



GOVERNMENT OF PAKISTAN

BIDDING DOCUMENTS

**HIRING OF SERVICES OF AN EVENT MANAGEMENT COMPANY FOR
INVESTMENT CONFERENCE AND SINGLE COUNTRY EXHIBITION AT
JEDDAH,
KINGDOM OF SAUDI ARABIA
(5th TO 7th FEBRUARY, 2025)**

Invitation for Bids & General Terms and Conditions

HIRING OF SERVICES OF AN EVENT MANAGEMENT COMPANY FOR SINGLE COUNTRY EXHIBITION, JEDDAH, KINGDOM OF SAUDI ARABIA

The Trade Development Authority of Pakistan (TDAP) and Ministry of Commerce (MoC) have decided to hold a Single Country Exhibition (SCE) and Investment Conference at Jeddah International Exhibition & Convention Centre, Jeddah, Kingdom of Saudi Arabia from 5th to 7th February, 2025. The Single Country Exhibition will be a three days event. On the first day there will be a conference where the delegates from Pakistan and from major public and private organizations of Pakistan will give presentations of their specific regions/organizations. After the conference and for the next two days, a Single Country Exhibition with Pakistani exhibitors will showcase Pakistan's top quality products. The three days Single Country Exhibition will be a display of progressive Pakistan with collective presence of top Pakistani brands in the event. On the sidelines of the main exhibition, B2B meetings, G2G meetings and a Cultural Night and Gala Dinner will be arranged with Saudi Arabian and Pakistani delegates.

2. The Event Management Company would be required to manage the three days event (Conference and Single Country Exhibition) and provide all required services, as per the Terms of References (ToRs) in **Section III**, at Jeddah International Exhibition & Convention Centre, Jeddah, Kingdom of Saudi Arabia or anywhere desired by TDAP, MoC and Consulate General Islamic Republic of Pakistan, Jeddah. There will be no compromise on quality of goods and services described in the Bill of Quantities (BOQs) section.

3. Bidding documents and other related information for the purpose can be obtained, on written request from the Consulate of Islamic Republic of Pakistan, Jeddah, Kingdom of Saudi Arabia (address given below) or can be downloaded from the website of the Ministry of Commerce, Government of Pakistan, Consulate General Islamic Republic of Pakistan, Jeddah, Trade Development Authority of Pakistan, and Public Procurement Regulatory Authority (PPRA).

Website: <https://www.commerce.gov.pk>
<https://parepjeddah.org/>
<http://tdap.gov.pk>
<http://ppra.org.pk>

4. Single Stage Two Envelope Procedure, as per PPRA Rules 36 (b) of PPRA rules, would be used for Open Competitive Bidding. The firm will submit their sealed Technical Proposal and Financial Proposal in bold and legible letters to avoid any confusion. Financial proposal should accompany a bid security equivalent to two per cent (2%) of the bid amount in the form specified in the Bidding documents.

5. Sealed tender documents shall be submitted latest by **17th October 2024 till 11:00 AM** with the Consulate General Islamic Republic of Pakistan, Jeddah and Technical Proposals shall be opened by the Tender Committee on the same day at **11:30 AM** in the presence of representatives of the participating firms and the Tender Committee. The Financial Proposals of only technically qualified companies will be opened on the date announced by the Tender Committee. The proposal of the most advantageous bidder will be accepted subject to meeting all requirements mentioned in the tender documents. The hoisting of final evaluation of bids at PPRA website (as per PPRA rules) will be done before the award of the tender.

6. TDAP, MOC and the Tender Committee reserves the right to reject any or all bids and to annul the bidding process at any time, however, reasons for rejection or annulling bid process will be communicated to the concerned bidder(s) in accordance with the Procurement Rules.

Consulate General Islamic Republic of Pakistan

Building Number 19, N17 E7 Sector,
Mushrefah, Jeddah 23332
Kingdom of Saudi Arabia
Email: pakcom.jdh@tdap.gov.pk

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Section I - General Terms and Conditions

Method of Procurement

Single Stage Two Envelope Procedure would be used for Open Competitive Bidding as per PPRA Rules 36 (b), as given below:

- (i) The bid shall comprise a single package containing two separate envelopes. Each envelope shall contain separately the financial proposal and the technical proposal;
- (ii) the envelopes shall be marked as "FINANCIAL PROPOSAL" and "TECHNICAL PROPOSAL" in bold and legible letters to avoid confusion;
- (iii) initially, only the envelope marked "TECHNICAL PROPOSAL" shall be opened;
- (iv) the envelope marked as "FINANCIAL PROPOSAL" shall be retained in the custody of the procuring agency without being opened;
- (v) the procuring agency shall evaluate the technical proposal in a manner prescribed in advance, without reference to the price and reject any proposal which does not conform to the specified requirements;
- (vi) during the technical evaluation no amendments in the technical proposal shall be permitted;
- (vii) the financial proposals of bids shall be opened publicly at a time, date and venue announced and communicated to the bidders in advance;
- (viii) after the evaluation and approval of the technical proposal the procuring agency, shall at a time within the bid validity period, publicly open the financial proposals of the technically accepted bids only. The financial proposal of bids found technically nonresponsive shall be returned unopened to the respective bidders; and
- (ix) the bid found to be the *most advantageous bid shall be accepted.

1. Documents Comprising the Bid

1.1 The bid prepared by the Bidder shall comprise the following components:

(a) Technical Proposal

The technical proposal shall be prepared in accordance with the technical evaluation criteria as given in the bidding document in **Section-IV**. The bidders are required to attach the requisite documents in support of their technical evaluation criteria comprising of cover letter, company profile, work experience & financial strength and a proposal on work plan based on the Schedule of Requirements/ TORs.

