

**GOVERNMENT OF PAKISTAN
TRADE DEVELOPMENT AUTHORITY OF PAKISTAN**

Subject: **TERMS OF REFERENCE FOR INVITING TECHNICAL & FINANCIAL PROPOSALS FOR HOLDING THE “MADE IN PAKISTAN” EXHIBITION IN NEW DELHI, INDIA FROM 20-23 FEBRUARY, 2009.**

Preamble:

Trade Development Authority of Pakistan, Government of Pakistan is holding “Made in Pakistan” Exhibition in New Delhi from 20-23 February, 2009. The objective of this event is to strengthen commercial and economic relations between the two countries and to create awareness about the industrial potential of Pakistan. In order to organize the event in a professional manner an event management company is being hired. Accordingly, technical and financial proposals are invited from interested event management companies operating in India having required capacity and experience for organizing the event.

Scope of Work:

Around 150-200 Pakistani companies are expected to display their products in the exhibition that would be spread over four days during which no spot sale would be allowed. Side events may include investment conference, cultural show, food festival, reception and gala dinner. A high official from Government of Pakistan is expected to inaugurate the event along with some high official(s) of India who would also be the Chief Guest for the Inaugural Ceremony.

The scope of services for the Event Management Company shall, inter-alia, include the following:

- Development of floor plans.
- Stall construction/setup as per international standards furnishing detailed specifications of materials and designs.

- An effective advertising campaign for promotion/marketing of the event utilizing all appropriate means. (detailed promotional plan to be submitted).
- Catalogue production and printing.
- Promotional flyer and invitation cards production, printing and mailing.
- Identification of appropriate buyers/importers from all over India and inviting them to the event.
- Facilitation of hotel bookings for exhibitors and guests.
- Transport arrangements for exhibitors and guests (pickup/drop from airport and two way travel to venue).
- Facilitation Desks at Airport and the Exhibition venue.
- Provision of restaurants, business centre and other required services/facilities at the venue if not available already.
- Provision of helpers/reception registration staff.
- Arranging insurance of stalls/exhibits.
- Organizing an inaugural ceremony at the Exhibition venue.
- Arranging reception for buyers and exhibitors at the venue on inauguration of the exhibition.
- Arranging matchmaking meetings between exhibitors and buyers/importers.
- Arrangements for photography and video documentation during exhibition and side events.
- Arranging necessary permissions from local departments and liaison with the concerned Ministries/Authorities for holding of the event.
- Making adequate security arrangements within the exhibition hall to avoid theft/pilferage of exhibits.
- Making any other arrangements felt necessary by the event manager for successful holding of the event and meeting its objectives.

Interested Event Management companies are requested to furnish detailed technical and financial proposals containing profile of the company, detail of international linkages, if any, experience of holding such events (with supporting documentation, like introductory brochures, photographs of the event, visitors' profile and feedback, if any), names and brief resumes of the core

team which would be assigned the project, methodology, work plan, detailed head-wise costing, audited account statements of the preceding 03 years and proposed payment schedule by 5th September, 2008, to the Pakistan High Commission in New Delhi. Technical and financial proposals should be submitted in separate sealed envelopes. Financial proposals of only the short listed companies will be opened based on an evaluation of technical proposals.

-.-.-