



REQUEST FOR QUOTATION

TITLE:	TO COMMISSION PAVILION MALAYSIA DESIGN FOR SAUDI FOOD EXPO 2022 AND TO ADMINISTER, MANAGE PAVILION MALAYSIA EXHIBITORS AND ITS PROGRAMS
REF:	MFA/EFDP/FAST/TM/2022/RIYADH
CLOSING DATE:	28 JANUARY 2022 (MONDAY), 3.00PM

1. Contractors MUST have an experience in Pavilion Design and Exhibition Management within three (3) years (2019– 2021).

2. About the event

- Saudi Food Expo 2022 is the biggest Food & Beverage and Hospitality Trade Fair in Saudi Arabia's business calendar, to be held at Riyadh Front Expo. The Expo is expected to host more than 450 national and international exhibitors and between 40,000 to 45,000 visitors from all around Saudi Arabia specialized in the industry, who are key decision makers and investors and will have the chance to incorporate a series of B2B meetings, lectures and the latest updates in the Food industry. The Event will feature a host of activities and shows including workshops, culinary art shows organized by The World Association of Chefs Societies.
- Pavilion Malaysia will showcase 8 Malaysian franchise brands and Ministry of Domestic Trade and Consumer Affairs and Malaysian Franchise Association
- Details of exhibition booth:
 - Space Area: 96 sqm
 - Type: Island & Open Concept
 - Venue: Riyadh Front Expo
 - Date: 20-23 February 2022
 - Time: 1.00PM-11.00PM

3. Person-in-Charge

Name: Wan Muhammad Zainal Wan Yahya

Designation: Deputy General Manager, Corporate Strategy

Email: zainal@mfa.org.my

Tel: +60108319772

4. The scope of this tender are as follows: -

No.	Scope of Works
i.	<p>1. PAVILION DESIGN</p> <ul style="list-style-type: none"> a. The proposed design is equipped with the following Mandatory Item(s): <ul style="list-style-type: none"> i. Main Reception Counter ii. Business Presentation Area iii. Exhibition booth for franchisor; iv. Discussion area; and v. Storeroom for exhibitors b. Design and Layout Plan of the Malaysia Pavilion (Open Concept) c. To design exhibition booth that will be able to accommodate 8 other franchisor / companies within the Pavilion. d. The design or layout for the exhibition booth must maximize and optimize the limited space for the agreed concepts and also other technical / mandatory requirements approved by Malaysia Franchise Association (MFA). Design must also accommodate high crowd density. e. The design must be stand-out, visually engaging and capable of attracting potential visitors to the booth. The overall design must also be highly visible within the exhibition area. A "Quick Win" design is highly encouraged. f. The booth design must strictly follow "SAUDI FOOD EXPO", Exhibit Display Guidelines. g. Specifications to include detailed of drawing, specifications of proposed materials, etc. based on the proposed design. The overall design should also detail out all the electrical points and wiring. <p>2. THE VENDOR IS REQUIRED:</p> <ul style="list-style-type: none"> a. To provide MFA the perspective drawing / proposal in hard copy and soft copy. b. These drawings shall indicate clearly materials and finishes to be used. c. Vendor must provide in detail Bill of Quantity (BQ) d. To submit detail working drawings, working schedules and sample of materials for the work upon awarding the contract. e. The design shall also include civil and structure, mechanical and electrical works all of which shall be in compliance to the requirements of the Local Authority in Riyadh and by law and meet all regulatory requirements and approvals of any government agencies in all matters pertaining to the project. f. Designer must consider all design elements to satisfy the requirements of safety, functionality, rigidity, aesthetical appearance and cost effectiveness. <p>NOTE: VENDOR IS NOT REQUIRE TO BUILD THE PAVILION</p>
ii.	<p>3. SOCIAL MEDIA PROMOTION</p> <ul style="list-style-type: none"> a. Bidder shall manage and promote all Malaysia Pavilion in to all targeted countries, b. Bidder must maintain a consistent communication and answer all questions with regards to the show and franchising with the all-Social Media contacts c. Bidder shall manage all aspects of Social media accounts into the best abilities including managing a conflict if any.

<p>iii.</p>	<p>4. ARTWORK</p> <ul style="list-style-type: none"> a. Bidder shall create, design and publish posters, bulletin and other relevant medias in image and video format for the intention of promoting the Malaysia Pavilion event. b. The Poster, bulletin and other relevant media must portray the franchising activities c. The posters, bulletin and other relevant media must carry the following logo <ul style="list-style-type: none"> i. Ministry of Domestic Trade and Consumer Affairs ii. Malaysian Franchise Association (MFA) iii. Franchise Malaysia (FM) iv. All Exhibitors d. All posters, bulletins and other relevant medias must be made into 6 different designs to coincide with different regions of exhibition.
	<p>5. MALAYSIA PAVILION MANAGEMENT</p> <ul style="list-style-type: none"> a. To have on-site officer to handle all enquiries during build-up, during the duration of the exhibition and teardown periods. b. To provide services in the moving-in and moving-out: <ul style="list-style-type: none"> i. Moving-in of exhibits pre-Exhibition <ul style="list-style-type: none"> 1. To assist in the moving-in of exhibits from point of entry to the allotted booth ii. Moving-out of exhibits after the exhibition <ul style="list-style-type: none"> 1. To assist in the moving-out of exhibits from the allotted booth to the point of exit c. To provide services for booth setup and fit-out. d. To provide services to manage all exhibitors needs during the exhibition e. To manage the opening ceremony of the Pavilion.