The bidders who secure at least 70% marks in the technical requirements will be declared as technically qualified.

The bidders shall be required to submit the bids complete in all respect. Any incomplete bids will be rejected.

(b) Financial Bid

The financial proposals of technically qualified firms shall be opened in accordance PPRA Rules. The bidders are required to submit the financial bid, duly signed and stamped, as per BOQs given in **Section-IV**.

2. Bid Prices

2.1 The Bidder shall indicate on the appropriate Price Schedule the unit prices (where applicable) and total bid price of the services & goods it proposes to supply under the contract, inclusive of all applicable taxes and duties.

2.2 Unless otherwise stipulated in the Conditions of Contract, prices quoted by the bidder shall remain fixed during the bidder's performance of the Contract and not subject to variation on any account. The price of other (incidental) services, if any, will be entered separately.

2.3 Prices quoted by the Bidder shall be fixed during the Bidder's performance of the contract and not subject to variation on any account, unless otherwise specified in the Bid Data Sheet. A bid submitted with an adjustable price quotation will be treated as nonresponsive and will be rejected.

3. Bid Currencies

3.1 Prices shall be quoted in US dollars.

4. Documents Establishing Bidder's Eligibility and Qualification

4.1 The Bidder shall furnish, as part of its bid, documents establishing the Bidder's eligibility to bid and its qualifications to perform the contract if its bid is accepted.

4.2 The bidders who fulfill the following criteria shall be eligible for the subject tender:

(a) Those bidders shall be eligible who are legally established as a business concern in the relevant category, in Saudi Arabia.

(b) The bidder shall be registered with relevant Saudi Arabian authorities to conduct business.

(c) The bidder shall have worked in an international trade exhibition as an organizer in the last **five years**.

(d) The bidder shall have successfully established an international trade exhibition in Saudi Arabia and Middle East. The level of Single Country Exhibition is of an international nature.

(e) The documentary evidence of the Bidder's eligibility, in respect to all of the above mentioned requirements given at 4.2(a) to 4.2(e) shall be submitted to establish to the Procuring agency's satisfaction.

5. Bid Security

5.1 Bid Security equivalent to 2% of the total bid value in the form of Pay Order/Demand Draft/Banker's Cheque in favor of the Consulate General Islamic Republic of Pakistan, Jeddah, Kingdom of Saudi Arabia shall be submitted with the sealed proposals.

5.2 The bid security shall be in US Dollars.

5.3 The bid security shall be valid for a period of up to one hundred and twenty (120) days beyond the bid validity date.

5.4 The bids without the requisite bid security shall be considered non-responsive and will be rejected.

5.5 The bid securities of unsuccessful bidders will be returned upon award of contract to the successful bidder or on the expiry of validity of Bid Security whichever is earlier.

5.6 The bid security may be forfeited:

(a) If a Bidder withdraws its bid during the period of bid validity specified by the Bidder on the Bid Form; or

(b) In the case of a successful Bidder, if the Bidder fails:

(i) To sign the contract in accordance with mentioned rules.

(ii) To furnish performance security in accordance with mentioned rules.

Or

6. Period of Validity of Bids

6.1 Bids shall remain valid for a period of Six (06) months specified in the Bid Data Sheet after the date of bid opening prescribed by the Procuring agency. A bid valid for a shorter period shall be rejected by the Procuring agency as nonresponsive.

6.2 In exceptional circumstances, the Procuring agency may solicit the Bidder's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. A Bidder may refuse the request without forfeiting its bid security. A Bidder granting the request will not be required nor permitted to modify its bid, except as provided in the bidding document.

7. Format and Signing of Bid

7.1 The original bid shall be typed or written in permanent ink and shall be signed by the Bidder or a person or persons duly authorized to bind the Bidder to the contract. All pages of the bid, except for un-amended printed literature, shall be initialed by the person or persons signing the bid.

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

7.3 All pages of the BOQs in **Section IV** shall be signed and stamped by the bidder.

8. Sealing and Marking of Bids

8.1 The Bidder shall seal the Technical and Financial Bids and the envelopes shall then be sealed in an outer envelope.

8.2 The inner and outer envelopes shall:

(a) Be addressed to the Consulate General Islamic Republic of Pakistan, Jeddah, Kingdom of Saudi Arabia at the address given in the Bid Data Sheet; and

(b) Bear the project name indicated in the Bid Data Sheet, the Invitation for Bids (IFB) title and number indicated in the Bid Data Sheet, and a statement: **"DO NOT OPEN BEFORE,"** to be completed with the time and the date specified in the Bid Data Sheet.

8.3 The inner envelopes shall also indicate the name and address of the Bidder to enable the bid to be returned unopened in case it is declared "late".

8.4 If the outer envelope is not sealed and marked as required, the Procuring agency will assume no responsibility for the bid's misplacement or premature opening.

8.5 Bids submitted through telegraph, telex, fax or e-mail shall not be considered

9. Deadline for Submission of Bids

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

10. Late Bids

10.1 Any bid received by the Procuring agency after the deadline for submission of bids prescribed by the Procuring agency will be rejected and returned unopened to the Bidder.

11. Modification and Withdrawal of Bids

11.1 The Bidder may modify or withdraw its bid after the bid's submission, provided that written notice of the modification, including substitution or withdrawal of the bids, is received by the procuring agency prior to the deadline prescribed for submission of bids.

