# Capexil – Sponsored by Ministry of Commerce & Industry, Govt of India

# NEW DELHI

# Request for Expression of Interest (EOI) for hiring an Event Management Company (EMC) for “CONSTRUCTION2025” Mega Exhibition on Construction Material in New Delhi / NCR during January / February 2025

 Date: 24.04.2024

The information contained in this Request for Expression of Interest (hereinafter referred to as "EOI") document provided to the Bidders, by Secretary, CAPEXIL (hereinafter referred to as the “CAPEXIL”), or any of their authorized employee, is provided to the Bidder(s) on the terms and conditions set out in this EOI document and all other terms and conditions subject to which such information is provided.

CAPEXIL invites expression of interest from reputed Event Management firms of national and international repute for supporting and organizing end to end, Global Mega Exhibition in Delhi, which is scheduled to be hosted in Jan or Feb 2025.

The document can be downloaded from the website <https://www.capexil.org> or through request at media@capexil.in. Response to this Request for Expression of Interest (EOI) shall be deemed to have been done after careful study and examination of this document with full understanding of its implications.

The last date of submission of EoI is 10th May, 2024, 3.00 pm through online submission at media@capexil.in

Secretary

CAPEXIL,

4th Floor, Vandana Building,

Tolstoy Marg,

New Delhi 1

Landline 01123356703

 01123711479

# Invitation

The information contained in this Request for Expression of Interest (hereinafter referred to as "EOI") document provided to the Bidders, by Secretary, CAPEXIL (hereinafter referred to as the “CAPEXIL”), or any of their authorized employees or advisors, is provided to the Bidder(s) on the terms and conditions set out in this EOI document and all other terms and conditions subject to which such information is provided.

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| SN | Particulars |  |
| 1. | EOI Document Availability (zero date) on CAPEXIL Website  | 25th April 2024 |
| 2. | Last date for receiving queries | 29th April, 2024 upto 05:00 PM |
| 3. | Response to queries | 2nd May 2024 |
| 4. | EoI Submission Due Date | 10th May 2024, 3 PM |
| 5. |  Declaration of EoI List | 10th May 2024 05:00 PM |
| 6. | Website for EoI documents | www.capexil.org |
| 7. | Contact Details | SecretaryCAPEXIL4th Floor, Vandana Building,Tolstoy Marg, Connaught Place,New Delhi 110001 |
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| Note: |

* 1. The CAPEXIL reserves the right to change any schedule of process. Please visit the CAPEXIL website mentioned in document regularly for the same.
	2. Proposals must be received not later than time, date and venue mentioned in the Fact Sheet. Proposals that are received after the deadline WILL NOT be considered in this procurement process.
	3. In case the queries are multiple and from many prospective bidders, then CAPEXIL reserve the right to address their queries through online meeting, the link of which will be shared with concerned in due course of time.

# Background

* 1. **About CAPEXIL (Council sponsored by Ministry of Commerce & Industry)**

CAPEXIL (formerly known as Chemicals and Allied Products Export Promotion Council) was set up on March 28,1958 by the Ministry of Commerce & Industry, Government of India to facilitate export of Chemical based and allied products. Over the last four decades, it has emerged as a mega organization of about 4500 members spread over Bharat.

As India embarks on the ambitious goal of becoming one of the leading trading hub in the world whose share in global trade is expected to cross 10% and an aim to achieve exports to GDP ratio of 25% by 2047. CAPEXIL also envisage to contribute in achieving 5 trillion economy of India by 2030. It is imperative that construction material, which is the main basked of products within the domain of CAPEXIL, is the most pivotal sector of our economy and support the objective of “Infrastructure Development” by Government of India. The CAGR of CAPEXIL products in last 5 years has shown growth of more than 5%. To give impetus to growth of its exports, CAPEXIL intends to organize a world class global exhibition of international standards on Construction Material in Delhi, India.

**VISION**

The vision of CAPEXIL is to catalyze the development and promotion of India’s exports of a wide spectrum of Chemical based allied products including minerals and ores, and thereby stimulate the country’s economic growth.

