



GOVERNMENT OF PAKISTAN
TRADE DEVELOPMENT AUTHORITY OF PAKISTAN

Expression of Interest

**Hiring of Companies / Firms offering
Virtual Exhibition Platforms**

Trade development authority of Pakistan (TDAP), is an authority established for promotion of trade and business, under the Ministry of Commerce, invites applications from the interested companies / firms, registered with Income Tax and Sales Tax Departments which are offering Virtual Exhibition Platforms to conduct virtual / online exhibitions.

2. Pre – qualification documents containing detailed terms and conditions, scope of work, procedure for submission of documents, evaluation of the documents, evaluation criteria, clarification / rejection of proposals etc are available for the interested companies / firms at TDAP website i.e. www.tdap.gov.pk.

3. The documents, prepared in accordance with the instructions in the bidding documents, must reach at the office of the Assistant Manager (IT), Trade Development Authority of Pakistan (TDAP) on address given below on or before 11:00 A.M. on 10th August, 2020 and will be opened on the same day at 11.30 A.M. This advertisement is also available on PPRA website at www.ppra.org.pk.

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Ministry of Commerce
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SECTION I: Instructions for applicants

A. Preparation of Bids

1. Language of Bid

1.1 The bid prepared by the Companies / Firms, as well as all correspondence and documents relating to the bid exchanged by the Companies / Firms and the Procuring agency shall be written in the language specified in the Bid Data Sheet. Supporting documents and printed literature furnished by the Companies / Firms may be in another language provided they are accompanied by an accurate translation of the relevant passages in the language specified in the Bid Data Sheet, in which case, for purposes of interpretation of the Bid, the translation shall govern.

2. Documents Comprising the Bid

2.1 The documents prepared by the Companies / Firms shall comprise the following components:

(a) A Technical Proposal

- Comprising of Cover letter, Company Profile, work experience & Financial Strength and a proposal on work plan based on the Schedule of Requirements/ TORs. The Companies / Firms should take into consideration the parameters listed in Technical Evaluation Criteria for submission of Technical Proposal in the Data Sheet and its Annexure.

3. Documents Establishing Bidder's Eligibility and Qualification

3.1 The documentary evidence of the Companies / Firm's eligibility to proposal shall establish to the Procuring agency's satisfaction that the Companies / Firms, at the time of submission of its proposal, is legally established in Pakistan.

3.2 The documentary evidence of the Companies / Firm's qualifications to perform the contract if its proposal is accepted shall establish to the Procuring agency's satisfaction:

- (a) Companies / Firms must possess and provide evidence of its capability, experience and qualification criteria as stipulated in

the pre-qualification documents and Data Sheet

- (b) that, the Companies / Firms Bidder has the financial, technical, capability necessary to perform the contract;

4. Format and Signing of Proposal

4.1 The Companies / Firms shall prepare an original and one copy of the technical bid as indicated in the Data Sheet, clearly marking each "ORIGINAL PROPOSAL" and "COPY OF PROPOSAL," as appropriate. In the event of any discrepancy between them, the original shall govern.

4.2 The original and the copy of the proposal shall be typed or written in indelible ink and shall be signed by a person or persons duly authorized by Companies / Firms.

4.3 Any interlineations, erasures, or overwriting shall be valid only if they are initialed by the person or persons signing the proposal.

5. Deadline for Submission of Bids

5.1 Proposals must be received by the Procuring agency at the address specified no later than the time and date specified in the Data Sheet.

5.2 The Procuring agency may, at its discretion, extend this deadline for the submission of bids by amending the documents in accordance with PPRA rules, in which case all rights and obligations of the Procuring agency and bidders previously subject to the deadline will thereafter be subject to the deadline as extended.

6. Late Bids

6.1 Any proposal received by the Procuring agency after the deadline for submission of bids prescribed by the Procuring agency pursuant to PPRA rules will be rejected and returned unopened to the Bidder.

SECTION II: Data Sheet

Preparation and Submission of Bids	
i.	<p>Technical Qualification Requirements:</p> <p>The proposal of the Companies / Firms firm shall be evaluated against the attached criteria at Annex 'A'. A minimum score of 70 shall be required to technically qualify for further consideration. For technical qualification and enlistment, the Companies / Firms shall be required to demonstrate the following:</p> <ol style="list-style-type: none"> a. Complete details of the year of establishment of the agency and experience till submission of the bids. b. Details i.e. name, address etc. of the clientele of the agency from the year of establishment till submission of the bids. c. Experience of Virtual Exhibitions / Online events conducted d. Details of the permanent employees including total number of the employees and the relevant qualification etc. e. Relevant experience of the agency i.e. total similar type of projects handled from the year of establishment till date. f. Details / certificates of registration with Income Tax, Sales Tax, and related Associations / Chambers g. Details International Affiliation. h. Financial strength of the firm proving the capacity of the firm to carry out projects i. Joint Venture / International Collaboration is allowed. Detail of Joint Venture / International Collaboration must be included in the proposal <p><i>Note:</i></p> <p><i>(i) Companies / Firms fulfilling above criteria shall qualify for further processing.</i></p>

