



Notification of the Thai Chamber of Commerce

No. 150 /2024

Topic: Invitation for bidding Construction of Thailand Pavilion at GULFOOD 2025

The Thai Chamber of Commerce intends to bid for a company to organize the Thailand Pavilion at the GULFOOD 2025 between 17th – 21st February 2025, at Dubai World Trade Centre, Dubai, by bidding method. The details of specifications, conditions and qualifications of bidders are as follows:

Qualifications of bidders:

1. Having legal capacity
2. Not being a bankrupt person
3. Not being in the process of dissolution
4. Not the person who is being temporary freeze to proposing the offer or making the contract with the government because his/her entity name appeared on the records posted on the information network system of the Comptroller's General's Department as disqualified enterprises.
5. Not being a person whose name has been listed as the work abandoner and has been circulated as the work abandoner of a government agency in the information network system of the Comptroller General's Department. This includes legal entities where the work abandoner is the managing partner, managing director, executive, authorized person to operate the business of such juristic person.
6. Being a juristic person who has a career as a contractor for such bidding.
7. Complete the requirement and does not have the prohibited nature as the Government Procurement and Supplies Management act stated.
8. Not being a mutual beneficiary with other bidders who submitted bids to the Thai Chamber of Commerce on the bid notification date or not act to obstruct the fair price competition in this tender.
9. Neither being granted privileges nor protection which may refuse to appear in Thai courts unless the government of the bidder has ordered the waiver of such privileges and protection.
10. The bidder must have policies and approaches to prevent corruption in the procurement.



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11. The bidder must be a juristic person who is legally registered for the purpose of providing services, administration, consultation, advice, being the owner of the structure, construction services, decorating the exhibition, and implementing projects related to trade fairs, exhibitions, theatrical performances, entertainment performances, conferences, academic seminar, all kinds of related businesses as well as laying out the structure, design and decoration, etc., certified by the Department of Trade Registration, Ministry of Commerce.
12. The bidder must have experience and expertise in construction, structuring, booth decoration and design.
13. The bid price includes VAT and the contractor will be deducted withholding tax.
14. The lowest price or the maximum benefit that the Thai Chamber of Commerce will receive must be offered.
15. The bidder must have work experience or experience in construction, structuring, booth decoration and design.
16. The bidder must present technical proposals and project implementation procedures according to the Term of Reference (TOR) on 26th December, 2024 (30 minutes each). The Thai Chamber of Commerce will not consider technical proposals from bidders who fail to present the work by the date specified by the Thai Chamber of Commerce.
17. **The bidder must submit tender to the Thai Chamber of Commerce by 25th December, 2024 at 3:00 PM at the Thai Chamber of Commerce.**

Those interested can see the details on the website www.thaichamber.org/document or ask for more information at Exhibition and Business Matching Department via email tccfairbiz@thaichamber.org or calling 02-018-6888 ext. 2080 during business days and hours.

Notified on 16th December, 2024.

(Dr. Kitsana Vachekrilas)

Secretary General



TERM OF REFERENCE AND GENERAL REQUIREMENTS
FOR THAILAND PAVILION

FAIR : GULFOOD 2025
DATE : 17th – 21st February 2025
VENUE : Dubai World Trade Centre, Dubai

1. Space and Location

To Construct exhibition booths in 4 Separate Hall / with a total area of 885 SqrM:

1.1 National Pavilion (World Food 1) located at Sheik Rashid Hall

- a. 381 SqrM.
- b. 60 Booths for Exhibitors
- c. One booth for Department of International Trade Promotion (DITP), and must be located near the main entrance.
- d. Set up an area of at least 40 SqrM. to be designated for use as a business negotiation space.

1.2 Beverage located at Za'abeel Hall 2.

- a. 252 SqrM.
- b. 40 Booths for Exhibitors
- c. One booth for DITP
(DITP booth must be located near the main entrance.)

1.3 Pulses/Grains and Cereals located at Za'abeel Hall 4.

- a. 156 SqrM.
- b. 24 Booths for Exhibitors
- c. One booth for DITP

(DITP booth must be located near the main entrance.)

1.4 National Pavillion (World Food 2) located at Al Mustaqbal Plaza

- a. 96 SqrM.
- b. 14 Booths for Exhibitors
- c. One booth for DITP

(DITP booth must be located near the main entrance.)

2. Concept & Key Visual

2.1. Concept

The concept for the design of the Thailand Pavilion is “Kitchen of the World” [font: copperplate gothic] as the Key Visual.