**MISSION**

CAPEXIL’s mission is to

* Understand wholeness of international trade and guide / assist the Indian business community to top up their exports, attain and sustain a pre-eminent global standing.
* Act as an intermediary in establishing business contacts between foreign importers and Indian exporters as to provide a two-way service as global trade facilitator and
* Undertake various promotional measures to promote our exports.

# Objective

CAPEXIL invites proposals from reputed Event Management Companies (EMC) to provide services as defined in the Scope of Work mentioned in the EoI.

The objective is to partner with an Event Management Company (EMC) that has an expertise in arranging space, organizing entire event, providing hospitality, wide publicity, road shows, management of end to end activities of event including security of the world class global event under the brand name of CAPEXIL. The EMC must be committed to meet the exclusive expectations of the Government of India and the CAPEXIL whilst maintaining high standards of quality and professionalism.

The exhibition would be organized under the brand of CAPEXIL. CAPEXIL would encourage its member exporters to participate in exhibition. The revenue generated by Event Management Company would be shared with CAPEXIL.

# Scope of Work

The Event Management Company (EMC) will provide creation of appropriate ambience, selection of appropriate exhibition grounds, sourcing space, setting up stalls and layout, designing of stalls, all hospitability services, transportation, provision of event branding through hoardings, website hosting and provision of Road Shows in India and Abroad, wide publicity through audio, video, social network etc., arrangements of all requisite services at designated venues (including managing branding at Exhibition Hall, meeting venue, excursion site etc), conferencing requirement and meeting venue, other delegates requirements, manpower requirements, cultural program and excursion related logistics. Around 2000 importers will be invited and more than 1000 participants will exhibit their products.

# The EMC has to work in close coordination with Designated Steering Committee of CAPEXIL for organizing event, any other agencies engaged by CAPEXIL and CAPEXIL officials, and above all with the Officials of Government of India from Ministry of Commerce and Industry, and any other joint partners for organizing the event.

Event Management Firms/Companies shall be responsible for organizing and managing events from conception to completion stage. The scope of activities would include the following\*:

* + 1. Present 3 themes for the events being organized in consonance with the theme “Construction” through its detailed plan;
		2. Conceptualize the Event Plan for exhibition based on the venue and the requirements for more than 2000 importers and 1000 exhibitors
		3. Maintain a universal theme for all aspects of the Event execution
		4. Create the Event Execution Plan for executing the Event indicating the timelines with the respective milestones along with detailed specifications of works to be carried out
		5. Complete Solution to the various aspects of the event such as obtaining various permissions/approvals from various Govt. Departments, etc.
		6. Conceptualize and plan the event for all the dignitaries for the events and brandings at Exhibition and connected programs
		7. Designing & layout of the Stalls, Designing & Developing Theme Areas, Complete Branding of the Exhibition, etc.
		8. Sale of exhibition space, inviting exhibitors, inviting importers, organizing road shows (if any), publicity through social media, FM Radio, separate website development, hosting dinner for dignitaries etc.
		9. Audio-Video recording arrangements of Programs during the exhibition with a promotional movie also.
		10. Designing creative for advertising and promotional activities
		11. Promotion and publicity of the event through various online and offline platform
		12. Execution of 360-degree mass media campaigns through offline, online and social media etc.
		13. The applicant organization must have full-fledged creative team. The organization must be capable of conceptualizing, designing, fabricating, executing and supervising the requisite infrastructure, fabricated structures, various events and activities relating to organizing world class global exhibition in India
		14. While the above-mentioned activities are to give an idea on the nature and type of work involved, however, there can be any additional activities of similar nature, which the firms/companies would be required to undertake, based on the requirements of the event.
		15. The quality of the services is extremely critical and as part of their proposal the bidder/proposer should demonstrate core competencies/strengths on the above key aspects including adherence to quality and timely execution.

\*NOTE : The above list is illustrative

# Staffing:

Employ well trained and adequate manpower who are capable of efficiently handling the responsibilities assigned to them.

