

Request for Proposal for the Service Contract for the Hong Kong Asia Fruit Logistica 2019

1. Overview of the Fair

- Title: the 13th Hong Kong Asia Fruit Logistica 2019
 - Duration: 10:00 – 17:00, September 4, 2019 – September 6 (3 days)
 - Location: Asia World Expo (亚洲国际博览馆简)
 - Scale: 36,000m²
 - Host: Global Produce Events GmbH (GPE)
 - Listing: Overall fresh agricultural products
 - Notable Point: first held in '07, it is one of the top fairs specialized in B2B for the trade of fresh agricultural products for entire Asia
- * Summary of the Fair in '18: 826 businesses from 46 countries participated / around 13.5 thousand people visited from about 70 countries



Exterior View of the Fair Venue



Interior View of the Fair Venue



3D Plan of the Korea Pavilion



The Korea Pavilion

2. Overview of the Korea Pavilion

- Purpose of Participation: to promote the quality and safety of fresh Korean crops intensively and to set a motive to increase the export to the Greater China area including Hong Kong and South East Asia.
- Participation Scale: 16 booths, 144m²
- Participating Businesses: 14 (8 aT, 6 local governments)
- Exhibiting items: Overall fresh crops including pear, grape, peach, and persimmon
- Superintendence: aT (Korea Agro-Fisheries & Food Trade Corporation)

3. Overview of the Service

- Title of the Bidding: installation, promotion, and management of Korea Pavilion at 2019 Hong Kong Asia Fruit Logistica
- Duration of the Service: from the contract date to the 30 days after the end of the event
- Contents of the Service: Overall designing, installation, promotion, and management of the Korea Pavilion
- Cost of the Service: 72,500 thousand KRW
- Event Period: September 4, 2019 (Wed) - September 6 (Fri) / 3 days

4. Installation/Promotion/Management Plan of the Korea Pavilion

가. Installation Plan

- Participation Scale and Utilization Plan

Hall	Content	Booths	Area(m ²)	Note
General Promotion Hall	Information Desk	1	9	<ul style="list-style-type: none"> ◦ Information desk – guide over the Korea Pavilion ◦ Allocate two helpers who can interpret English and Chinese simultaneously ◦ Exhibit main items from the participating businesses (Collection Hall 1) ◦ Distribute brochures ◦ Consultant support with laptops, printers, and Wi-Fi installed
	Miracle	1	9	<ul style="list-style-type: none"> ◦ Exhibit the Miracle exhibition items (Collection Hall 2) ◦ Distribute brochures
	Subtotal	2	18	
Exporting Businesses Hall	aT	8	72	◦ Exporting Businesses (8): booth of 3m×3m
	Local Government	6	54	◦ Four local governments (6 booths) –Seoul(1), Gyeonggi(1), Chungbuk(1), Jeonbuk(3)
	Subtotal	14	126	
Total		16	144	–

Essential Items to Work According to

- Plan the Korea Pavilion with wooden booths that go well with the exhibition of the fresh crops and design in a way that the image of ‘trustworthy, fresh, premium’ can be spotlighted
- **(General Promotion Hall)** set up as an open composition so that the visitors can take a look at the exhibition freely
 - Composite the area so that the exhibiting products of the exporting businesses can be exhibited visually. Set up the Miracle K-Food promotion hall (3×3m²) separately
- **(Exporting Businesses Hall)** Design as a standard Korea Pavilion

booth to improve the exhibition and consulting result

- one-side open shape with partitions (left, right) and the wall

□ General Promotion Hall: 18m² / 2Booths

○ Information Desk: information and business support(9m², 1booth)

- allocate a staff (able to speak English and Chinese) at the desk

Item	Note
Information Desk	Internal storage area, locking device
Traditional Items	Place the traditional items adequately
Lighting	mix SPOT and LED Footlight (or HQI) adequately (one or more lighting per panel)
Water Dispenser	1 dispenser(including 5 bottles of mineral water), 300 paper cups
TV	1 60-inch LED TV (USB Available, Wall-mounted)
Poster	Promotion poster, including frame and lighting
Additional Decoration	1 Catalog stand & 1 set of desk national flags
Catalog Stand	1 (luxurious model)
Collection Hall	Exhibition of the agricultural crops representing Korea Pavilion, including exhibition explanation, name tag, and lightings
Information Map	Overall information map for Korea Pavilion
PC(Laptop)	1 (with basic office programs including MS Office and Hancm Hangeul installed)
Multi-functioning Printer	1 (Printing, scanning, copying available), including 2 packs of A4 paper
Water Dispenser	1 dispenser(including 4 bottles of mineral water), 300 paper cups
Internet	2 lines (1 for the PC, 1 for Wi-Fi), router (wired & wireless, Wi-Fi enabled, with password), install so that the businesses participating in the Korea Pavilion can have multiple access
Others	1 trash bin, 50 plastic bags, 4 4-socket extenders

