The Director

Export Promotion Council for Handicrafts

“EPCH House”, Pocket 6&7, Sector ‘C’, LSC, Vasant Kunj, New Delhi-110070

Tel: 011-26135256 extn.127

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Details of India Pavilion at Ambiente 2018 at Messe Frankfurt, Germany from 09 – 13 February, 2018

Fair Name	AMBIENTE
Fair Date	09 – 13 February, 2018
Venue	Frankfurt Fair And Exhibition Centre, Messe Frankfurt, Germany
Area	582.5 Sq. Mtr
Expected no. of stands	55 Stands/booths

Halls/Booths wise Space details:

HALL NO.	STAND NO.	OPEN SIDES	AREA/SPACE (SQ. MTR)
10.0	B 55	4	155
10.0	C 25	3	68
10.1	E 45	4	189
10.1	F 39	1	33.5
10.1	F 27	1	35
10.1	F 20	3	78.5
10.1	FOY03	3	23.5

Format A (to be submitted in Envelop 1) – Technical Proposal

Exhibition Name: _____

1.	Name of Agency	: _____ _____						
2.	Address	: _____ _____ _____						
3.	Contact Person	: _____						
4.	PAN No. (attached Copy)	: _____						
5.	Mobile & Email	: _____ _____						
6.	Track record / past experience of handling similar nature of work. With minimum Five years experience in executing projects of Pavilion – give details of job performance	: _____ _____ _____						
7.	List of International fairs / shows in which similar job is executed							
8.	Turnover of last 3 financial years alongwith CA certificate verifying the turnover and supported by a copy of latest income tax return.	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">2013-14</th> <th style="width: 33%;">2014-15</th> <th style="width: 33%;">2015-16</th> </tr> </thead> <tbody> <tr> <td style="height: 40px;"></td> <td></td> <td></td> </tr> </tbody> </table>	2013-14	2014-15	2015-16			
2013-14	2014-15	2015-16						
9.	Appreciation letters from Client/ Accreditation with any International show organizer.							
10.	Design / Concept of Pavilion decoration in colour print and CD	Enclosed : Yes / No						
11.	Materials and their specifications to be used for the pavilion							
12.	EMD of Rs. 5,00,000/- i) Bank Name ii) DD No. iii) Date	: _____ : _____ : _____						

Date: _____

(Signature & Seal)

Place: _____

Format B (To be submitted in Envelop 2) – Financial Proposal

Exhibition Name: _____

1. Name of Agency	:	_____ _____ _____ _____
2. Address	:	_____ _____ _____
3. Contact Person	:	_____
4. PAN No. (attached Copy)	:	_____
5. Mobile & Email	:	_____ _____
6. Detailed break-up of each component separately		a. Construction of Pavilion: _____ b. Services at Fair site: _____
7. Applicable Taxes		
8. Total Amount		
9. Any other charges (please specify)		