The detailed scope, team composition and exhibition duration would be defined in the RFP stage.

# Criteria for Short listing

The bidder must possess the requisite experience, strength and capability in providing the services necessary to meet the requirements as described in the tender documents. The bidder must also possess the technical know-how and the financial resources that would be required to successfully provide the services sought by the CAPEXIL, for the entire period of the contract. The EOI is open to all bidders who qualify the eligibility criteria as given below:

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| --- | --- | --- |
| **Criteria** | **Requirements** | **Documentary Evidence** |
| Legal Entity | The applicant shall be a single entity, registered as a Company under the Companies Act 2013 or Companies Act, 1956, Partnership Firm registered under the Indian Partnership Act, 1932, LLP registered under the Limited Liability Partnership Act, 2008 or a Society registered under the Societies Registration Act, 1860 & should have been in existence in India for the last five years. | Certificates ofRegistration/ Incorporation. |
| Financial Capacity | The bidder should have a minimum average annual turnover of INR 50 crore for 3 years in any of the previous 05 financial years (FY 2018-2019, FY 2019-2020, FY2020-2021, FY 2021-2022, FY 2022-23, FY 2023-24) | Certificate from statutory auditor/Audited financial statements for the 5 previous financial years (FY 2018-2019, FY 2019-2020, FY 2020-2021, FY2021-2022, FY 2022-23 and for FY 2023-24 (unaudited or audited as available for 23-24) |
| Bidder Experience | The organization should have executed at least 5 Global / International Exhibitions Events of more than Rs. 05.00 Crores including One Event for any government/PSU event during last 3 F.Ys. | Letter of Award / Agreement / work order/ duly certified by the authorized signatory of the bidding company along with event brochures / circular / any other promotional material to be enclosedin support of the project |
| Bidder Experience | Preference will be given to the bidders who have already organized end to end exhibition for a council under Ministry of Commerce & Industry or for Ministry of Commerce & Industry | Letter of Award / Agreement / work order/ duly certified by the authorized signatory of the bidding company along with event brochures / circular / any other promotional material to be enclosedin support of the project |
| Employee Strength | The applicant must have at least 150 skilled manpower on organization payrollspecializing in executing the various activities in the defined scope of work. | Certificate from the HR/ Head of the Firm and resumes of 5 Key resource Heads with therelevant expertise |
| India Presence | Should have offices in a minimum of 2 Metro Cities in India. | Self-certification letter with office locationsclearly specified. |
| Blacklisting | Firm must not be disqualified /blacklisted/ terminated/ debarred by any State/Central Government or their agencies | Self-certification. Falsification and non-disclosure will lead to disqualification from the evaluation process |

# Evaluation Process

* 1. The Steering Committee of CAPEXIL shall evaluate the responses of the bidders.
	2. The Steering Committee shall evaluate the responses to the EOI and all supporting documents / documentary evidence. Inability to submit requisite supporting documents / documentary evidence, may lead to rejection.
	3. The decision of the Steering Committee in the evaluation of responses to the EOI shall be final. No correspondence will be entertained outside the process of evaluation with the Committee.

# Instruction to the Bidders

* 1. **Submission of EOI Responses**

The last date of submission of EoI is 10th May 2024, 3.00 pm.

EoI shall only be submitted online through email at media@capexil.in. The evaluation will be done by the Steering Committee based on the documents submitted online. The Steering Committee reserves the right to invite the bidders for interactions and presentations.

All bidders must submit complete documents along with Annexure I and II.

# EoI Preparation Costs

The bidder shall be responsible for all costs incurred in connection with participation in the EOI process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of EoI, in providing any additional information required by the CAPEXIL to facilitate the evaluation process and other costs related to the bid process. The CAPEXIL will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

# Language

The Proposal should be filled by the bidders in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the documents, the English translation shall govern.

