

TERMS OF REFERENCE

CONSTRUCTION AND DESIGN SERVICES FOR EXHIBITOR BOOTH SALON DU CHOCOLAT PARIS TRADE SHOW 2022

1. BACKGROUND INFORMATION/RATIONALE

1.1 Relevant background

Caribbean Export Development Agency (Caribbean Export) has been entrusted by the Governments of the Dominican Republic, Haiti and the European Union, with the implementation of the “Trade and Private Sector Component” of the Haiti-Dominican Republic Binational Cooperation Programme under the 11th European Development Fund (EDF) FED/2018/399-379. This component seeks to enhance the overall business and investment climate of Haiti and the Dominican Republic as well as the international perceptions and images of both countries.

The Programme has three (3) main objectives:

1. The Promotion of a more balanced and formal trade between Haiti and the Dominican Republic;
2. The quality of goods produced in both countries and the competitiveness of enterprises is enhanced with special attention to three (3) value chains: Cocoa/Chocolate; Essential Oils/Cosmetics; and Handicraft/Fashion/Accessories/Jewelry; and
3. The institutional cooperation, between the Ministries working in trade related issues and the Customs Administrations, as well as the public-private and private-private dialogue is reinforced.

Under the objective 2, as part of the pursuit of the development of the Binational Value Chain Strategy for the Cocoa/Chocolate sector, ten (10) beneficiaries from the cocoa sector in Haiti and the DR were identified, (five (5) from each country), to be part of the Value Chain Project and an individual strategy/a detailed Action Plan was prepared for each, to improve its quality and international competitiveness, including possible collaborations with other international institutions.

In this connection, Caribbean Export seeks to assist the promotion of the products of the beneficiaries of the Cacao/Chocolate Binational Value Chain in international markets, by providing the opportunity to participate in international trade shows that would allow them to undertake market research, product exposure and contact potential clients.

The Salon du Chocolat is the world’s largest event dedicated to chocolate and cocoa. Salon du Chocolat Paris 2022 <https://www.salon-du-chocolat.com/> will take place at Porte de Versailles for five days from October 28th to November 1st, gathering chocolatiers, pastries chefs, confectioners, cocoa producers, big brands, food bloggers of the world, creating the perfect opportunity for exhibitors who wish to showcase their products to new markets and target groups.

Given the tremendous market potential for Europe as well as the competitive benefits of the CARIFORUM-European Union Economic Partnership Agreement (EPA), Caribbean Export will provide direct assistance (by way of sponsoring a joint booth space and other logistical matters) for the beneficiaries of the HT-DR Binational Cocoa/Chocolate Value Chain to participate at this event. At this time eight (8) beneficiaries will participate in this intervention.

1.2 Contracting Authority

The contracting authority for this assignment is the Caribbean Export Development Agency (*hereinafter* Caribbean Export/the Agency) and is funded by the 11th European Development Fund (EDF) “Trade and Private Sector Component” of the Haiti-Dominican Republic Binational Cooperation Programme FED/2018/399-379.

1.3 Beneficiary Countries

Haiti and the Dominican Republic.

1.4 Target Groups

Haiti-Dominican Republic Binational Programme Cocoa/Chocolate Value Chain beneficiaries.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1 Overall Objective

The overall objective of the consultancy is the provision of construction and design services for a booth to support the participation of eight (8) Haitian and Dominican cacao and/or chocolate beneficiaries from the Binational Cocoa/Chocolate Value Chain to exhibit at the Salon du Chocolat Paris Trade Show 2022.

2.2 Specific Objectives

The specific objectives of the Consultancy are:

- Design and construct booth to house eight (8) exhibitors housed all under the usage of the Caribbean Export and HT-DR Binational Programme branding within 46 sqm of floor space that has been contracted for the fair.

2.3 Purpose of consultancy and expected results

The purpose of the consultancy is to enable participating companies to showcase their product offerings properly and effectively, with the goal of attracting interest from the fair’s general audience and potential international buyers. The expected results are:

- i. Having a lively and attractive booth design that captures attention from the audience and potential buyers
- ii. Participants have access to a sound booth structure that allows them to properly showcase their product offering, while also enabling storage of samples and materials
- iii. A unified design for the booth with the usage of Caribbean Export and the HT-DR Binational Programme graphic line, while also highlighting individual branding for each of the sponsored beneficiaries

3. ASSUMPTIONS AND RISKS AND MITIGATION

3.1 Assumptions

- Booth construction and design service providers are available to supply the service in the allotted time

3.2 Risks

- The time is insufficient to design and construct the booth as per Caribbean Export's requirements
- Service providers are unable to source required material for the booth

3.3 Mitigation

- Dimensions of floor space as well as branding logos for Caribbean Export, EU and the HT-DR Binational Programme are in annex to this TOR to guide the concept design