11.2 The Bidder's modification or withdrawal notice shall be prepared, sealed, marked, and dispatched in accordance with the provisions by a signed confirmation copy, postmarked no later than the deadline for submission of bids.

11.3 No bid may be modified after the deadline for submission of bids.

11.4 No bid may be withdrawn in the interval between the deadline for submission of bids and the expiration of the period of bid validity specified by the Bidder on the Bid Form. Withdrawal of a bid during this interval may result in the Bidder's forfeiture of its bid security.

12. Opening of Bids by the Procuring agency

12.1 Attendance of the bidders' representative during opening of technical proposal is optional whereas the attendance of the bidders' representative in financial bid opening is compulsory. In case of the non-appearance of the bidder or his/her representative on the opening of the financial bid, the bid shall be cancelled.

12.2 The procuring agency will open all bids in the presence of bidders' representatives and the Tender Committee, at the time, on the date, and at the place specified in the Bid Data Sheet. The bidders' representatives who are present shall sign attendance sheet evidencing their attendance.

12.3 The bidders' names, bid modifications or withdrawals, bid prices, discounts, and the presence or absence of requisite bid security and such other details as the procuring agency, at its discretion, may consider appropriate, will be announced at the opening. Late bids shall be rejected and returned unopened to the Bidder.

13. Clarification of Bids

13.1 During evaluation of the bids, the Procuring agency may, at its discretion, ask the Bidder for a clarification of its bid. The request for clarification and the response shall be in writing, and no change in the prices or substance of the bid shall be sought, offered, or permitted. The bidder can also contact the Procuring agency/procurement committee/tender committee or Consulate of Islamic Republic of Pakistan, Jeddah for any clarification.

14. Preliminary Examinations

14.1 The Procuring agency/procurement committee/tender committee will examine the bids to determine whether they are complete, whether any computational errors have been made, whether required sureties have been furnished, whether the documents have been properly signed, and whether the bids are generally in order.

14.2 Arithmetical errors will be rectified on the following basis. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected. If the Supplier does not accept the correction of the errors, its bid will be rejected, and its bid security may be forfeited. If there is a discrepancy between words and figures, the amount in words will prevail over the amount in figures.

14.3 The Procuring agency/procurement committee/tender committee may waive any minor informality, nonconformity, or irregularity in a bid which does not constitute a material deviation, provided such waiver does not prejudice or affect the relative ranking of any Bidder, as per PPRA Rules.

14.4 Prior to the detailed evaluation, the procuring agency will determine the substantial responsiveness of each bid to the bidding documents. For purposes of these Clauses, a substantially responsive bid is one which conforms to all the terms and conditions of the bidding documents without material deviations. Deviations from, or objections or reservations to critical provisions, such as those concerning bid security, applicable laws, and taxes and duties, will be deemed to be a material deviation. The procuring agency's determination of a bid's responsiveness is to be based on the contents of the bid itself without recourse to extrinsic evidence.

14.5 If a bid is not responsive, it will be rejected by the Procuring agency and may not subsequently be made responsive by the Bidder by correction of the nonconformity.

15. Evaluation and Comparison of Bids

15.1 The procuring agency will evaluate and compare the bids which have been determined to be substantially responsive.

15.2 Technically responsive bids will be evaluated for complete scope of works. The prices will be compared on the basis of the Evaluated Bid Price.

15.3 Final evaluation report will be hoisted on PPRA website, as per PPRA rules.

16. Contacting the Procuring agency

16.1 No Bidder shall contact the Procuring agency on any matter relating to its bid, from the time of the bid opening to the time the contract is awarded. If the Bidder wishes to bring additional information to the notice of the Procuring agency, it should do so in writing.

16.2 Any effort by a Bidder to influence the procuring agency in its decisions on bid evaluation, bid comparison, or contract award may result in the rejection of the Bidder's bid.

17. Post qualification

17.1 The bidder with the most advantageous bid will be considered for the award of the contract as per TORs and contract agreement in this tender. The letter of Award will be issued to the prospective bidder after the evaluation of the financial bid. In case of non-responsive for seven (07) working days bid security will be forfeited and the letter of award will be issued to the next most advantageous bidder, after the recommendation of the Tender Committee.

18. Award Criteria

18.1 The Procuring agency after post qualification process will award the contract to the successful Bidder whose bid has been determined to be responsive and has been determined to be the most advantageous bid. A formal agreement will be signed between the contracting parties as per provided TORs.

19. Procuring Agency's Right to Vary Quantities at Time of Award

19.1 The Procuring agency reserves the right at the time of contract award to increase or decrease, by the percentage indicated in the Bid Data Sheet, the quantity of goods and services originally specified in the Schedule of Requirements without any change in unit price or other terms and conditions.

19.2 The Procuring agency reserves the right at the time of contract award to increase, up to 15%, of the quantity of goods and services originally specified in the Schedule of Requirements without any change in unit price or other terms and conditions as per PPRA rules.

20. Procuring agency's right to accept any Bid and to reject any or All Bids

20.1 The Procuring agency reserves the right to accept or reject any bid, and to annul the bidding process and reject all bids at any time prior to contract award, without thereby incurring any liability to the affected Bidder or bidders and in accordance with provisions of Public Procurement Rules 2004.

21. Notification of Award

21.1 Prior to the expiration of the period of bid validity, the Procuring agency will notify the successful Bidder in writing by registered letter or by cable, to be confirmed in writing by registered letter, that its bid has been accepted.