5. Bidder who fails to submit the following documents will be automatically eliminated or disqualified from further evaluation.

NO.	DESCRIPTION
1.	Complete Proposal with Design and Work Schedule for Pavilion Management
2.	Complete Quote
3.	Samples of Promotion, Leads Generation, Posters, Bulletins and Medias
4.	Registered as Vendor with Malaysian Franchise Association
5.	List of similar undertaken projects in the past 5 years
6.	3 Months Bank Account
7.	Company Profile with the following information <ul style="list-style-type: none"> i. Ownership Structure ii. Organisation Structure iii. Staff List iv. Products or Services Offered v. Clientele (Private and Government) vi. National Level Projects (By Date) vii. International Projects (By Date) viii. Awards Received ix. Testimonial from Clients
8	Deposit Receipt

The Bidder shall make a Tender deposit of the sum according the Deposit Schedule below and to be submitted in the RFQ Proposal during Closing Date. The Deposit shall either be in the form of **Online Banking** and shall be made payable to Malaysian Franchise Association (MFA). Bidder who pays by cash or bank transfer will be automatically disqualified.

Tender Deposit Schedule

Quotation Value	Amount of Deposit
Less than RM50,000	No Deposit Needed
RM50,001 to RM150,000	RM500
RM150,001 to RM300,000	RM1,000
RM300,001 to RM500,000	RM2,500
More than RM500,000	RM3,500

Banking Details:

Company Name : PERSATUAN FRANCAIS MALAYSIA / MALAYSIAN FRANCHISE ASSOCIATION

Beneficiary Bank : MALAYAN BANKING BERHAD (MAYBANK)

Account Number : 5640-1670-9808

Business Reg. No. : 196394

Swift Code : MBBEMYKL

Deposit will be refunded when the selection process has finalized the winning bid. Deposit will be returned to all bidders who were not awarded. Deposit of winning bid will be deducted of the total bid value.

Complete Proposal, Quotation & Softcopy in a USB drive, Pricing and Attachments for TOTAL PACKAGE must be sent to

Secretariat,

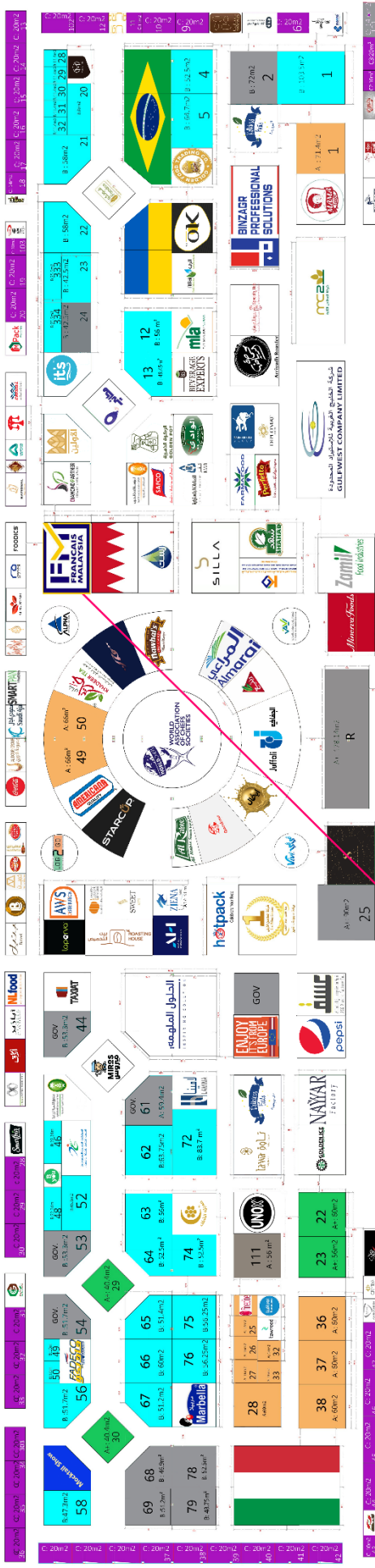
Franchise Export Committee (FRANEX)

Malaysian Franchise Association (MFA)

J2-1, Pusat Komersial Jalan Kuching,

No. 115, Jalan Kepayang, Off Jalan Kuching,

51200, Kuala Lumpur



**PAVILION
FRANCAIS MALAYSIA**

Legend for booth categories:

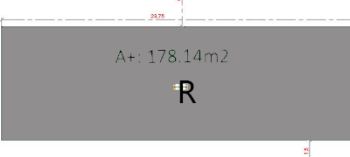
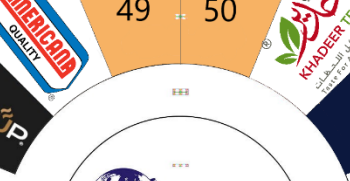
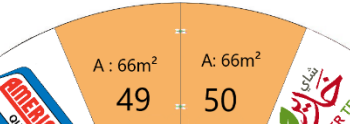
- A+ (Green bar)
- A (Orange bar)
- B (Cyan bar)
- C (Purple bar)
- Reserved (Grey bar)

ENTRANCE HALL No:4

Waiting, Info, Rec.

ENTRANCE HALL No:3

Sub, Sub



PAVILION FRANCAIS MALAYSIA