4. SCOPE OF WORK

4.1 Specific Activities

Caribbean Export is seeking the services of a consultant/firm to:

- Design and construct a booth to house eight (8) exhibitors under the Caribbean Export, EU and HT-DR Binational Programme brand within 46 sqm of floor space.
 - Space located at Pavillion 5.1 stand E2 (bare area with 2 open corner)
- The design should reflect a cocoa/chocolate theme including corporate branding (logos) for each company participating in the booth.
- The booth will showcase the Caribbean Export and HT-DR Binational Programme brand including the EU flag and should have:
 - A full design concept highlighting Haiti and the Dominican Republic
 - Branded walls and signage
 - Lighting fixtures to ensure the booth is fully lit (not including electricity costs)
 - Individual exhibition display units/stands for the eight (8) participating companies
 - At least two (2) meeting tables with chairs for firms to conduct meetings
 - Secure storage space including shelves for exhibitors to house their samples and promotional material
 - A small kitchen space featuring refrigerator and microwave.
 - TV screens with USB capabilities to run promotional videos and a sound system to play Caribbean music
- Source material for the construction of the booth
- Transportation of all material to and from the site
- Disassemble and cleanup the space following the show

Attached to this TOR are the booth dimensions and location within the show floor along with the booth branding logos to display to guide concept designs.

5. PROJECT MANAGEMENT AND REPORTING

5.1 Responsible Body

Caribbean Export Development Agency

5.2 Management structure

The Deputy Executive Director will retain overall responsibility for the overall project. Day-to-day supervision of this specific programme is the responsibility of the Communications & Research Officer SRO, who will communicate progress to the Deputy Executive Director.

5.3 Reporting

Regular written communications on the progress of the assignment outlining key activities undertaken, progress made, and results achieved, must be submitted to Communications Research Officer SRO.

6. LOGISTICS AND TIMING

6.1 Commencement date and period of implementation of tasks

Work is expected to commence October 1st, 2022 and construction should be completed ahead of the show which is scheduled to commence on 27th October 2022.

7. PAYMENT TERMS

All services must be completed to the satisfaction of the Agency and payments will be contingent on submission and approval of the deliverables and appropriate invoices. Payments will be made in accordance with the terms and conditions outlined in the contract between the contracting authority and the consultant.

8. REQUIREMENTS

8.1 Qualifications

- Demonstrated track record of booth design and construction for major trade shows as evidenced by past experiences.

8.2 Work Experience

As above

8.3 Required Documentation

- Technical proposal/concept design for delivery of services requested
- Financial proposal to meet scope of works
- Applicant Declaration form in paragraph 14

MUST Submit required documentation by September 30th, 4:00 pm AST.

8.4 Office Accommodation

N/A

8.5 Facilities to be provided by the Consultant

N/A

8.6 Equipment

N/A

8.7 Travel

Costs associated with the delivery of the services should be part of technical proposal.

9. REPORTS

9.1 Reporting requirements

The consultant shall provide the following reports:

- An **Inception report (Report 1)** that includes a proposed project design and work plan, as well as timelines, to be presented within 7 working days of the commencement of the consultancy. Prior to the submission of the Inception Report and the commencement of the contract, the consultant will be required to attend an inception meeting (virtually) with the Caribbean Export team.
- Regular written communications on the progress of the consultancy following the submission of the inception report. The contents of these reports will be agreed to by Caribbean Export and the Consultant and shall detail the progress made in accordance with the approved project schedule towards meeting the deliverables as set out above paragraph 4.
- **One Final report** which presents all deliverables described in paragraph 4.

9.2 Submission and Approval of Reports

The reports and deliverables as referred to above must be submitted to the Deputy Executive Director. All reports must be submitted in English in electronic format. The Deputy Executive Director is responsible for approving the reports.

10. EXCLUSION CRITERIA

Candidates will be excluded from participation in the bidding process if they:

- a) are bankrupt, insolvent, filing for insolvency or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) are the subject of proceedings for fraud, corruption, a declaration of bankruptcy, for winding-up, for administration by the courts, for an arrangement with creditors or for any similar procedure provided for in national legislation or regulations;
- c) have been convicted of an offence concerning professional conduct by a judgement which has the force of *res judicata*
- d) are guilty of grave professional misconduct proven by any means which Caribbean Export can justify;
- e) are guilty of serious misrepresentation in supplying the information required by the contracting authorities as a condition of participation in the procurement process; they have been declared to be in serious breach of contract for failure to comply with obligations in connection with another contract with the same Contracting Authority or another contract financed with Caribbean Export's funds;
- f) are in breach of payment of taxes or social security contributions;
- g) have been convicted or are the subject of proceedings for money laundering, terrorist offences or activities, child labour, human trafficking, being a criminal enterprise in the production of goods and services, or any other irregularity;
- h) are established as or operating as a shell company.

Any entity operating in public interest such as public health or environmental protection are also subject to the above clauses.