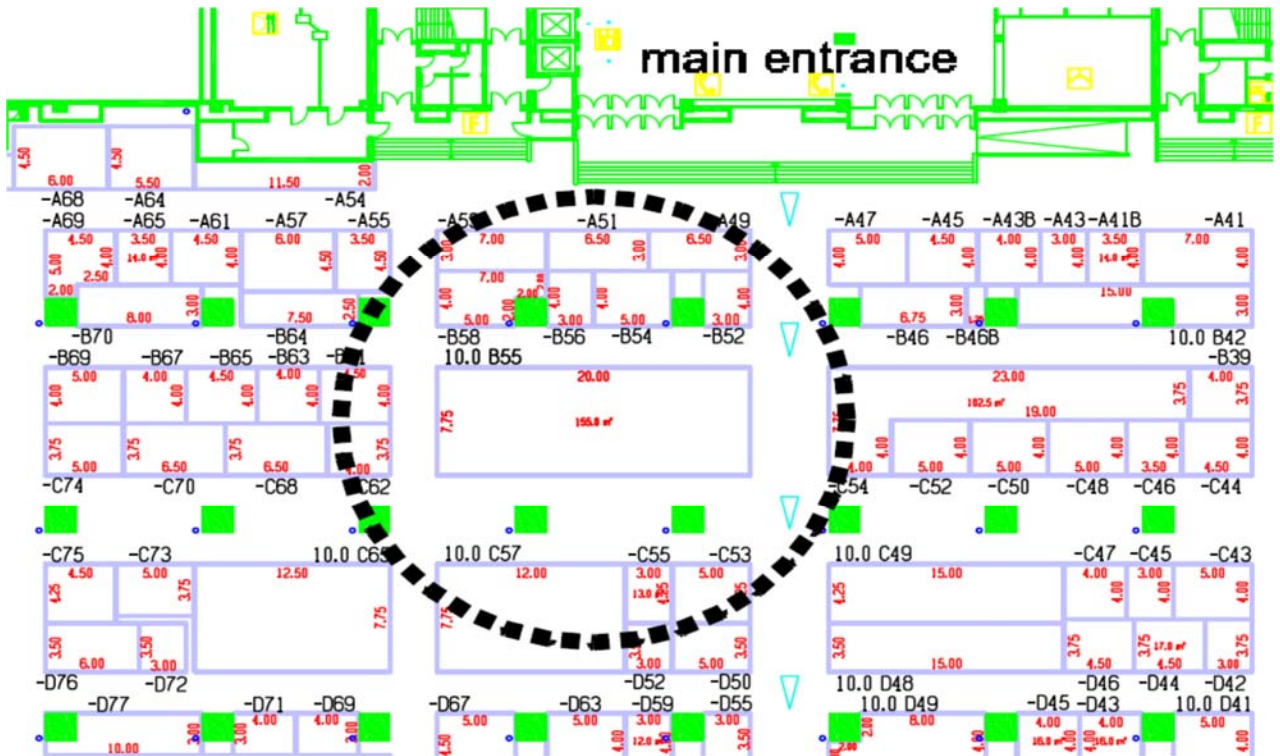
Date: _____

Place: _____

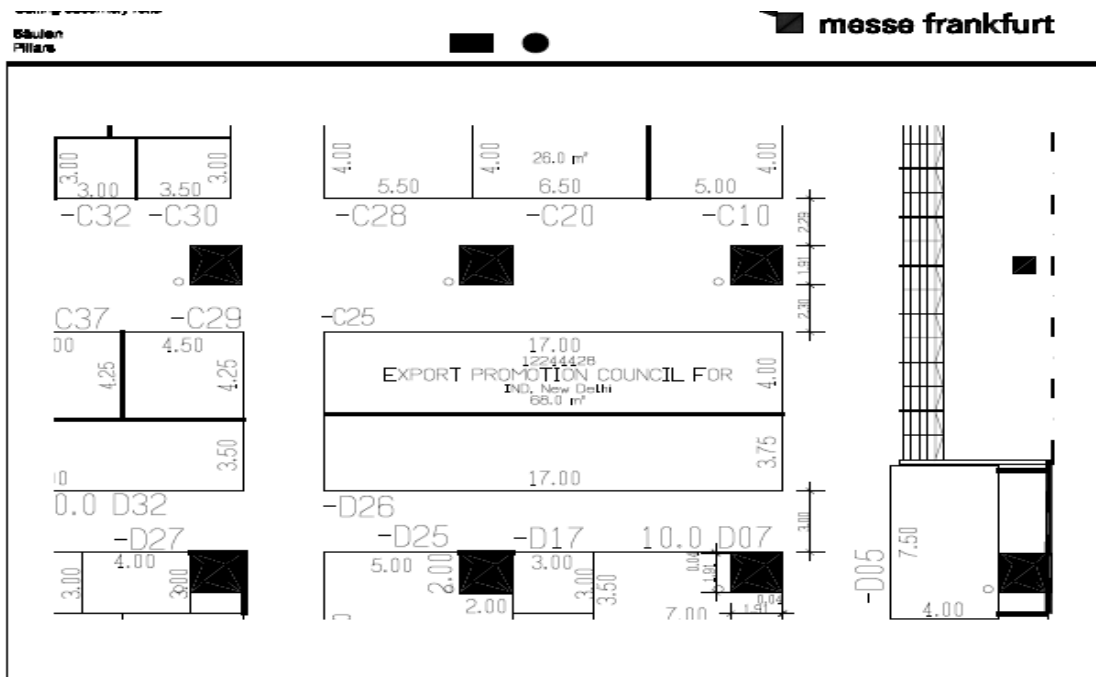
(Signature & Seal)