21.2 The notification of award will constitute the formation of the Contract.

21.3 Upon the successful Bidder's furnishing of the performance security the Procuring agency will promptly notify each unsuccessful Bidder and will discharge its bid security.

22. Signing of Contract

22.1 At the same time as the Procuring agency notifies the successful Bidder that its bid has been accepted, the Procuring agency will send the Bidder the Contract Form provided in the bidding documents, incorporating all agreements between the parties.

22.2 Within seven (07) working days of receipt of the Contract Form, the successful Bidder shall sign and date the contract and return it to the Procuring agency/procurement committee/tender committee or Consulate of Islamic Republic of Pakistan, Jeddah.

23. Performance Security

23.1 Within fifteen (15) days of the receipt of notification of award from the Procuring agency, the successful Bidder shall furnish the performance security (10% of the contract value) in accordance with the Conditions of Contract, provided in the bidding documents, or in another form acceptable to the procuring agency.

23.2 Failure of the successful Bidder to comply with the requirement shall constitute sufficient grounds for the annulment of the award and forfeiture of the bid security, in which event the procuring agency may make the award to the **second most advantageous bidder** as per recommendation of the Tender Committee.

24. Corrupt or Fraudulent Practices

24.1 The Government of Pakistan requires that Procuring agency as well as Bidders/Suppliers/Contractors under Government-financed contracts, observe the highest standard of ethics during the procurement and execution of such contracts. In pursuance of this policy and Rules made there under, PPRA:

- (a) Defines, for the purposes of this provision, the terms set forth below as follows:
 - (i) "corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of a public official in the procurement process or in contract execution; and
 - (ii) "fraudulent practice" means a misrepresentation of facts in order to influence a procurement process or the execution of a contract to the detriment of the Procuring agency, and includes collusive practice among Bidders (prior to or after bid submission) designed to establish bid prices at artificial noncompetitive levels and to deprive the Procuring agency of the benefits of free and open competition;
- (b) Will reject a proposal for award if it determines that the Bidder recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question;
- (c) Will declare a firm ineligible, either indefinitely or for a stated period of time, to be awarded a Government-financed contract if it at any time determines that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing, a Government-financed contract.

SECTION II: Bid Data Sheet

The following specific data for the goods to be procured shall complement, supplement, or amend the provisions in the Instructions to Bidders (ITB) Part One. Whenever there is a conflict, the provisions herein shall prevail over those in ITB.

Preparation and Submission of Bids	
Bid Security	2% of the bid price in favor of Consulate of Islamic Republic of Pakistan, Jeddah, Kingdom of Saudi Arabia and sealed inside the envelope carrying financial proposal
Performance Security	10% of the bid price in favor of Consulate General Islamic Republic of Pakistan, Jeddah, Kingdom of Saudi Arabia, within fifteen (15) days of the receipt of notification of award from the Procuring agency
Documents copies	One copy
Bid addressed to	Consulate General Islamic Republic of Pakistan Building Number 19, N17 E7 Sector, Mushrefah, Jeddah 23332, Kingdom of Saudi Arabia
Subject title	Hiring of Services of an Event Management Company (EMC) for Single Country Exhibition at Jeddah (5 th -7 th February, 2025)
Date of issue	1 st October 2024
Date of Submission	17 th October 2024
Bid Evaluation	
Bid Evaluation	General Terms & Conditions 12, 13, 14 & 15
Contract Award	
	<p><u>Percentage for quantity increase or decrease.</u></p> <p>The Procuring agency reserves the right at the time of contract award to increase, up to 15%, the quantity of goods and services originally specified in the Schedule of Requirements without any change in unit price or other terms and conditions.</p> <p>The Procuring agency also reserves the right at the time of contract award to not order or exclude any items, as deemed appropriate, the goods and services originally specified in the Schedule of Requirements without any change in unit price or other terms and conditions</p>
Currency	US Dollars
Payment Terms	
	<ol style="list-style-type: none"> i. Mobilization Advance/Payment: Twenty percent (20%) of the Contract Price shall be paid within one week of signing of the Contract, and upon submission of claim. ii. First Running Bill Payment: Up to Twenty percent (20%) of the Contract Price of the Goods and Services shall be paid on running bills after three weeks of the signing of contract subject to satisfactory completion of the agreed work plan as supported by Consulate of Islamic Republic of Pakistan, Jeddah. iii. Second Running Bill Payment: Up to Twenty percent (20%) of the Contract Price of the Goods and Services shall be paid on running bills after five weeks of the signing of contract subject to satisfactory completion of the agreed work plan as supported by Consulate of Islamic Republic of Pakistan, Jeddah. iv. Third Running Bill Payment: Up to Twenty percent (20%) of the Contract Price of the Goods and Services shall be paid on running bills one week before the event subject to satisfactory completion of the agreed work plan as supported by Consulate of Islamic Republic of Pakistan, Jeddah. v. On Acceptance: Remaining Twenty percent (20%) of the Contract Price of Goods and services shall be paid after the satisfactory report of Consulate of Islamic Republic of Pakistan, Jeddah.

SECTION III. Schedule of Requirements/ Terms of Reference

Single Country Exhibition:

TDAP, MoC and Consulate General Islamic Republic of Pakistan, Jeddah, Kingdom of Saudi Arabia, are organizing Single Country Exhibition at Jeddah International Exhibition & Convention Centre, Jeddah, Kingdom of Saudi Arabia from 5th-7th February, 2025. Major components of the event are a trade conference, trade exhibition, B2B meetings, G2G meetings, gala night, cultural event, logistics support, marketing of the whole event, hotel room reservations facilitation, and exhibits shipment related facilitation.