- Miracle Promotion Hall: Miracle promotion (9m², 1booth)
 - It is a part of the aT General Promotion Hall. It is to be designed to be openly, while the information desk can be separated spatially with the Miracle Promotion Hall.
 - Allocate 1 staff (able to speak English and Chinese)

Item	Note
Collection Hall	Miracle K-Food product exhibition, including explanation of the exhibition, making name tags, and lightings
Information Desk	Tasting zone, internal storage area, locking facility
Table set	1 table, 4 chairs
Backside Exhibition Stand	1 (with internal storage area and locking facility)
Lighting	Mix SPOT and LED footlight(or HQI) adequately (one or more lighting for a panel)
Electric outlet	2 sockets, provide 1Kw by default (For businesses that request for 24-hour electricity add additional electricity)
Catalog Stand	1 stand
Other equipment	1 trash bin
Internal Storage	1, install door stopper and locking facility

Exporting Businesses Hall: 126m² / 14Booths

- Product exhibition, tasting and export consulting, distribution of the brochure (catalog, etc.)
- With standard booth which is open at one-side with a wall at the back and partitions (left and right)
 - Gather and reflect the information about the logo, promotional wall design, equipment, and storage requirement of the participating businesses

Item	Note
Business Sign	With logo and lighting (300Watt or more)
Exhibition Stand	3-leveled show case, including lighting, locking facility
Information desk	tasting desk, internal storage, locking facility, with logo
Table set	1 table, 4 chairs
Backward Exhibition Stand	1 stand (internal storage area, locking facility)
Lighting	Mix SPOT and LED footlight(or HQI) adequately (one or more lighting for a panel)
Electric outlet	2 sockets, provide 1Kw by default (For businesses that request for 24-hour electricity add additional electricity)
Catalog Stand	1 stand
Desk National Flag	1 set
Other equipment	1 trash bin
Internal Storage	1 per booth, install doorstopper and locking facility

Others

- The aforementioned are essential items to be included and may be edited and added partially under the agreement between aT and the equipment business within the budget
- The equipment business takes responsibility and implement the basis of the installation service (construction application and approval, electricity, fire fighting, air circulating, etc.). During the fair, the personnel in charge of from the installing business is to be at the site and be responsible for the management.
- Equipment business is to cover the electricity application and basic usage fee (lighting, 1kw per business, etc.)

- set additional lighting plan for the entire pavilion to offer refined mood
- Includes the outlet followed by the equipment installation requirement and the cost followed by electricity usage
- Cleaning of the pavilion: clean up the entire pavilion during the event period (3days) (once per day)
- The equipment business to cover the entrance card for the equipment construction
- The equipment business to lead the related details such as managing the additional equipment (additional electricity, refrigerating facility, etc.) of the participating business, balance accounting, etc.
 - Providing the price list and requirement to the participating business, gathering applications, installing and changing the equipment on the site, retrieving the equipment, balance calculating, etc.
- Submit final plans with 3D blueprint 2-3 weeks before joining the fair (1 copy)

Category	Blueprint to Make
3D	Perspective, Front View, Side View
Layout	Top View, Human Traffic Plan, Arrangement Plan per Kind
aT General Promotion Hall	Perspective, Front View, Top View
Exporting Business Hall, Local Government Hall	Perspective, Front View, Side View
Graphic Printing Material	Business Logo, Information Map, Banner, Wide Color, etc.

* submit the PDF and CAD files of the above via mail or with a USB

4. Promotion Plan

- Attracting buyers' interest through sending off the invitation letter for the distributors and buyers through aT MBS and Promoting Business Matching * aT to offer the BMS list
 - 1:1 business matching consultation and finding buyers and setting consultation schedule
- Attracting the visitors to the fair to visit the Korea Pavilion through the official fair website and fair venue
 - Advertise Korea Pavilion through Asia Fruit Logistica Official Website, the entrance where many people pass by, information center, etc.