Ambiente 2018 – Layout

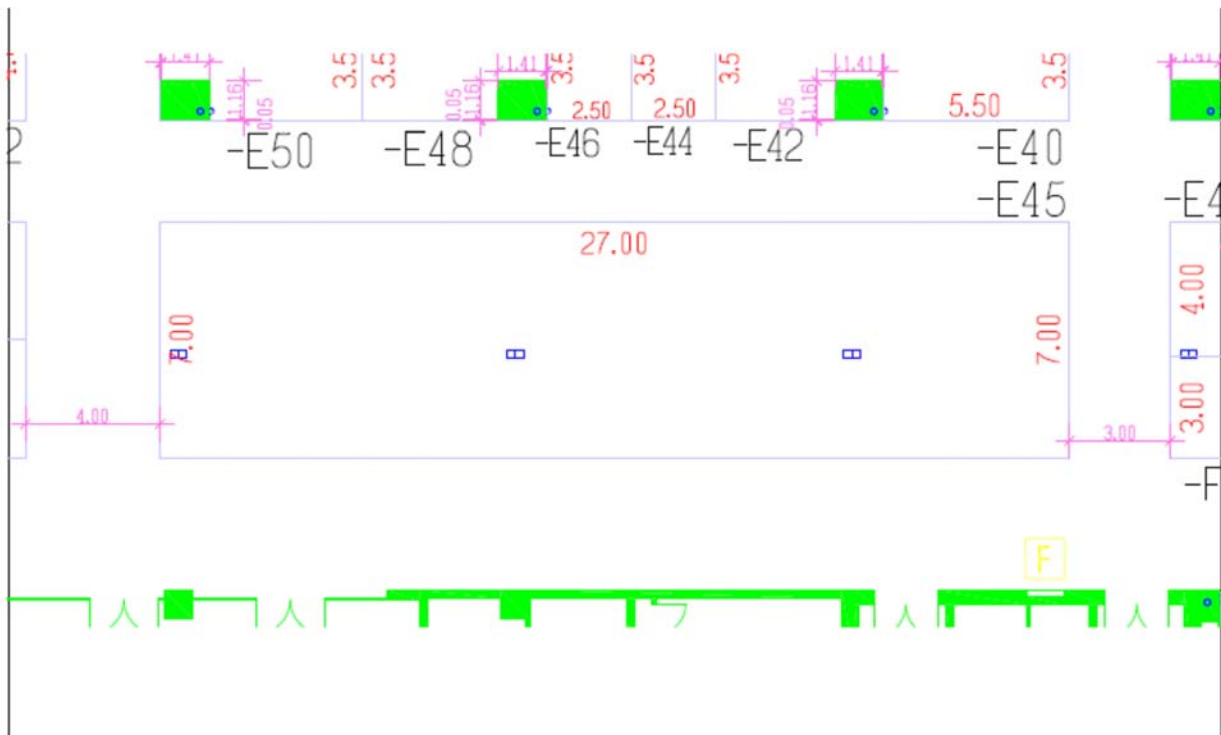
Floor Plan of Messe Frankfurt Hall 10.0 (B55)