The trade conference space will consist of sitting arrangements for at least 300 guests, interpretation arrangement, sound system, stage with sitting arrangements for the head of states, ministers, and heads of public and private organizations. A backdrop and side screens on the left and right side for the presenters will be developed. Flags of Pakistan and Saudi Arabia will be displayed.

The exhibition space will comprise of customized pavilions for up to 150 exhibitors of 12 sqm each, B2B lounge and business center and other necessary infrastructure and installations. TDAP, MoC and Consulate General Islamic Republic of Pakistan, Jeddah, Kingdom of Saudi Arabia with the advice of Event Management Company will finalize theme and art work of every segment, however, the Event Management Company will submit suitable proposals of pavilions, build ups and venue development, etc. The whole theme will be decided and finalized by TDAP, MoC and the Consulate General Islamic Republic of Pakistan, Jeddah, Kingdom of Saudi Arabia.

TDAP and Consulate General Islamic Republic of Pakistan, Jeddah, Kingdom of Saudi Arabia shall arrange reservation of the venue and other spaces directly in coordination with the concerned authorities and Event Management Company. TDAP shall pay to selected service providers and authorities concerned through Event Management Company and Consulate General Islamic Republic of Pakistan, Jeddah.

TDAP is undertaking the space sales itself and the space rent package includes a buildup upgraded shell scheme with standard accessories.

The Event Management Company will be working with TDAP, Ministry of Commerce of Pakistan and Consulate General Islamic Republic of Pakistan, Jeddah for organization of the event. Once the nominations of the delegates from Saudi Arabia and Exhibitors from Pakistan are finalized, they will be the responsibility of the Event Management Company, which will start interacting with them for further coordination for business-to-business meetings, networking with business chambers, business counter parts, travel facilitation, logistics, boarding and lodging etc.

The Event Management Company shall assist all the official guests, delegates and exhibitors etc., in getting room accommodation and local transport. Event Management Company will make sure that all delegates must be accommodated as per their level of financial subsidy/sponsorship approved by TDAP and MoC. However, the delegates and exhibitors can make their own arrangements for above services. Event Management Company is not responsible for the room rents payments, but it will make sure that best possible rooms rates are offered to the guests/delegates/exhibitors etc. Especially in case of the Pakistani exhibitors, Event Management Company will help them to get rates of at least two to three hotels to find a better option for stay. Event Management Company will find the best suitable hotel for the accommodation of all the participants and also negotiate the rates with the hotel to accommodate the upcoming participants of the event.

The Event Management Company will facilitate with the customs and all other tax/ concerned authorities at Saudi Arabia to ensure hassle free movement of goods at the custom borders (sea/land) of Jeddah. The Event Management Company will guide the exhibitors on all relevant taxes at Jeddah International Exhibition & Convention

Centre, Jeddah before and during the event so that proper initiatives could be done by the exhibitors. The Event Management Company will also assist in getting all administrative approvals from the authorities at Jeddah, Kingdom of Saudi Arabia. Furthermore, Event Management Company shall also guide about the regulatory requirements to the Exhibitors, apart from tax matters.

For the purpose of transport and goods handling, the Event Management Company shall arrange storing facility/warehouse for storing the goods and also engage one of the best Clearing and Handling agents enlisted by the venue. The selected clearing and handling agent should have partnerships with agents in Pakistan, with presence in all major cities of Pakistan.

All costs related to transportation of goods and payment of customs duties and other taxes shall be borne by the exhibitor and the Event Management Company shall ensure timely and safe transport of goods and cost effective facilitation to the exhibitors. While the costs related to the transport shall be charged to the exhibitors, the loading/unloading and labor at the warehousing facility and exhibition venue shall be arranged by the Event Management Company as per cost quoted in financial bid form.

The Event Management Company shall make sure the availability and working of necessary installations (as decided by TDAP, MoC, and Consulate General Islamic Republic of Pakistan, Jeddah) required for the conference, exhibition, B2B networking, cultural night and gala dinner as per requirements of the participants, delegates, exhibitors, guests, dignitaries and also for other adjoining rooms, halls, and area.

The Event Management Company will develop complete online platforms, software, website, registration portals, online networking link, android and iOS applications that shall ensure pre-registration of the potential importers, visitors for the event through the said forums. During the event, the Event Management Company shall place a team at the registration counters, which will deal with all visitors, exhibitors, delegates, officials for the event.

The Event Management Company shall design, create, and distribute all different kinds of passes for delegates, exhibitors, officials, service providers etc. in good quality hard lamination or as per requirement of TDAP, MoC, and Consulate General Islamic Republic of Pakistan, Jeddah to ensure hassle free entry at the exhibition grounds. Those required by TDAP, MoC, and Consulate General Islamic Republic of Pakistan, Jeddah, Kingdom of Saudi Arabia shall be given to TDAP, MoC, and Consulate General Islamic Republic of Pakistan, Jeddah, Kingdom of Saudi Arabia. The rest shall be distributed by Event Management Company.

The Event Management Company shall make sure to serve hi-tea, lunch and to create and develop VIP Lounges, G2G lounges, B2B lounges, VIP lunch areas, Common Lunch area, Media Walls, Secretariat for the TDAP and Consulate teams, Minister and Secretaries offices and Press briefing Site, and registration booths. The Event Management Company shall create and develop an elegant reception at the Conference, Exhibition Hall, cultural night and for gala dinner. The Event Management Company shall make sure that all buildups and constructions related to the event must be completed on time and there must not be any delays.