<Fair Website Online Advertisement Example>



<Offline Example in the Venue Example>

- Run fresh product collection zone (2 zones) for the products submitted by the exporting businesses and the Miraecle K-Food
 - (Miraecle K-Food) tasting of the fresh foods that can be tasted without cooking counter
 - distribute Miraecle brochures which contains the characteristics, functionality, recipes, etc. of the displayed product
 - The service business is to go through purchase, customs, and transportation for the tasting item and exhibition item. The expenses will be reimbursed afterward.

- * (Exhibiting Products) Dangjo chili pepper, sprout ginseng, shiitake mushroom, Palermo Paprika, perilla leaf, tiny cabbage, sweet pumpkin, melon, asparagus / aT to provide with the Miraecle reflect

- (Exporting business' submission) the service business is to go through purchase, custom, and transportation for the exhibiting item. Include the cost to the service cost

- * (Exhibiting Products) apple, pear, persimmon, shine musket, kyoho grape, peace, mushroom, etc.

□ Making introduction for the products exhibiting at the collection zone

- Make a brochure for the Miraecle (9 items) and exporting businesses (around 10 items) which include the season and characteristics of the product

- * The service business to prepare the product image and brochure contents. Progress after the factory inspection before the final printing



<Example of the introducing paper to adhere>



<Example of the brochure for distribution (front, back)>

다. Management Plan

- Support with the management of the fair by supporting the Korea Pavilion and the participating businesses, etc. (one or more person in charge of should be at the site)

- Guidance and support of the participating business' request (interpretation, additional equipment, carriage, etc.)

- Exhibit the items from the participating businesses and Miraele at the collection hall
- Distribution and collection of the daily consulting log per the participating business
- Cast two information and interpretation staffs (1 for the information desk, 1 for Miraele promotion hall)
- Collect the promotional videos of the exporting business and play them at the screen in the General information Hall
- Distribute, collect, and analyze the survey to the businesses participated in the fair * Survey Form: <Exhibit 2>
- Research the other countries' pavilions' trend * Research form: <Exhibit 1>
- Other overall work on the site to manage Korea Pavilion

6. Evaluation Method

- Selection Method: Select a business after a PT evaluation in a format of the contest
- Fair and objective assessment of the suggestion and selection by having a committee of evaluation and evaluation criteria according to the evaluation chart
- Select a business with technical evaluation (80%) and price evaluation (20%) (the one with the highest score will be chosen)
- Businesses with 85% or more score of the perfect score of technical evaluation are to be chosen as businesses appropriate for negotiation

7. Calculation Method

- Prepayment:** While the prepayment is not provided by principle, if the service providing business submit documents that guarantee the fulfillment of the prepayment such as guaranteed securities from a financial institute of banks, insurance companies, etc., the prepayment can be provided.

* to be provided within 3 weeks (within 50% of the contract money) from the claim after having a service contract

- When the service providing business submit the final report within the contract period (within a month after the end of the event), the corporate will examine the report and provide the entire amount or remaining amount (in a case where there was a prepayment) within 30 days.

8. Submission Guideline

Contents of the Proposal

- (Company Introduction) Performance of last 3 years, the performance of managing similar events, general information of the business, certificates of the performance, etc.
- (Proposal) Propose details of equipment design, event management plan (including human power composition), promotion plan, event, etc., business agenda, required budget, etc.

Contest Period

- Submission Deadline: for the documents arrived within June 13, 2019(Thu) - Jun 24 (Mon) 24:00
- Submission Method: submit via e-mail to the person in charge at

Hong Kong branch (narae@at.or.kr)

- * For the price estimate(original copy), compose in KRW, put company stamp, and do NOT include it with the proposal but send it via mail separately so that it can arrive at the Hong Kong branch office within the deadline

<Attachment> 1 copy of the Korea Pavilion booths and their layout

<Attachment> Korea Pavilion Booths and Their Layout

□ Korea Pavilion Booth Location in the Venue: HALL 5 (5-N17, 5-N18)



□ Korea Pavilion Layout

○ Korea Pavilion Location: HALL 5 (5M 20 / Total of 144m²)

Booth no. 7	Booth no. 8
Booth no. 6	Booth no. 9
Booth no. 5	Booth no. 10
Booth no. 4	Booth no. 11
Booth no. 3	Booth no. 12
Booth no. 2	Booth no. 13
Booth no. 1	Booth no. 14
aT General Information Hall (Korea Pavilion Information and Miraele Promotion Hall)	