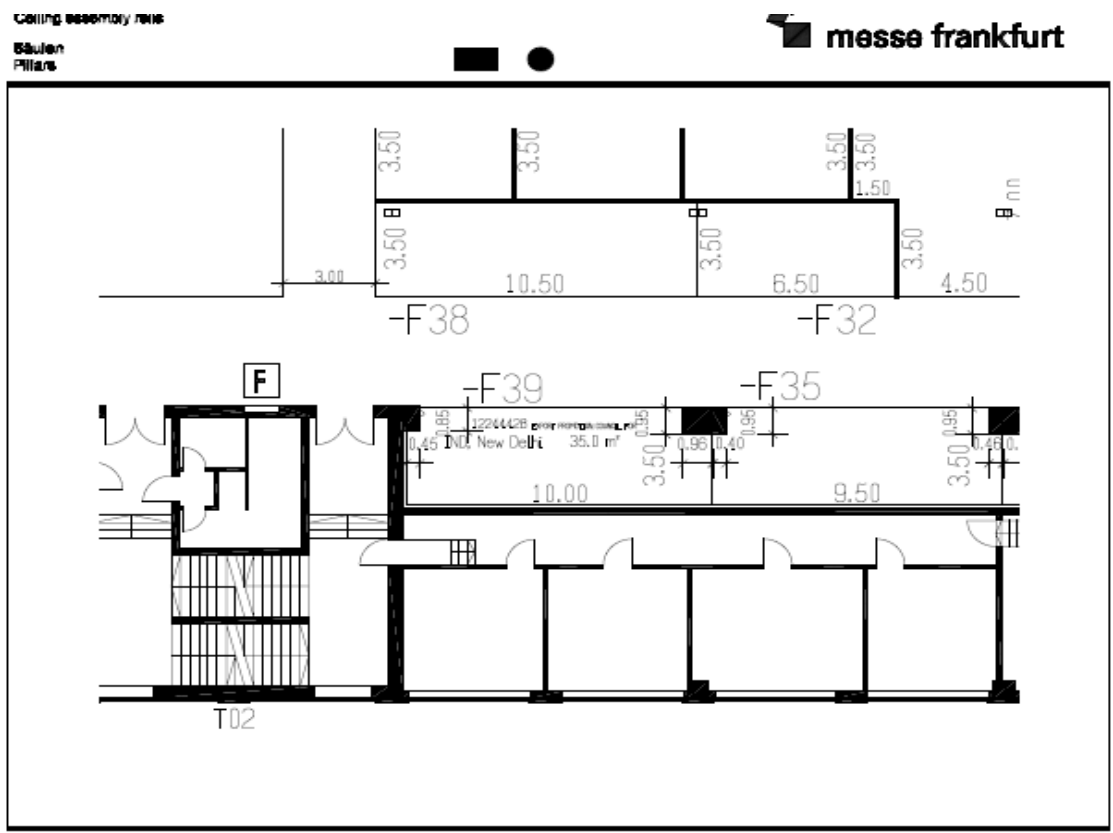
Floor Plan of Messe Frankfurt Hall 10.0 (C25)



Floor Plan of Messe Frankfurt Hall 10.1 (E 45)