SECTION III: Schedule of Requirements / Terms of Reference

- The selection procedure will be based only on the technical evaluation of the Companies / Firms without any financial implication on TDAP.
- The selected Companies / Firms will be required to launch / maintain TDAP Virtual Exhibition in a form given / approved by the TDAP.
- It is an outsourced model where the Companies / Firms will be responsible for setting up, hosting and operating the software for the virtual exhibition.
- Companies/Firms will be responsible for protection of data of the exporters, visitors and any enquiries
- The Companies/Firms will make changes as and when requested by TDAP at cost agreed with TDAP
- The Companies / Firms will use its resources for marketing of event in print / electronic media without any additional cost / remuneration.
- TDAP may hire more than one Company / Firm for allocation of Virtual Exhibitions as per the policy to be finalized by the TDAP later on.
- The hired Companies / Firms will also assist TDAP in image building by using its resources for publicity and projection of TDAP's activities in the print / electronic / social media related with their allocated assignment without any additional cost / remuneration. Moreover, they will also assist management of TDAP to diffuse anti TDAP propaganda (if any).
- The hired Companies / Firms will depute their one representative to be based at TDAP for proper coordination of the mentioned activities.
- The Companies will be hired on the TDAP panel for a period of one year extended to another year subject to satisfactory performance.

B) MAOR FEATURES REQUIRED FOR VIRTUAL EXHIBITION PLATFORM

- Appealing, Intuitive & responsive design
- User friendly navigation
- Standards interoperability
- Browse industries & categories

- Easy searching capability
- Visitor Countdown
- Registration
- View exhibitor stands
 - Exhibitor profile
 - Exhibitor's product information
 - E-brochures
 - Videos
 - Image gallery (2D and 3D images)
 - Visitor count
- Online Chat & Video support
- Send messages on email
- Exhibition highlights
- News
- FAQs
- Contact info

C) DELIVERABLES& MILESTONES

1. Detailed Project Plan
2. Responsibilities matrix of all team members from company and client
3. Website Designs
4. Mobile app Designs
5. Greatly improve the overall website and boost the corporate image by aligning with our brand strategy with a clean, elegant, user-centric design.
6. Provide a seamless and integrated experience providing access to content and resources via a single, easy-to-use environment.
7. Seamless integration of the website current or future Apps, Social Media and other resource areas.
8. Design a user-centric and easily-updateable solution.
9. To providing online-help for the online users through digital resources.
10. Real Time experience of exhibition
11. Comprehensive reports for all exhibitors including total booth visits, live chat attendees, video views, enquiries generated etc
12. Support on the platform for 2D / 3D view of the products
13. Dashboard of Exhibition(s) for TDAP to watch key indicators of the exhibition
14. Web View/Online Reports for TDAP about any specific exhibition or past exhibitions
15. Facility to extract the data into standard formats (excel, pdf, etc) by TDAP
16. Ensure 99.999% availability during the exhibition
17. Ensure that the platform is protected against data leaks and hacking

D) Compatibility

- Website should be responsive and user friendly with all hand-held, mobile, laptops, and personal computer devices
- Website should be cross browser compatible with Internet Explorer, Microsoft Edge, Google Chrome, Mozilla Firefox, etc.
- Website solution must have security parameters defined in order to avoid any hacking, phishing, and malicious scripting on or from the website
- Website should have compatible with Google Page Speeds
- Website should be built using latest development tools and technique as per Google, CSS3, HTML5, and W3c standards.

TECHINCAL EVALUATION CRITERIA (WEIGHTAGE 30%)

S. No	Parameters against which technical evaluation shall be done	Scoring brackets	Total points allocated
1	<u>Company Profile</u>		<u>10</u>
1.1	<u>Years of Experience in the field of IT / Software development:</u>		<u>05</u>
	≤ 2 year		2
	≥ 2 ≤ 4 years		4
	≥ 5 ≤ 8 years		5
	≥ 8 years		
1.2	Relevant Qualifications of Mgmt and Team		<u>05</u>
	Relevant to Web Services / Event Management & designing with ≤1 years' experience in the field		2
	Relevant to Web Services / Event Management & designing with ≤3 years' experience in the field		3
	Relevant to Web Services / Event Management & designing with > 3 years' experience in the field		5
2	<u>Relevant Experience</u>		<u>10</u>
	Relevant Project executed / handled		
	2		5
	3		6
	4		8
	5 or more		10
3	<u>Financial Strength of The Firm</u>		<u>10</u>
	≥ 5 ≤ 10 Million of annual turnover		7
	≥10 Million of annual turnover		10
	TOTAL		30

Note:

The Companies / firms short-listed after technical evaluation will be required to give a comprehensive presentation (s) for further technical evaluation purposes. The final decision of technical qualification or disqualification of any firm will be made on the basis of their presentation which carries 70% weightage.

The overall passing marks after Technical evaluation + Presentation would be 70.