

## TERMS OF REFERENCE

### CONSTRUCTION AND DESIGN SERVICES FOR EXHIBITOR BOOTH SIAL PARIS TRADE SHOW 2024

#### 1. BACKGROUND INFORMATION/RATIONALE

##### 1.1 Relevant background

The Caribbean Export Development Agency (Caribbean Export) is implementing the European Union's Global Gateway Regional Private Sector Development Programme III (RPSDP). The overall objective of the RPSDP is to increase employment creation, inclusiveness, and overall poverty reduction in CARIFORUM countries through targeted interventions that provide new and innovative frameworks for growth and development.

Caribbean Export assists CARIFORUM exporters in participating in international food and beverage expositions. There has been a notable increase in demand for Caribbean products, particularly during the COVID-19 pandemic (2020-2021) when EU consumers shifted to home dining. In Spain for instance, the 'foods from other countries' category grew by 105.9% since 2012, and Caribbean flavors have increased by 55% in volume.

Caribbean food and drinks have significant potential in markets such as the Netherlands, Spain, Italy, France, Belgium, and Germany, each demonstrating significant opportunities. Germany, in particular, leads Europe in its imports of herbs and spices, accounting for 20.2% of total EU imports for these products. This demand is driven by the presence of diasporic communities and similarities in taste and culture. Additionally, European imports of spices and herbs have been increasing, with a growing interest in sustainably and ethically sourced products. This trend provides further market opportunities for Caribbean exporters looking to enter the European market.

Given the tremendous market potential for Europe as well as the competitive benefits of the CARIFORUM-European Union Economic Partnership Agreement (EPA), Caribbean Export is supporting Caribbean agro-processors to participate in the SIAL Paris Trade Show scheduled for October 19-23, 2024 at the Parc des Expositions de Paris-Nord Villepinte, Paris, France.

The SIAL PARIS Show is one of Europe's largest and most important food and beverage fairs for exhibitors who wish to showcase their products to new markets and target groups. The 2024 edition is sold out with 7000 exhibitors (85% international) and over 155 000 visitors from 200 countries including thousands of international buyers from around the world expected. Visit <https://www.sialparis.com/> for more information about the fair.

### **1.2 Contracting Authority**

The contracting authority for this assignment is the Caribbean Export Development Agency (*hereinafter* Caribbean Export/the Agency).

### **1.3 Beneficiary Countries**

CARIFORUM Region: Antigua and Barbuda, Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St. Kitts and Nevis, Saint Lucia, St. Vincent and the Grenadines, Suriname and Trinidad and Tobago.

### **1.4 Target Groups**

CARIFORUM Agro-processors/exporters

## **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 pavilion to assist CARIFORUM agro-processors to exhibit at the SIAL Paris Trade Show.

### **2.2 Specific Objectives**

The specific objectives of the Consultancy are:

- Design and construct an expo pavilion to house nine (9) exhibitors under the *Absolutely Caribbean* brand within 90 sqm of floor space

### **2.3 Purpose of consultancy and expected results**

The purpose of the Consultancy is to support exhibiting firms to access international markets. The expected benefit is that the exporters will

- i. Increase market share of products by volume and value of exports to markets of interest
- ii. Mainstream and increase accessibility of products of interest beyond Caribbean diaspora communities
- iii. Engage in B2B meetings and secure contracts to supply these markets with their products

## **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 design and construction of the pavilion

### 3.3 Mitigation

- Dimensions of floor space as well as photos of previous displays are annexed 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 pavilion to accommodate nine (9) exhibiting exporters under the *Absolutely Caribbean* brand within 90sqm of floor space (18m long x 5m wide)
- The design should reflect a typical Caribbean scene
- The pavilion will showcase the *Absolutely Caribbean* brand and should have:
  - A full design concept to reflect the countries of CARIFORUM
  - Branded walls and signage (artwork to be provided)
  - Lighting fixtures to ensure the booth is fully lit (not including electricity costs)
  - Individual exhibition display units/stands for the nine (9) exhibiting companies
  - A lounge space with 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, kitchen sink (not including water costs) and a kettle
  - TV screens with USB capabilities to run promotional videos and a sound system
- Source material for the construction of the pavilion and related exhibitor booths
- Transportation of all construction material (to and from the site)
- Disassemble and cleanup at the end of the show

Attached to this TOR is the assigned Caribbean Export pavilion location within the show floor, along with photos from previous Caribbean Export displays to guide concept designs.

## 5. PROJECT MANAGEMENT AND REPORTING

## **5.1 Responsible Body**

Caribbean Export Development Agency

## **5.2 Management structure**

The Executive Director will retain overall responsibility for the overall project. Day-to-day supervision of this project is the responsibility of the Senior Advisor, Competitiveness and Export Promotion, who will communicate progress to the Executive Director.

## **5.3 Reporting**

A monthly written progress report outlining key activities undertaken, progress made, and results achieved, must be submitted to Senior Advisor, Competitiveness and Export Promotion.

## **6. LOGISTICS AND TIMING**

### **6.1 Commencement date and period of implementation of tasks**

Work is expected to commence August 1<sup>st</sup> 2024 and construction should be completed ahead of the show which is scheduled to commence on 19<sup>th</sup> October 2024.

## **7. PAYMENT TERMS**

The total budget allocated towards this consultancy is EUR 45,000.

All services must be completed to the satisfaction of the Agency and payments will be contingent on submission and approval of the reports 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 experience.

### **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

- Submit required documentation by July 14<sup>th</sup>, 4:00 pm AST.
- All proposals should be submitted to Natasha Edwin Walcott, Senior Advisor Competitiveness and Export Promotion at [nwalcott@carib-export.com](mailto:nwalcott@carib-export.com) and copied to [sialparis2024@carib-export.com](mailto:sialparis2024@carib-export.com)

#### 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 10 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.
- **Monthly reports** 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 Executive Director. All reports must be submitted in English in electronic format. The 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. [Personal Data Protection Policy](https://content.carib-export.com/download/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.

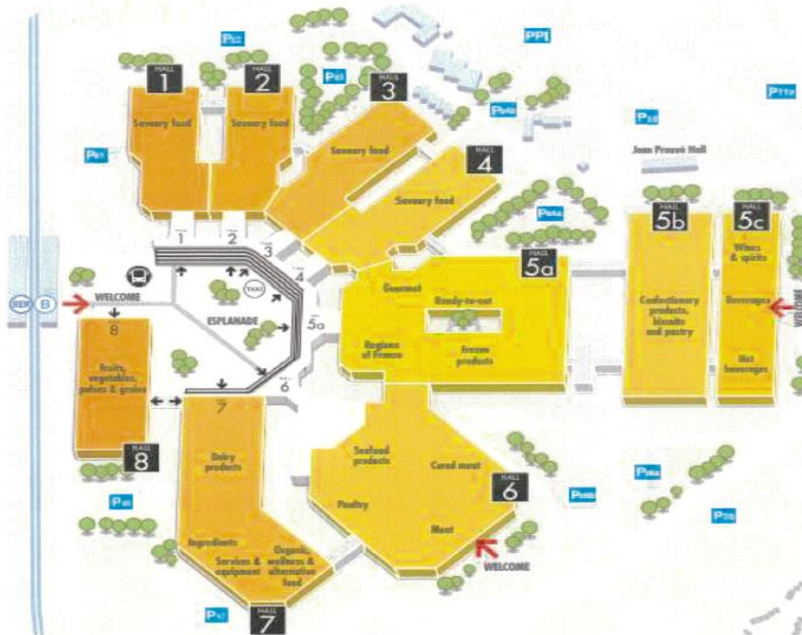
#### **14. DECLARATION**

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/>

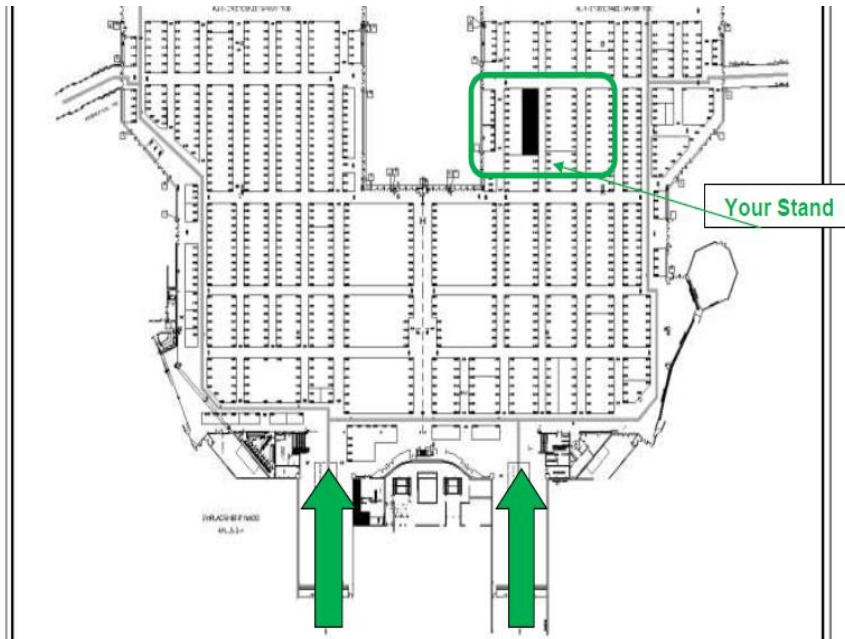
**ANNEX**

**Caribbean Export Stand Location**

**HALLS 3&4**

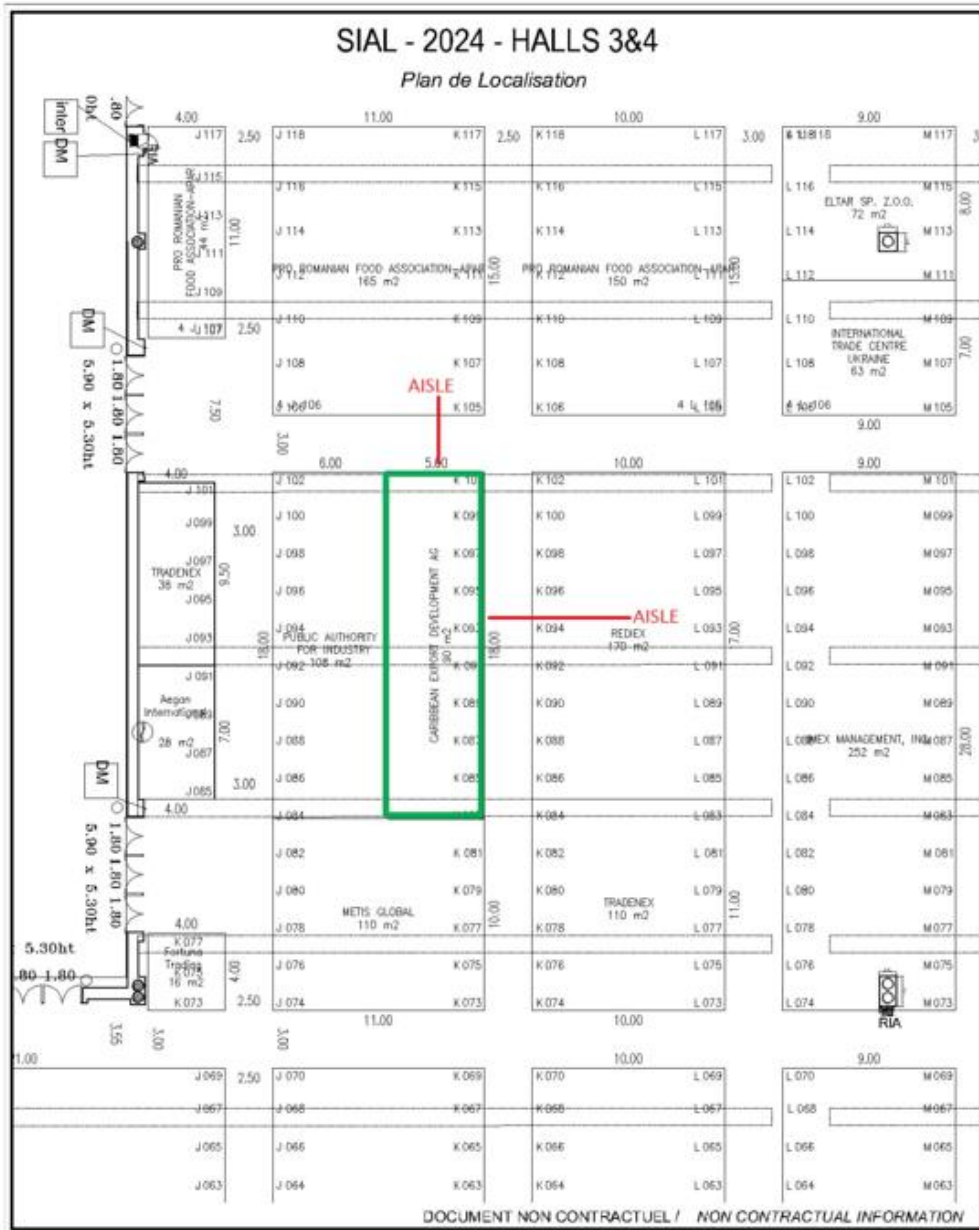






**Caribbean Export stand dimensions**

Floor space: 90 sqm (length 18m; width 5m) with 2 open sides in the grocery and multi products section



**Previous Caribbean Designs**

SIAL Paris 2018



**SIAL Paris 2022**



All queries relating to this activity should be directed to Natasha Edwin Walcott – Senior Advisor, Competitiveness and Export Promotion at [sialparis2024@carib-export.com](mailto:sialparis2024@carib-export.com)