2.2. Key Visual

Key Visual can be viewed on the website: <https://thaifex-anuga.com>

Please note that despite the key visual requirement, the contractor is encouraged to offer any new creative and original design with an aim to improve and upgrade the overall look of the Thailand Pavilion. It should, however, still incorporate some elements of the Key Visual so that visitors can relate to food shows from Thailand.

3. Scope of Work

The contractor must produce the following jobs:

- 3.1. Design, construction, decoration, and dismantling of Thailand Pavilion in Sheik Rashid Hall, Za'abeel Hall 2 and Hall 4 and Al Mustaqbal Plaza. Details of the space area and location of the Thailand pavilion are specified in clause 1.
- 3.2. Prepare graphic designs for the Thailand Pavilion's advertisement campaign. However, the contractor must coordinate with the Thai Trade Center in Dubai and the Thai Chamber of Commerce, as well as DITP.

4. General requirement of Thailand Pavilion

4.1. The total number of exhibitors at the Thailand Pavilion is 138 exhibitors and the Thailand Pavilion should be divided into

- **4 (Four) DITP booths in Sheikh Rashid Hall and Za’Abeel Hall 2 and 4 as well as Al Mustaqbal Plaza**
- **138 Individual booths in Sheikh Rashid Hall and Za’Abeel Hall 2 and 4 as well as Al Mustaqbal Plaza**
- **Storage rooms with facilities in Sheikh Rashid Hall and Za’Abeel Hall 2 and 4 as well as Al Mustaqbal Plaza**

The space layout and allocation of stands shall be subject to adjustment according to future alteration e.g. inappropriate position or allocation of space, cancellation of participation of co-exhibitors, etc.; and there shall be no additional costs charged consequently.

4.2. Mandatory requirements regarding the construction design of the Thailand Pavilion are as follows details:

1. Exhibitor booth:

- i. Name of the exhibitor company with booth number displayed at the booth.
- ii. 1 Lockable display counter
- iii. 3 Shelves
- iv. 1 Round Table
- v. 3 Chairs
- vi. 1 Bin
- vii. 1 Electricity outlet
- viii. 4 Spotlights
- ix. All booths must have carpeted or laminated floors.

2. DITP booth – Sheikh Rashid Halls (World Food 1):

- i. DITP Logo and full name clearly on display at DITP booth.
- ii. The one wall of DITP booth must be a list of names of all Thai exhibitors in their respective stands. With the map of all Thai exhibitors.

- iii. There must be a storage room within DITP booth. In the storage area should include, a refrigerator, drinking water dispenser, drinking water in a container, and microwave.
 - iv. 1 counter with lockable cupboards. (This counter must be big enough to accommodate 2 people standing behind it.)
 - v. 4 Electricity outlets.
 - vi. 1 Shelves.
 - vii. 1 Round table.
 - viii. 2 Chairs.
 - ix. 1 Bin.
 - x. 7 Spotlights.
 - xi. 2 Stool bars.
 - xii. 1 Flat screen TV (50 inches or above) with the ability to show video clips from thumb drives.
 - xiii. Booths must have carpeted or laminated floors.
3. Business Matching Area
- I. Privacy sets of a round table with 3-4 comfortable chairs (Numbers of table and chair sets in Sheik Rashid Hall 8 sets)
 - II. Suitable numbers of movable flowers, plants or small trees, or other small decorative items for counter/table decoration.
4. DITP Booth – for Za'abeel Hall 2 (Beverage):
- i. DITP Logo and full name clearly on display at DITP booth.
 - ii. The one wall of DITP booth must be a list of names of all Thai exhibitors in their respective stands. With the map of all Thai exhibitors.
 - iii. There must be a storage room within DITP booth. In the storage area should include, a refrigerator, drinking water dispenser, drinking water in a container, and Microwave.
 - iv. 1 counter with a lockable cupboard.
 - v. 1 Electricity outlet.
 - vi. 1 Round table.
 - vii. 2 Chairs.
 - viii. 1 Bin.
 - ix. 3 Spotlights
 - x. 1 Stool bars