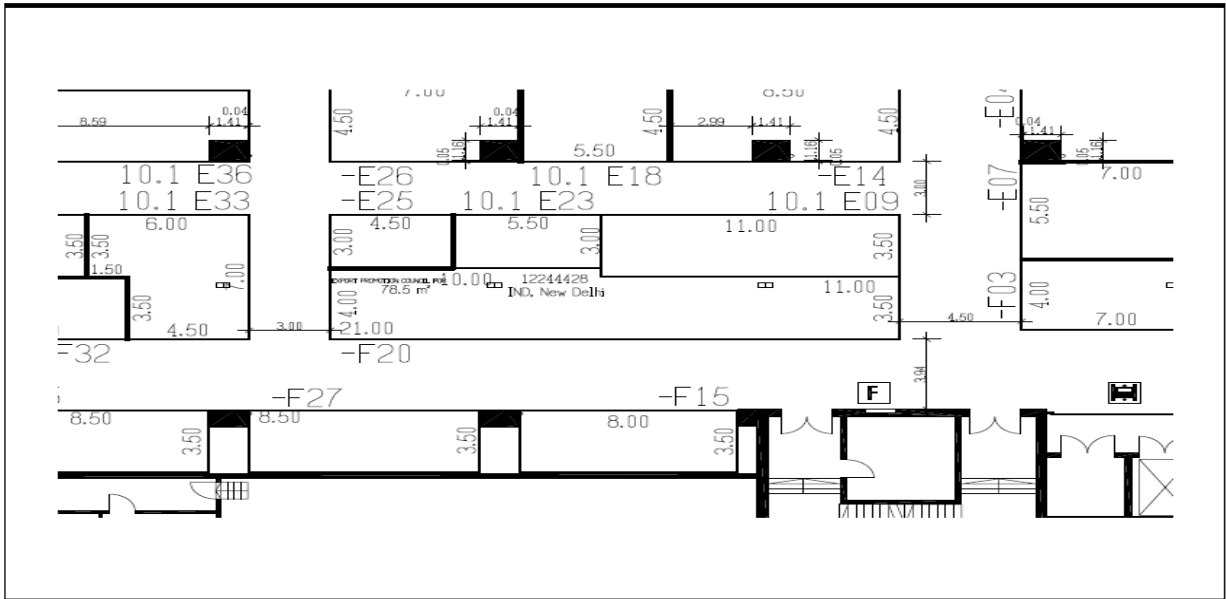


Floor Plan of Messe Frankfurt Hall 10.1 (F 39)



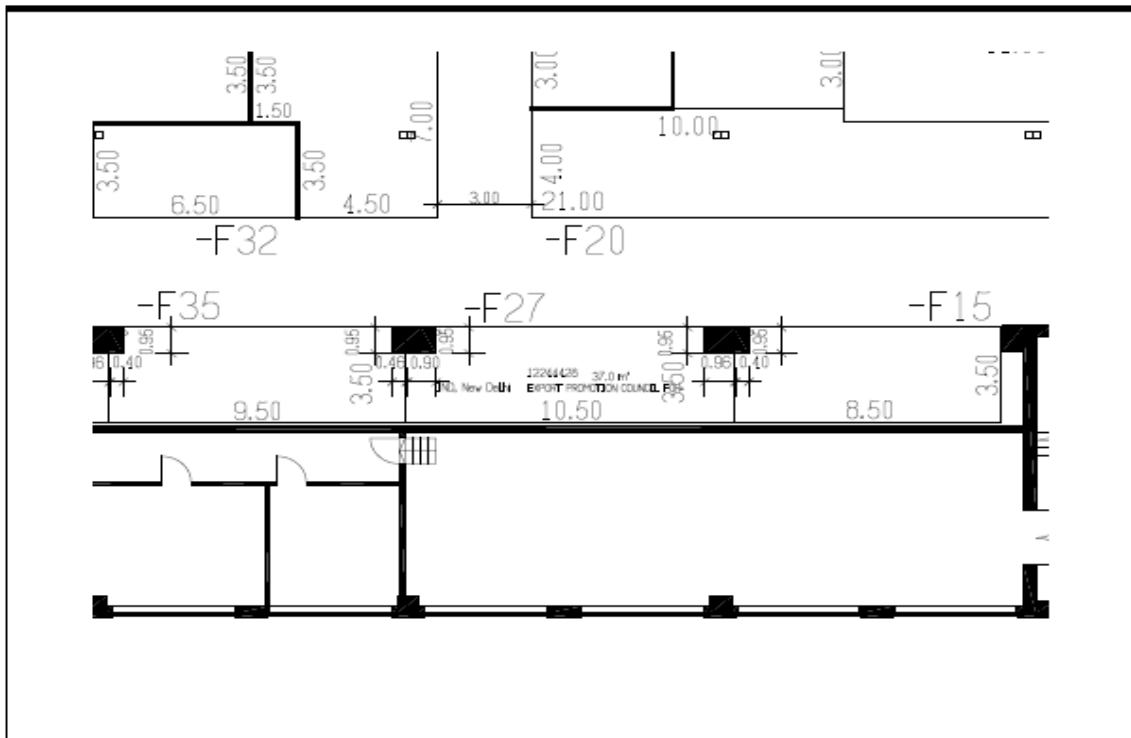
Floor Plan of Messe Frankfurt Hall 10.1 (F 20)

Ceiling assembly rails
 Säulen
 Pillars



Floor Plan of Messe Frankfurt Hall 10.1 (F 27)

Ceiling assembly rails
 Säulen
 Pillars



Floor Plan of Messe Frankfurt Hall 10.1 (FOY01)