The Event Management Company shall hire, train and place 30 Guest Relations Officers (GROs), 40 translators/interpreters and 02 data person at the exhibition hall for support of exhibitors and facilitation to guests as well as for data maintenance. The GROs and translators shall be fluent in English and local language and would be required to wear a smart uniform tailored to fit and designed to match the event theme/ colors. The GROs are also expected to be well conversant with the entire arrangements for the exhibition.

Event Management Company shall make sure to place all signage for hall, pathways along with large floor plan to guide the visiting guests.

The Event Management Company will provide all possible logistic support in reservation of hotel rooms for the delegates visiting during the event. Event Management Company will negotiate the rates of the Hotel Rooms for the delegates and the exhibitors and settle a contract for best prices for the delegates and exhibitors.

The Event Management Company shall provide transport and security services for the safe welcoming and pick and drop of all international guests and exhibitors hosted by the Government of Pakistan from the airport to the hotel, hotel to the venue, venue to the hotel, and from hotel to the airport. This also include fast track clearance at customs and immigration desks and installation of help desks at the Jeddah International airport.

Around 400 guests including senior-most Government Officials/ Ministers, delegates and exhibitors are expected to participate from Pakistan. Adequate Transport services may be hired which caters all demand.

Transport service will be provided to exhibitors, officials, and guests from various pickup spots and hotels to ensure their timely arrival at the venue during the days of conference and exhibition. These pickup points will be decided by the Consulate General Islamic Republic of Pakistan, Jeddah and TDAP.

PR and Media Campaign:

The Event Management Company would be responsible for the PR initiative. The PR initiative will be strategically directed to further promote the events and related activities. The Event Management Company shall execute a marketing and publicity strategy to attract economic operators, celebrities and business buyers to the event. This is a time bound assignment. Such jobs will need to be carried out on a short notice but satisfactorily and successfully.

It is expected that at least 8,000 to 10,000 visitors from Saudi Arabia may attend the exhibition. At least 9-10 business-to-business meetings of each Pakistani exhibitor should take place during the exhibition. B2C meetings shall also be focused and maximum number of local visitors are to be invited to visit the stands.

The Event Management Company shall make sure that all marketing materials provided by the TDAP/MoC team and artwork teams shall be printed and used for flyers, streamers, newspaper advertisements, print and electronic media coverage, billboard branding at important locations in Jeddah and outside Jeddah as per designs approved by TDAP. Hoarding skins, event monuments, pole banners and streamers etc., shall be printed by the Event Management Company. All required NOCs from relevant agencies shall be obtained by the Event Management Company. The Event Management Company shall be responsible for the complete marketing campaign of the Single Country Exhibition in Saudi Arabia.

The Event Management Company will be required to cover the entire event and side events in still photography and video. Edit and reduce the event coverage into a 15-20 minute documentary with voice over based on a script approved by TDAP and Consulate General Islamic Republic of Pakistan, Jeddah.

The Event Management Company shall focus on digital publicity, marketing and pre-registration of importers and visitors for B2B and G2G meetings.

The Event Management Company shall develop and execute a well-planned strategy for marketing of products and sectors that are to be displayed in the exhibition, and exhibiting companies, through electronic media campaign and its timely dissemination on their platforms.

The Event Management Company shall create linkages with print and electronic media, arrange press briefings and press releases to appropriate coverage of the event, including among others:

- Curtain raiser.
- Create media invite for the media to attend the whole event and cover the same.
- Ensure listings in major leading newspapers.
- Create buzz about the event on all types of media(s) platforms deemed fit by TDAP and the Consulate General Islamic Republic of Pakistan, Jeddah.
- Media interviews with delegates, exhibitors, and visitors (during the exhibition).
- Photo opportunity at the launch.
- Special stories on the conference and exhibition.
- Tracking of coverage and its report.

Business-to-Business (B2B), Business-to-Consumers (B2C) and Government-to-Government (G2G) Meetings:

B2B, B2C, and G2G are the key components of the Single Country Exhibition which shall be well organized, planned, managed, look after, and executed by the Event Management Company and its team.

A well trained team may be engaged by the Event Management Company to arrange and handle all B2B networking. Event Management Company will make sure that all timelines related to the Event Management Company given by the Procuring agency pertaining to B2B, B2C and G2G must be achieved by the Event Management Company.

The Event Management Company shall make sure that all services related to B2B, B2C and G2G required at the Venue must be fulfilled.

The Event Management Company shall make sure that preplanned interaction of the exhibitors and businesses/individuals in Saudi Arabia and Middle Eastern region shall be executed before and during the Single Country Exhibition.

The Event Management Company shall develop maximum networking to bring large number of buyers, importers, distributor, and economic operators from Saudi Arabia and Middle Eastern region to the event. The target is to generate a traffic of 8,000-10,000 visitors during the days of the exhibitions with 9-10 B2Bs for each exhibitor.

Well Planned B2B, B2C and G2G schedules shall be prepared and shared by the Event Management Company. Similarly, sectoral product groups on social media platform shall be created by the Event Management Company to bring in close coordination between the buyers and exhibitors.

**SECTION IV. SCHEDULE OF RATES
(FINANCIAL BID)**

S.No	Description of Work	Total (US Dollars) Quoted Price (Inclusive of all taxes, levies, etc.)
1.	Trade Conference and Single Country Exhibition, at Jeddah International Exhibition & Convention Centre, Jeddah. By Event Organizer.	
Total :		

(Amount in Words _____ only).