- xii. 1 Flat screen TV (50 inches or above) with the ability to show video clips from thump drives
 - xii. Booths must have carpeted or laminated floors.
5. DITP booth – for Za’abeel New Hall 4 (Pulses Grains and Cereals):
- i. DITP Logo and full name clearly on display at DITP booth.
 - ii. The one wall of DITP booth must be a list of names of all Thai exhibitors in their respective halls. With the map of all Thai exhibitors.
 - iii. There must be a storage room within DITP booth. In the storage area should include, a refrigerator, drinking water dispenser, drinking water in a container, and Microwave.
 - iv. 1 Counter with lockable cupboard. This counter must be big enough to accommodate 2 people standing behind it.
 - v. 4 Electricity outlets.
 - vi. 2 Shelves.
 - vii. 1 Round table.
 - viii. 2 Chairs.
 - ix. 1 Bin.
 - x. 7 Spotlights.
 - xi. 2 Stool bar.
 - xii. Booths must have carpeted or laminated floors.
6. DITP booth – Al Mustaqbal Plaza (World Food 2):
- i. DITP Logo and full name clearly on display at DITP booth.
 - ii. The one wall of DITP booth must be a list of names of all Thai exhibitors in their respective stands. With the map of all Thai exhibitors.
 - iii. There must be a storage room within DITP booth. In the storage area should include, a refrigerator, drinking water dispenser, drinking water in a container, and microwave.
 - iv. 1 counter with lockable cupboards. (This counter must be big enough to accommodate 2 people standing behind it.)
 - v. 4 Electricity outlets.
 - vi. 1 Shelves.
 - vii. 1 Round table.
 - viii. 2 Chairs.
 - ix. 1 Bin.

- x. 7 Spotlights.
- xi. 2 Stool bars.
- xii. 1 Flat screen TV (50 inches or above) with the ability to show video clips from thump drives.
- xiii. Booths must have carpeted or laminated floors.

5. Services and Facilitation

5.1. Contacting DITP - the Thai Trade Center in Dubai and the Thai Chamber of Commerce or the responsible person

After being awarded, the contractor must immediately and directly contact the Thai Trade Center in Dubai and the Thai Chamber of Commerce or the responsible person to acquire necessary data and information for the relevant preparation and the construction of the Thailand Pavilion as well as for designing fair advertisements and the video presentation.

Furthermore, it must immediately and directly contact all Thai co-exhibitors to ask for their special display requirements and to obtain the necessary information (such as pictures and company information) for preparing the video presentation.

6. On-site Services

The contractor must provide daily cleaning of the Thailand Pavilion areas, daily carpet vacuuming, electrical services, technicians for any technical problems or defect of devices, waste disposal service for the whole area during setup, fair and dismantling periods including but not limited to the products packaging, carton boxes, unwanted display products, pallet etc. from all Thai co-exhibitors and any necessary helps as requested.

At least 3 site coordinators, who can speak at least English, must be available daily on site during the fair period and easily reachable at least via phone call with local number or other means of connection. Being able to speak Thai or English or both will be more advantageous. The contact of the site coordinators shall be provided to DITP.

7. After Services

Any left-over fair leaflets, documents, displays, product samples etc. as demanded by DITP Dubai or DITP staff on site must be delivered to the DITP office in Dubai (transported into the office) by the contractor. The contractor must use a proper transport truck with adequate space for the transported subjects and enough staff. The transport and delivery costs must be adsorbed by the contractor.

8. Budget

The total budget is 13,717,500 THB, consisting of Design, Construction, Decoration and Dismantling of Thailand Pavilion in Sheikh Rashid Hall and Za'Abeel Hall 2 and 4 as well as Al Mustaqbal Plaza.

9. Operation Period

December 2024 – February 2025

10. Completion time and handover of work

10.1. The contractor must complete as follows:

The design construction and decoration of the Thailand Pavilion must be completed at least 1 day before the fair begins and completely dismantled Thailand Pavilion, after ending of the fair and within the period according to the organizer's regulation.

11. The bidder's requirements

11.1. Having legal capacity

11.2. Not being a bankrupt person

11.3. Not being in the process of dissolution

11.4. Not the person who is temporarily frozen from proposing the offer or making the contract with the government because his/her entity name appeared on the records posted on the information network system of the Comptroller's General's Department as disqualified enterprises.

