

**“APPAREL EXPORT PROMOTION COUNCIL”**  
**E- TENDER FOR**  
**HOLDING BUYER SELLER MEET AT SEOUL, SOUTH KOREA**  
**29 - 30 SEPTEMBER, 2022**

Ref. Tender No: **AEPC/HO/BSM- South Korea/1362 /2022-23**

**August, 5, 2022**

**QUOTATION FOR HOLDING BUYER SELLER MEET AT SEOUL, SOUTH KOREA**

Apparel Export Promotion Council (AEPC), is a nodal body of Indian apparel exporters and provides assistance to Indian Garment Exporters and importers / international buyers to facilitate apparel trade between India and other parts of the world. AEPC currently has over 8000 member exporters who deal in garment exports.

As a part of its export promotion programme for the F.Y. 2022-23, AEPC will be organizing “**Buyer Seller Meet at Seoul, South Korea**” in the Month of September, 2022, as per details given below:-

<b>Venue / City/Country</b>	<b>Dates</b>	<b>Days</b>
Seoul, South Korea	Set-up Day:- 28 <sup>th</sup> September, 2022 BSM Day:- 29 <sup>th</sup> & 30 <sup>th</sup> September 2022	(Wednesday ) (Thursday & Friday)

About 25 leading garment and Accessories exporters shall participate and exhibit their latest collections for Mens wear, Womens wear and Children Garments along with fashion accessories (scarves, stoles, shawls etc.). Therefore, we are looking for reputed agencies to whom co-ordination work could be assigned.

**A. SCOPE OF THE WORK & TERMS OF REFERENCE**

We are in the process of selecting a PR agency which can handle the following jobs with regard to organization of BSM at Seoul, South Korea:-

1. To plan and implement AEPC’s Buyer Seller Meet (BSM) in South Korea by actually bringing reputed garment buyers (wholesalers, departmental stores, chain stores, importers etc) on the proposed dates in specified number.
2. Issuance of Visa invitation letters for participants / delegates / Official coordinators for getting the visa issued from Embassy of South Korea in India.
3. Arrangement for hiring interpreters for the participants and visiting delegates of AEPC/ Ministry of Textiles, Govt. Of India.
4. Fixing and confirming meetings for delegates with the Mission and with prominent buyers South Korea at Seoul.

5. Hotel arrangements for delegation and participants, arrangement for local transport for delegation and participants.
6. Launching a separate Website in Korean Language for the event for registration of the buyers to attend the BSM and also the company profiles of the exhibiting exhibitors would be uploaded on the website.
7. Tele calling & Coordination for publicizing the event to reach the Korean garment buyers for maximum footfall in the BSM at Seoul, South Korea. The agency should have sufficient database of the Korean garment / fashion accessories importers, who can be invited in the BSM.
8. Coordination with the Hotels / Exhibition Hall at Seoul for booking the space/ hall for organizing the BSM and construction of about 25 booths of 9 sq. mtrs each in the BSM.
9. The number of booths can be increased / decreased as per the number of booths confirmed by the exhibitors.
10. Arrangement for lunch /tea/coffee / water for participants at the venue Seoul, South Korea.

## **B. BASIC QUALIFICATIONS OF THE BIDDERS**

1. The bidder should have experience of handling similar 2 Trade Shows/ Buyer Seller Meets with minimum 25 exhibitors. Please attach copies of work done previously in the last two years and also attach order copies of the clients.
2. The bidder must possess good database of active apparel & apparel accessories buyers
3. The bidder should be capable of ensuring presence of about 100 different garment/ garment accessory buyers during the BSM.
4. AEPC reserves the right to reject or accept any or all application(s) without assigning any reasons(s).
5. AEPC reserves the right to increase and decrease services in Tender documents.
6. The turnover of the company for the last 2 years duly certified by a Chartered Accountant should be submitted along with Annexure –I. A copy of PAN card and Registration Certificate (GST/VAT etc.) should be enclosed.
7. An Earnest Money Deposit of Rs.1,60,000/-(in case of foreign companies USD 2000) must be submitted along with tender document with **Annexure – I** in the form of Bank Draft / RTGS / Bank pay order / Bank Guarantee in favour of Apparel Export Promotion Council, Gurgaon. The SWIFT details of AEPC as follows:

**Beneficiary : Apparel Export Promotion Council**  
**Bank Name : Indian Overseas Bank**  
**Account No : 180401000004000**  
**Address : Apparel House, Sector-44, Institutional Area, Gurgaon- 122003 (Haryana), India**  
**Branch Code : 1804**  
**SWIFT : IOBAINBBE36**

**The bank charges shall be in the account of the PR agency/sender and AEPC should receive USD 2000 in their account.**

8. The L-1 bidder will be granted the contract in the USD currency. **L-1 amount of the total quote for the item mentioned in Annexure-II of the Financial Quote shall be taken into consideration.** However at the time of releasing the payment if the L-1 bidder is based in India, then the payment would be released in INR and the conversion from USD to INR would be taken at the Reserve Bank of India's rate applicable on the date of release of payment. However, payment to the vendor located outside of India will be made in USD or any other foreign currency after fulfilling the formalities as per Reserve Bank of India Taxation norms.