Note: The prices shall be quoted net of salvage value and inclusive of all taxes.

(Signature of the Bidder with seal)

BOQs for Single Country Exhibition (5th-7th February, 2025)

S.NO	DESCRIPTION	Quantity	Unit Rate inclusive of all taxes & duties (US Dollar)	Total Amount inclusive of all taxes & duties (US Dollar)
1. Conference				
1a	Floor planning and conference set up for 300 persons.	Lump sum	Lump sum	
1b	Artwork and Branding of the Conference Set Up	Lump sum	Lump sum	
1c	Stage Buildup for the Conference with availability of digital Backdrops, LED Screens, flags of KSA and Pakistan, complete presentation setups.	Lump sum	Lump sum	
1d	Hardware (handsets, listening equipment) for the purpose of translation of Arabic to English and English to Arabic	300 sets	Per set	
1e	2 technicians for handsets and listening equipment for translation services	2 technicians	Per technician	
1f	Catering for VIPs/ Lunch for Delegates at 5-star level	500 persons	Per person	
2. Cultural Performance & Gala Night				
2a	Build up, sitting arrangements and decoration of the Gala Dinner and cultural performance Venue	Lump sum	Lump sum	
2b	Catering for VIPs/Dinner for delegates at 5-star level	500	Per person	
2c	Pakistani Music Group hired for gala night. (Performers with stage secretary).	Lump sum	Lump sum	
3. Exhibition Build Up				
3a	Complete buildup of the venue as per approved design plan. Complete floor planning and branding. Registration setup for the exhibition days	Lump sum	Lump sum	
3b	Customized shell scheme for 150-exhibitors: 3*4 (Carpeted floor)	150	Per Shell Scheme	

	(4 white chairs) (1 glass table – 83cm x 70 cm) (1 basket bin) (1 wooden counter) (1 highchair) (6 wooden shelves - 30cm depth x 120cm width) (Hangers or shelf as per the requirement of different products exhibitors) 1 fascia Sufficient light Universal electric power sockets			
4. Logistics and Facilitation				
4a	<u>Shipping and Clearing of Goods:</u> Provision of facilitation and support for shipping and clearing of exhibitor goods for Pakistani exhibitors by EMC. <ul style="list-style-type: none"> • Information sharing with exhibitors about banned and/or prohibited items. • Similarly, any certificate required to bring goods in Saudi Arabia for exhibition may be informed by EMC and help exhibitors to obtain it. • Forwarding agent and the exhibitors will be managed by the EMC. • Shipment to agreed storage area of exhibits will be arranged by the exhibitor. However loading/unloading and labor at the warehousing facility and exhibition venue will be done by EMC • Any payment related to the Shipment/clearance/custom duties must be covered by the exhibitor. • Delivery from storage to the exhibitor stands will be the responsibility of the EMC. 	Lump Sum	Lump Sum	
5. Marketing of Event				

5a	<u>Allocation of dedicated marketing team:</u> EMC will allocate a dedicated marketing team to have a strong database of local importers who will be invited for B2B during the event. Target is to generate 8,000-10,000 visitors' traffic and 9-10 B2Bs for each exhibitor.	Lump Sum	Lump Sum	
5b	Website will be created with all the relevant material about the Event, including a counter for all visitors on the website.	Lump sum	Lump sum	
5c	Social Media Platforms will be utilized for the marketing of the event and promotion of the website. Online advertising campaign of the whole event will be created and launched, immediately after award of contract till conclusion of event. Social posts will be created and organic page growth managed and updated. Social Media Platforms: Facebook – 5 posts per day YouTube – 1 video per day X (formerly Twitter) – 10 tweets per day LinkedIn – 2 posts per day Instagram – 5 posts per day TikTok-03 videos per day Telemarketing – All registered attendees queries will be attended by Event Management Company and remind them of opening times and to attend the event.	Lump Sum	Lump Sum	
5d	Source and establish a matchmaking software which can be used to connect all B2B and G2G meetings in build up to exhibition and schedule all B2B, And G2G meetings onsite.	Lump sum	Lump sum	
5e	Android and iOS Application for matchmaking and for all information related to the event	Lump sum	Lump sum	
5f	2 x Press releases in the local print media will be launched on a weekly basis from the award of the contract till the start of the event. 1 x press release on daily basis during the event. 1 x press release after conclusion of the event.	As per Actual	Per press release	

5g	3 x billboards/digital billboards for one month, ending till the conclusion of the event, will be hired. Event Management Company will be responsible for selecting the billboard location with approval of procuring agency. Local Government approval fee, printing of material and display will be done by Event Management Company.	On Actual Basis	Per billboard	
5h	15x steamers/digital screens for one month, ending till the conclusion of the event. Event Management Company will be responsible for selecting the location with approval of procuring agency. Local Government approval fee, printing of material and display will be done by Event Management Company.	On Actual basis	Per screen	
5i	Invitation and facilitation of national /international media personnel for the coverage and press conference during the event. 10 x Electronic Media 5 x Print Media	15 medias	Per media type	
6. Miscellaneous				
6a	20 x security guards for the entrance of exhibition points for 3 days.	20 security guards	Per security guard per day	
6b	30 x Janitorial and cleaning services for three days	30 workers	Per worker per day	
6c	30x Guest Relation Officers (GROs) for three days	30 GROs	Per GRO per Day	
6d	Secretariat setups and build up at the venue. 1 x office (Minister for Commerce) 1 x office (CE TDAP) 1 x office (TDAP/MoC Team) Accessories: 1 x laptop for each office 1 x printer for each office Office stationery for each office	Lump sum	Lump sum	
6e	Sound System required for all Events	Lump sum	Lump sum	