- 11.5. Not being a person, whose name has been listed as the work abandoner and has been circulated as the work abandoner of a government agency in the information network system of the Comptroller General's Department. This includes legal entities where the work abandoner is the managing partner, managing director, executive, or authorized person to operate the business of such juristic person.
- 11.6. Being a juristic person who has a career as a contractor for such bidding
- 11.7. Complete the requirement and do not have the prohibited nature as the Government Procurement and Supplies Management Act stated.
- 11.8. Not being a mutual beneficiary with other bidders who submitted bids to the Thai Chamber of Commerce on the bid notification date or not acting to obstruct the fair price competition in this TOR.
- 11.9. Neither being granted privileges nor protection, may refuse to appear in Thai courts unless the government of the bidder has ordered the waiver of such privileges and protection.
- 11.10. The bidder must have policies and approaches to prevent corruption in the procurement.
- 11.11. The bidder must be a juristic person who is legally registered to provide services, administration, consultation, advice, being the owner of the structure, construction services, decorating the exhibition, and implementing projects related to trade fairs, exhibitions, theatrical performances, entertainment performances, conferences, academic seminar, all kinds of related businesses as well as laying out the structure, design, and decoration, etc., certified by the Department of Trade Registration, Ministry of Commerce.
- 11.12. The bidder must have experience and expertise in construction, structuring, booth decoration, and design.
- 11.13. The bid price includes VAT and the contractor will be deducted withholding tax.
- 11.14. The lowest price is not the most considerably concerned.
- 11.15. One of the most important factors for awarding the contractor is the appropriate allocation of space for Thailand Pavilion. The proposed design should therefore utilize the available space as optimally as possible. Moreover, the contractor must take into consideration any existing obstacles on Thailand Pavilion space such as columns/pillars, form, or shape of the space etc. It shall suitably design and allocate the space to overcome or make the best of all the existing obstacles, optimize the space allocation as well as create appropriate partitions
- 11.16. The bidder must have work experience or experience in construction, structuring, booth decoration, and design.

12. Payment

12.1. The price should be inclusive of:

- (1) Costs of Design, Construction, Fabrication, Production of Printing, Installation, and Dismantling
- (2) Furniture, Manpower, Area Clean up, Waste Disposal Service for Setup, Fair, and Dismantling Period
- (3) Photo and Video Production
- (4) Traveling Costs, and Required Badges for the Contractor and its Site Coordinators.
- (5) Coordinating Costs with DITP and all Thai Co-exhibitors and All other Costs to fulfil the Requirements in this TOR

12.2. Deposit Guarantee

The contractor shall provide a deposit guarantee equal to 10% of the total bid amount (cash, cashier's check valid within 3 business days from the date of issuance, or a letter of guarantee, etc.) during the period of signing the contracts.

12.3. Payment shall be made in 2 installments as follows:

❖ **1st Instalment** : the 30% payment shall be made after submission and completion of the final design of the Thailand Pavilion is submitted to and approved by the Thai Trade Center in Dubai and the Thai Chamber of Commerce or DITP within the deadline.

❖ **2nd Instalment** : the 70% payment shall be made within 2 weeks after the ending of the fair after all required works in the TOR are completely fulfilled.

12.4. VAT must be included (Please reconfirm with the accounting section).

In case that the payment is made to outside Thailand, the money transaction fee must be included. The Thai Chamber of Commerce and DITP shall not pay any transaction fees occurred.

12.5. Contract Breach and Penalties

Upon the occurrence of the following events, the contractor shall be liable for a payable penalty. However, if any delay or default is caused by unforeseen circumstances beyond the contractor's reasonable control including, but not limited to, a natural disaster, an epidemic, a pandemic, a war, political factors, or a change in law or regulations, the contractor shall be excused from any financial obligations.

- (1) If the contractor does not operate or provide services as agreed upon, the contractor shall be liable for a payable penalty in the amount equal to the paid hiring price.
- (2) If the contract is terminated by reason of any cause beyond reasonable control, including, but not limited to, a natural disaster, an epidemic, a

pandemic, a war, political factors, or a change in government regulations, the employer (DITP) shall assume the incurred expenses and provide documents following the Thai Government Procurement and Supplies Management Act B.E. 2560 to the contractor. In the event of any conflict between this Amendment (or any portion thereof) and any other existing agreement, the terms of this Amendment shall prevail, unless otherwise agreed in writing signed by the parties

13. Decision of the board

- 13.1. The mainly considered aspects for awarding the tender are concept and design 30%, allocation and function 50%, and reasonable price 20%.
- 13.2. The judgment of the board is considered final. The participants of the tender have no claims to ask for any explanation or declaration of any reasons for judgment.

14. Example of some graphics and pictures of the Thailand Pavilion

14.1. DITP Logo

There are many DITP logo styles, e.g. 3-color style (as shown below), single white style, single black style, etc. The proper logo style corresponding to your proposed design can be chosen and used.

DITP Logo (3-color style)

The colour application of the DITP Logo is Blue Red and Light Grey e.g.

- Blue: Pantone 293C, CMYK-C100 M60 Y0 K0
- Red: Pantone 185C, CMYK-C0 M97 Y97 K0
- Light Grey: Pantone 537C, CMYK-C23 M15 Y15 K1



14.2. The Thai Chamber of Commerce Logo



14.3. THAILAND Graphics

THAILAND

14.4. THAILAND Graphics

