



# Request for Proposal

**FOR ORGANIZATION OF EXPO YEOSU 2012,  
KOREA (REPUBLIC)**

Trade Development Authority of Pakistan (TDAP) is planning to organize participation in World Expo 2012 scheduled to be held in Yeosu Republic of Korea from **12th May 2012 to 12th August 2012**. The theme of the Expo is **"The Living Ocean and Coast: Diversity of Resources and Sustainable Activities"** with three sub themes i.e.

- (a) **Preservation and Sustainable Development of the Ocean and Coast**
- (b) **Cutting-edge maritime Industries and Technologies &**
- (c) **Creative Marine Activities and Cooperation of humankind.**

2. The Yeosu Expo will provide an opportunity to enhance the international community's perception of the function and value of the ocean and coast, share knowledge on the proper use of the ocean and coast and recognize the need for cooperation in the marine sector. Following facilities to the participating countries will be provided by the Expo authorities:

- Exhibition space free of charge.
- Simplified Immigration procedures.
- Privileges to customs items.
- Accommodation facilities to staff members at standard rates.
- Protocol support for representatives and VIP from participating countries.

3. In addition to the above indicated support, financial assistance will be provided to the Lower Income Countries (LICs) and Lower Middle Income Countries (LMICs). Pakistan is included in the list of LMICs.

4. The fair authorities expect participation of 100 countries, international organizations and global corporations as well as visit of 8 million visitors including 550,000 from abroad. Further the total area (sum of areas for restaurants & souvenirs kiosks) authorised for commercial activities by official participants will be 20% of the entire exhibition area.

5. TDAP invites request for proposal from experienced companies willing to organize the event in a befitting manner. The interested companies should be financially sound and have the administrative and technical ability coupled with relevant experience to comprehend the project, creatively weave the economic progress of Pakistan with the prescribed theme of the event, design and construct the Pakistan Pavilion and plan and conduct activities / programmes for the entire period of the event spanning over three months.

6. Bidding documents containing detailed participation guide prepared by Expo authorities, TOR and tender papers and other relevant information can be obtained on any working day between 10:00 a.m. to 03:00 p.m. from office of the undersigned on payment of Rs.2000/- in the form of Pay order / Bank draft in favour of Accounts Officer, TDAP.

7. It is clarified that TDAP will not provide any financial assistance to selected company. The expenditure incurred on the Expo will be met by the Consultant / Event manager from its own resources and no liability on that part would accrue to the Government of Pakistan.

8. All interested firms / companies are required to submit their proposals made in line with instructions given in bidding documents by 11:30 a.m. on 30th August 2010. The submitted proposals will be opened in the presence of representatives of participating firms on the same day at about 12:30 p.m.

9. Contract will be awarded to the bidder whose bid will be technically qualified and deemed best for the purpose. The selected bidder will be required to undertake activities aimed at projecting the image and promotion of the export of the country.

10. PPRA rules will be fully applied.

11. TDAP reserves the right to accept / reject any proposal. However, the reason(s) for the rejection of proposal(s) will be communicated to ensure the transparency.

*for further details please contact:*

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**Trade Development Authority of Pakistan  
MINISTRY OF COMMERCE  
GOVERNMENT OF PAKISTAN**