#### **C. TIME – FRAME AND DELIVERABLES**

The duration for the work is about 2-3 months from the date of placement of the work-order. The selected agency would be required to submit a detailed report after the completion of show but within 10 days after completion of the show. The report must include complete database of actual buyers to the BSM with their contact details (email, mobile, telephone, address etc.) and all original visiting cards also. The PR agency shall provide a detailed report about confirmation of buyers.

Note: Proportionate charges will be deducted from the total payment if the footfall of the buyers is not achieved of 100 in numbers.

The release of payment shall be linked with the confirmation of buyers at different stages. AEPC also has the right to ask the report from PR agency whenever required.

#### **D: Payments Terms:**

Sl. No	Amount to be released	Particulars	Remarks
1	50% of Contract value	On signing of the contract and after confirmation of conditions given at remarks	The payment shall be released after confirmation of booking of Venue at Seoul, Stall contractor and launching of exclusive AEPC website in Danish for Buyers registration
2	30% of contract value	By 20 <sup>th</sup> September, 2022 and after confirmation of condition given at remarks	Upon providing a list of confirmed 70 buyers who would visit the BSM at Seoul, South Korea
3	20% of contact value	After the event	Upon satisfied conclusion of the BSM and after submission of report

## **E. Liquidated Damages and completion of work**

For the BSM at Seoul, South Korea in September, 2022, work must be completed by 5.00 PM on 28<sup>th</sup> September, 2022 in all respects. If the vendor is unable to complete the work during the stall construction day of 28<sup>th</sup> September, 2022 in all respect and leaves the job without completing it, thereby compelling AEPC to get the job done from other vendor, in that case, the vendor will be liable for the following:

- i) The EMD of Rs. 1,60,000/- (USD 2000) will be forfeited along with the performance guarantee.
- ii) The equivalent additional amount, which will be paid by AEPC to the new vendor for doing the remaining job, will be charged by AEPC from the vendor (original vendor) OR 10% penalty of the total contract value, whichever is more, will be deducted / charged from the original vendor's balance payment.

## **SUBMISSION OF BIDS**

The bidder should be submitted their e-quotation by 21<sup>st</sup> August, 2022 (up to 1.00 P.M. at the e-mail ID [tender@aepcindia.com](mailto:tender@aepcindia.com) (Please do not mark any CC and BCC to any other email).

The quotation should include all taxes/GST for the above jobs as per attached **Annexure – II along**-with the terms of payment. Payment to the selected vendor will be done as per Reserve Bank of India norms. Please attach details of the previous similar events organized by your company along with names of the clients for which these events was organized along with photographs in Annexure – I Technical quote.

Warm regards,

J.S. Rana  
Joint Director  
Apparel Export Promotion Council  
{ Sponsored by Ministry of Textiles, Govt. of India }  
Apparel House, Institutional Area, Sector-44,  
Gurgaon-122003, Haryana, India.  
Phone-0124-2708000-3, 2708191, M-9910035722  
E-mail [jsrana@aepcindia.com](mailto:jsrana@aepcindia.com)

**Annexure - I**

**AEPC's Buyer Seller Meet (BSM) at Seoul, South Korea from 29- 30 September, 2022  
(TECHNICAL BID)**

1. Name of the Company :
2. Address, Contact details :
3. Contact person & Designation :
4. Turnover of the Company for the financial year :  
FY 2021 - 22 :  
FY 2020 -21 :  
(Attached certificate duly certified by Chartered Accountant)
5. Attach copy of Registration (GST / VAT etc.) :
6. Work Experience  
(Attach proof of previous similar work done in 2 International events of minimum 20-25 stalls along with copies of the work orders issued by client for satisfactory completion of jobs)
7. EMD Details  
(Attach details of EMD –DD/PO/RTGS) :

I declare that all the above details mentioned are correct and true to my knowledge and any of the above details found false or incorrect in future will make me ineligible for getting the contract and I shall be liable for any legal action taken by AEPC in this regards.