# Late Submissions

* + 1. Hard copy of EoIs received after the due date and the specified time (including the extended period if any) for any reason whatsoever, will not be entertained and will be returned unopened.
		2. The EoI submitted by telex/telegram/fax/post or other than email notified to all, etc. shall not be considered. No correspondence shall be entertained on this matter.
		3. The CAPEXIL reserves the right to modify and amend any of the above- stipulated condition/criterion depending upon project priorities vis-à-vis urgent commitments.

# Other Terms:

* 1. The CAPEXIL, their employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the EOI document.
	2. The CAPEXIL will issue the Request for Proposal (RFP) document only to the shortlisted bidders, as would be shortlisted based on this EOI document. The detailed technical evaluation criteria would be specified in the RFP document.
	3. Right to reject any or all Expressions of Interest - Notwithstanding anything contained in this document, the Authority reserves the right to accept or reject any EOI and to annul the Selection Process and reject all EOIs, at any time without any liability or any obligation for such acceptance, rejection or cancellation.
	4. The CAPEXIL reserves the right to reject any Expression of Interest, if
		1. At any time, a material misrepresentation is made or uncovered, or
		2. The EMC does not provide, within the time specified by the CAPEXIL, the supplemental information sought by it for evaluation of the Expressions of Interest.
	5. At any time before the submission of Expression of Interest, the CAPEXIL may, whether at its own initiative or in response to a clarification requested by a potential EMA, amend the EOI by issuing an Addendum / Corrigendum, which shall be uploaded on website [www.capexil.org](http://www.capexil.org) only and also may extend the deadline for submission of Expressions of Interest.
	6. In case of any dispute arising out of this proposal, the decision of the President of CAPEXIL shall be final and binding.

# Annexure 1: Format of Criteria for Short listing

(Use additional sheets, as appropriate, to provide sufficient information about short listing criteria)

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| --- | --- | --- |
| 1. | Name and Address of the Organization: |  |
| 2. | Telephone No.: | Fax No : | Website: |
| 3. | Contact Person, Contact Details and E-mail ID: |  |
|  | Type of Legal Entity: | Company or LLP? |
| 4. | GST (Copy to be enclosed) | Pan (Copy to be enclosed) |
| 5. | Financial Capacity (as per the audited statements): |
| Year | FY1 | FY2 | FY3 |
| Total Turnover of qualifying year |  |  |  |
| Turnover from national / international events like exhibitions / BSM |  |  |  |
| 6. | a. Details of Eligible Projects: Experience in Event Management services(years)with proof: |
| 7 | Sr. | Name of | Name of | Brief Scope | Start & End | Project cost |
| Project | Client |  | Date |  | (Rs. Crores) |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| 8 | Total No. of Employee Strength | Total No. of Employee in Event Management Services |
| 9 | Worldwide presence and Presence in India | Location and address of offices |
| 10. | Any other details in support of your fulfilling Qualification Criteria: |
| Details of Contact Person Name:Designation:Contact tel. No.:Mobile no.:Faxno.:Email id:Postal address: |

(Attach the necessary Documentary Evidence, as per this EOI document)

# Annexure 2: Experience of the bidder (for each project)

|  |  |
| --- | --- |
| **Event Name** | **Country** |
| **Project Location within the****country:** |  | **Name of Event:****No. of Exhibitors:****No. of business delegates: No. of Participants:****Cost (Rs. In Crore)** |
| **Nature of the client:** |  |
| Start Date (Month/Year) | Completion date (Month /year) | Approx. Value of ServicesDate (Month/Year) |
| Description of the Project: |  |  |
| Description & Samples (if any) of Actual Servicesprovided: |  |  |

This is to certify that the above information has been examined by us on the basis of Documents viz. Letter of Award/Agreement, duly certified by the authorized signatory of the bidding company / Chartered Accountant to be enclosed in support of conducted summits and found correct.

(Signature, Address, Seal & Membership No. of Chartered Accountant) OR (Signature of the Authorized Signatory)

Note-: Documents viz. Letter of Award/Agreement, duly certified by the authorized signatory of the bidding company/Chartered Accountant to be enclosed in support of projects. In addition, samples of creatives, video links etc. also needs to be furnished as sought hereinabove.

Signed and stamped by key authorized officials