7. Printing				
7a	Different kinds of passes/badges for delegates, exhibitors, officials, service providers etc. in good quality hard lamination	As per requirement by organizers	Per card	
7b	Reception/Hospitality Desk Ambiance (standees ,Hanging Banners, Booth Locater Screen)	Lump sum	Lump sum	
7c	Show catalogue designing and publishing of 2000 copies.	2000 catalogues	Per catalogue	
7d	Designing and printing of Pakistan Country Profile-1000 copies	1000 copies	Per copy	
7e	Designing and Printing of marketing flyers-2000 copies	2000 copies	Per copy	
7f	Designing and manufacturing of Award Shields(50 Shields)	50 shields	Per shield	
8	Inauguration of SCE- Ribbon Cutting ceremony, complete set up, Backdrops of Ribbon Cutting Ceremony, Media Coverage and Press release and press conference.	Lump sum	Lump sum	
9	Photos and Videos 2 x video camera operators using Full HD cameras will be hired to generate video footage and content from across the exhibition, conference, cultural night and gala dinner. This will include wireless mics, which will be used for participant interviews and also a drone cam to generate aerial shotsthroughout the event. There will also be one photographer on hand to take still pictures across the entire event. Post event production of the video content will be included and final video will require Government of Pakistan approval before finalizing.	Lump sum	Lump sum	
10a	An e-registration system will be generated to register visitors/exhibitors/guests online, and maintain their overall data.	Lump sum	Lump sum	
10b	Hiring and provision of registration services for all attendees to the exhibition. On-site registration will	2 registration points	Per registration point	

	include 2 registration points at the exhibition entrance designed in accordance with approved theme.			
11	<p>TRANSPORTATION AND LOGISTICS</p> <p>Exhibitor and Guests daily vehicle breakdown.</p> <p>8 x coaster (30 seats) – for 5 days</p> <p>5 x Vans (12 seats): for 5 days</p> <p>6 x sedan (1800cc) – for 5 days</p> <p>Vehicles should not be more than 3 years old.</p> <p>Additional saloons on standby for days of event in case of use by officials.</p>	19 vehicles	Per vehicle type per day	
12	<p>INTERPRETER SERVICES</p> <p>Translation services</p> <ul style="list-style-type: none"> • Language interpretation Services (40 Interpreters; Fluent in English and Arabic) 	40 interpreters for 3 days	Per interpreter per day	

Technical Criteria for Selection of Event Management Company for Single Country Exhibition, Jeddah, Kingdom Of Saudi Arabia (5th -7th February, 2025)

	Parameters against which technical evaluation shall be done	Scoring Brackets	Total points allocated
1	Company Profile		25
1.1	No. of Years in Exhibition Management Business:		
	< 5 years	0	
	≥ 5 < 7 years	4	
	≥ 7 ≤ 10 years	6	
	> 10 years	8	
1.2	International Affiliations & certifications:		
	No affiliations or certifications with international associations in the field and certifying agencies	0	
	General affiliations and certifications only which are not related to exhibition management like ISO etc.	3	
	Affiliations with Exhibition Management Associations / bodies and certifications related to the field showing recognition of expertise in the field.	7	
1.3	No. of employees, Relevant Qualifications and experience of team Assigned		
1.3.1	Number of permanent employees		
	Number of employees ≥ 7 < 10	2	
	Number of employees ≥ 10	5	
1.3.2	Relevant Qualifications and experience of team assigned for event		
	Not related to exhibition management but experienced	0	
	Relevant to exhibition management with ≤ 5 years' experience in the Field	3	
	Relevant to exhibition management with > 5 years' experience in the Field	5	
2	Relevant Experience		30
2.1	Established own International Exhibition Brands in Saudi Arabia		
	≤ 2	0	
	> 2 ≤ 5	5	
	> 5	10	
2.2	<u>B2B exhibitions in Saudi Arabia as Exhibition Organizer</u>		
	≥ 2	2	
	≥ 3 ≤ 5	5	
	≥ 6 ≤ 9	7	
	≥ 10	12	
2.3	<u>Exhibitions organized in GCC/Middle Eastern region</u>		
	> 2 ≤ 5	3	
	> 5 ≤ 7	5	
	> 7	8	
3	Proposed Work Plan		20

3.1	Conformity to schedule of requirements / TORs, expected work plan, and creative works. (Presentation (15 min) on proposed work plan may be asked subject to decision of the procuring agency)		
	Proposed work plan not relevant to schedule of Requirement / TORs, items at Financial Bid and expected work plan	0	
	Proposed work plan is fairly satisfactory to the requirements given in Bidding documents	7	
	Proposed work plan is satisfactory to the requirements given in Bidding Documents	14	
	Proposed work plan is outstanding to requirements given in Bidding Documents	20	
4	Financial Strength of the Firm		25
4.1	Audited/certified accounts for the last 5 years showing annual average turnover:		
	Audited/certified accounts for the last 5 years showing annual average turnover equivalent to US Dollars 500,000	10	
	Audited/certified accounts for the last 5 years showing annual average turnover equivalent to (> US Dollars 500,000 ≤ US Dollars 1,500,000)	15	
	Audited/certified accounts for the last 5 years showing annual average turnover equivalent to (> US Dollars 1,500,000 ≤ US Dollars 3,000,000)	25	
	Total	100	

Qualifying Marks: 70

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