11. MONITORING AND EVALUATION

The Consultancy will be monitored and evaluated by Caribbean Export over the duration of the project. Performance on the project will be measured by satisfactory completion and timely submission of the deliverables outlined in Sections 4 and 9, and as outlined within the work plan submitted in the inception report. Feedback, other than acceptance, on each submitted deliverable is not a requirement for the continuation of the project. However, in some instances the Consultant may need to integrate any feedback into the subsequent deliverables. The Contracting Authority will provide feedback to the consultant within ten (10) working days of receipt of the final report.

12. SPECIAL REQUIREMENTS

N/A

13. PUBLICATION OF INFORMATION

To participate in any activity executed or supported by Caribbean Export, you hereby agree that any information and personal data that you share and is collected by the Agency will be processed for the purpose of reporting the outcomes and impact of your projects and/or participation. Please note that Caribbean Export reserves the right to publish the Contractor's/Participant's name and address, the purpose and nature of the activity, and financial arrangements, in accordance with Caribbean Export's Personal Data Protection Policy. (<https://content.carib-export.com/download/personal-data-protection-policy/>). Derogation from publication of this information may be granted if it could endanger the Contractor/Participant or harm his/her commercial interests.

14. DECLARATION

To participate in any procurement undertaken by Caribbean Export, all applicants must complete and submit to the agency the Applicant Declaration Form. <https://content.carib-export.com/download/applicant-declaration-form/>

Annex below

Caribbean Export Stand Location and dimensions

27ème SALON DU CHOCOLAT

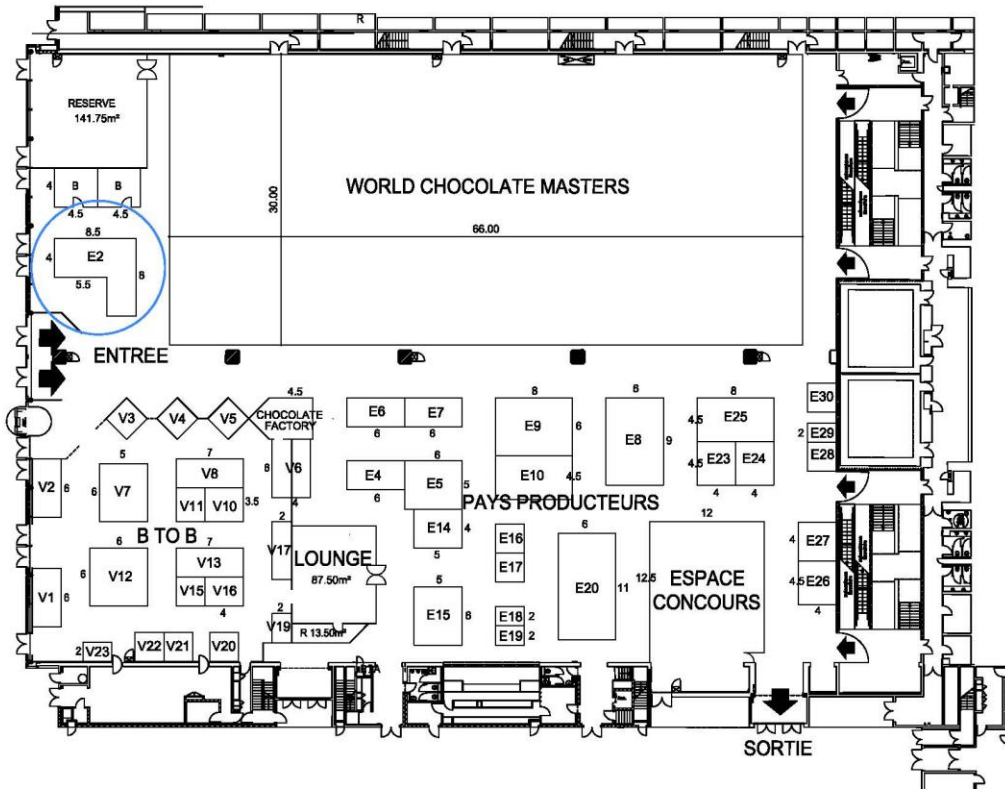
28 OCTOBRE - 1er NOVEMBRE 2022

PARIS



PAVILLON 5.1

Le 05.08.22



Branding logos to be used for the booth



Programme
de Coopération Binationale
République d'Haïti
République Dominicaine



Programa
de Cooperación Binacional
República Dominicana
República de Haïti



EUROPEAN UNION



(Logos of the cocoa and /or chocolate producers beneficiaries of the Binational Cocoa/Chocolate Value Chain will be shared to the selected service provider to be included in the design)

All queries relating to this activity should be directed to Ms. Romily Thevenin – Communication & Research Officer at rthevenin@carib-export.com copied to Mr. Leo Naut- Deputy Executive Director lnaut@carib-export.com