(Signature)

Name of the person \_\_\_\_\_

Name of the company \_\_\_\_\_

Company's stamp

Place:

Date :

Annexure – II

AEPC's Buyer Seller Meet at Seoul, South Korea from 29 – 30 September, 2022

Quotation to be given on the letterhead of the company duly stamped & signed in a separate envelope

Particulars	Quote in US \$
<b><u>Seoul, South Korea</u></b> <b>Set-up Days:- 28<sup>th</sup> September, 2022</b> <b>BSM Days :- 29<sup>th</sup> and 30<sup>th</sup> September, 2022</b>	
<b>A. Tea / Coffee/ Water/ Lunch for exhibitors</b>  Ø 29 <sup>th</sup> and 30 <sup>th</sup> September, 2022 (two days) Ø Permanent Tea/ Coffee/Water with cookies for 110 pax per day Ø Buffett's lunch for 55 pax per day (Menu options with quote)	
<b>B. Items to be provided in each booth (Total Booths = 25 Nos + one booth of AEPC's) *</b>	
<b>Booth size 3 x 3 mts (9 sq. Mts.) at Seoul</b> Ø 9 sq.mtr. Stand with partition walls on all three sides in octonorm system. The color of partition walls will be white/Cream and 2.5 m high Ø Needle punch standard Carpeted booth Ø 12" (h) Front fascia name panel with text in black colour and logo in colour Ø 8 Spotlights in each stall (20 watts LED /CFL each) Ø 7 hanger rails & 2 Wooden Shelves or 9 Hanger rails (for garment booth)/ 9 Wooden Shelves (for Accessories booth) {each Hanger rail length – 1 mtr. Wooden shelves size – 100 cmL x 30cmW} Ø Electric connection socket (shucko type) Ø 150 plastic hangers (top – 125 nos. & bottom - 25 nos.) Ø One round table (~0.7mD x ~0.75mH) Ø 3 black leather chairs Ø Wastebasket Ø Half body mannequin - one <b><u>AEPC booth: One booth will be made for AEPC with following items:</u></b> - Sofa set with 5 seats - 1 Coffee Table	
<p>* <u>[The number of booths can be increased or decreased and the final payment will be made as per actual number of booths made during the BSM.]</u> Please quote for each booth separately.</p> <p>The charges for cleaning, dismantling of booths, electrical consumption in the event, carpet removal, transport charges for organizing the BSM etc. should be included in the quote</p>	

<b>C. Publicity &amp; Logistics</b>	
Ø Tele marketing for inviting buyers as per database of the PR agency (This includes cost of purchase of database if any) Ø E-invite to be sent to the buyers Ø Launching of AEPC's BSM website in Korean language and on-line registration of buyers Ø Hiring of 8 Nos. of English & Korean speaking hostesses at Seoul for total 2 days Ø Welcome Standees direction Banners for buyers - 4 nos. at venue Ø One Registration desk with registration item (Lap Tops, Badges etc) Ø Videos and still photographs are to be provided alongwith the Report	
<b>D. Agency fee</b> (including all charges of travel, hotel stay, mobile phone charges etc.)	
<b>TOTAL AMOUNT [ A+B+C+D]</b>	
<b>VAT / GST</b>	
<b>TOTAL AMOUNT</b>	

(Signature)

Name of the person

Name of the company & Company's stamp

Place & Date

### **OTHERS**

1. In case of any dispute, decision of Chairman, AEPC shall be final and binding
2. The losses to the AEPC, if any which are directly attributable to the agency shall be deducted from the bills
3. In case of any dispute or difference arising in relation to meaning or interpretation of the agreement, Chairman, AEPC would be the final arbitrator. The decision of the arbitrator shall be final and binding on both the parties.

### **RIGHTS OF AEPC**

- (i) AEPC reserves the right to accept / reject the offers received, or call for any additional information /clarification, or modify / cancel the bidding process, if so required, without assigning any reasons whatsoever.
- (ii) AEPC reserves the right to cancel/terminate the agreement any time without assigning any reason.

**OTHER TERMS AND CONDITIONS:**

1. Confidentiality of any data and information provided by AEPC and other agencies to the Vendor should be maintained.
2. The buyers data will be the sole property of the AEPC; any portion or part of the data should not be produced / published or sold to others.
3. All disputes/interpretation and other matters if any, concerning this agreement in any manner whatsoever shall be subject to final decision of the AEPC.
4. Governing Law and Jurisdiction: This agreement shall be governed by the laws in India and shall be subject to New Delhi jurisdiction.

**FORCE MAJEURE:**

The failure to fulfill any of its obligations hereunder shall not be considered to be a breach of, or default insofar as such inability arises from an event of Force Majeure. For the purpose of this RFP “Force Majeure” means an event which is beyond the reasonable control of the AEPC and is not foreseeable.

**CERTIFICATE**

It is certified that:

1. The information given above is TRUE to the best of my knowledge. The Vendor shall stand liable for any information given above which is later found to be FALSE.
2. We are interested to undertake the execution of Buyer Seller Meet, South Korea.
3. I am competent to sign this Certificate.

**(Signature of the bidder)**

**Name:** \_\_\_\_\_

**Designation:** \_\_\_\_\_

Place:

Date:

Seal of the Vendor: