

18th May 2023

Ref. Tender No: AEPC/HO/RBSM- AUSTRALIA & NEW ZEALAND/2023 -24

E-TENDER FOR SELECTION OF PR AGENCY FOR MOBILIZING 60-75 AUSTRALIAN & NEW ZEALAND BUYERS FOR THE RBSM AT APPAREL HOUSE, GURGAON (22-23 AUGUST, 2023)

Dear Sir / Madam,

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 program for the F.Y. 2023-24, AEPC will be organizing “**Reverse Buyer Seller Meet at Apparel House, Gurgaon, India** during 22-23 August 2023 as per details given below:-

Venue / City/Country	Dates	Days
Apparel House, Gurgaon, India	Set-up day: 21 st August 2023 RBSM Days: 22 nd – 23 rd August, 2023	Monday Tuesday & Wednesday

60-75 Australian & New Zealand importers/buyers need to be invited for the RBSM. In this context, AEPC is looking forward to hire a reputed PR agency to handle co-ordination work for facilitating the RBSM.

A. Scope of work of PR agency would be:-

1. Mobilization of 60-75 Australian & New Zealand genuine buyers purely in the Garment category.
2. Market and wide publicity of the event in Australia & New Zealand to ensure relevant buyers participation.
3. To conduct a webinar by a local Australian & New Zealand consultant on Export opportunities for Indian garment companies in Australia and New Zealand. Webinar to be conducted before the event to generate relevant exhibitors for the event
4. Coordinate with Australian & New Zealand buyers to encourage them for B2B meetings during the RBSM.
5. Extend interpreter facilitation during the RBSM as and when required.
6. PR agency will take care of the air ticket booking of buyers and submit all required documents for reimbursement of airfare to AEPC i.e. copy of the ticket, agency invoice, boarding pass and copy of passport with immigration stamp.
7. PR agency will facilitate the issuance of visas to the visiting buyers.
8. PR agency will ensure the presence of all approved buyers in the RBSM.

B. BASIC QUALIFICATIONS OF THE BIDDERS

1. The bidder should have experience in handling at least two trade shows. 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 mobilizing at least 60-75 different garment and /garment accessories buyers during the RBSM.
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 Financial years duly certified by a Chartered Accountant should be submitted. A copy of PAN Card and Registration Certificate (GST/VAT etc.) should be enclosed.
7. The successful bidder will be required to deposit Earnest Money Deposit of Rs.50,000/- (in case of foreign companies US \$ 650 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 are as follows:

Beneficiary : Apparel Export Promotion Council
Bank Name : Indian Overseas Bank
Account No : 180401000003210
Address : Apparel House, Sector-44, Institutional Area, Gurgaon- 122003
(Haryana), India
Branch Code : 1804
SWIFT : IOBAINBBE36

The bank charges shall be borne by the PR agency/sender and AEPC should receive US \$ 650 in their account.

8. The L-1 bidder will be awarded the PR agency work.

SUBMISSION OF BIDS

The bidders should submit their e-quotation in the prescribed format (Annex-I) latest by 29th May 2023 (Monday) upto 1.00 PM at the e-mail ID tender@aepecindia.com

With regards,

(Neelam Seth)
Joint Director

Annexure - I

**AEPC's Reverse Buyer Seller Meet (RBSM) –Australia & New
Zealand at Apparel House, Gurugram, India from 22nd to 23rd August, 2023
(TECHNICAL CUM FINANCIAL BID)**

1. Name of the Company :
2. Address & Contact detail :
3. Contact person Name & Designation :
4. Mobile No. :
5. Email id :
6. Turnover of the Company for the financial year (USD / Rs.) :
FY 2022 – 23 :
FY 2021 – 22 :
(Attached certificate duly certified by Chartered Accountant) :
7. GST / VAT No :
(Attach copy of GST / VAT etc.) :
8. Work experience :
(Attach proof of previous similar work done in at least two international events with copies of the work orders issued by client for satisfactory completion of jobs) :
9. Quote for mobilizing 60-75 Australian and New Zealand genuine apparel buyers (in USD / Rs.) :
10. 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 the future will make me ineligible for getting the contract and I shall be liable for any legal action taken by AEPC in this regard.

(Signature)

Name of the person _____
Name of the company _____

Company's stamp

Place:
Date :