

3<sup>rd</sup> April, 2023

**Ref. Tender No: AEPC/HO/RBSM- AUSTRALIA & NEW ZEALAND/2023 – 24**

E- TENDER FOR SELECTION OF PR AGENCY FOR MOBILIZING 60-75 AUSTRALIAN & NEW ZEALAND BUYERS FOR THE RBSM AT APPAREL HOUSE, GURGAON (22-24 AUGUST, 2023)

Dear Sir / Madam,

Apparel Export Promotion Council (AEPC), is a nodal body of Indian apparel exporters and provides assistance to Indian Garment Exporters and importers / international buyers to facilitate apparel trade between India and other parts of the world. AEPC currently has over 8000 member exporters who deal in garment exports.

As a part of its export promotion programme for the F.Y. 2023-24, AEPC will be organizing “Reverse **Buyer Seller Meet at Apparel House, Gurgaon, India** during 22-24 August, 2023 as per details given below:-

Venue / City/Country	Dates	
Apparel House, Gurgaon, India	Set-up day : 21 <sup>st</sup> August, 2023 RBSM Days : 22 <sup>nd</sup> - 24 <sup>th</sup> August, 2023	Monday Tuesday, Wednesday & Thursday

60-75 Australian & New Zealand importers / buyers needs to be invited for the RBSM. In this context, AEPC is looking forward to hire a reputed PR agency to handle co-ordination work for facilitating the RBSM.

Scope of work of PR agency would be:-

1. Mobilization of 60-75 Australian & New Zealand genuine buyers purely in Garment category.
2. Market and wide publicity of the event in Australia & New Zealand to ensure relevant buyers participation.
3. To conduct a webinar by a local Australian & New Zealand consultant on Export opportunities for Indian garment companies in Australia and New Zealand. Webinar to be conducted before the event to generate relevant exhibitors for the event
4. Coordinate with Australian & New Zealand buyers to encourage them for B2B meetings during the RBSM.
5. Extend interpreter facilitation during the RBSM as and when required.

**B. BASIC QUALIFICATIONS OF THE BIDDERS**

1. The bidder should have experience of handling at least two trade shows. Please attach copies of work done previously in the last two years and also attach order copies of the clients.

2. The bidder must possess good database of active apparel & apparel accessories buyers.
3. The bidder should be capable of mobilizing at least 60-75 different garment and /garment accessory buyers during the Fair.
4. AEPC reserves the right to reject or accept any or all application(s) without assigning any reasons(s).
5. AEPC reserves the right to increase and decrease services in Tender documents.
6. The turnover of the company for the last 2 years duly certified by a Chartered Accountant should be submitted. A copy of PAN Card and Registration Certificate (GST/VAT etc.) should be enclosed.
7. The successful bidder will be required to deposit Earnest Money Deposit of Rs.50,000/- (in case of foreign companies US \$ 650 in the form of Bank Draft / RTGS / Bank pay order / Bank Guarantee in favour of Apparel Export Promotion Council, Gurgaon. The SWIFT details of AEPC are as follows:

**Beneficiary : Apparel Export Promotion Council**  
**Bank Name : Indian Overseas Bank**  
**Account No : 180401000003210**  
**Address : Apparel House, Sector-44, Institutional Area, Gurgaon- 122003**  
**(Haryana), India**  
**Branch Code : 1804**  
**SWIFT : IOBAINBBE36**

**The bank charges shall be in the account of the PR agency / sender and AEPC should receive US \$ 650 in their account.**

8. The L-1 bidder will be awarded the PR agency work.

### **SUBMISSION OF BIDS**

The bidders should submit their e-quotation in the prescribed format (Annex-I) latest by 1<sup>st</sup> May, 2023 (Monday) upto 1.00 PM at the e-mail ID [tender@aepecindia.com](mailto:tender@aepecindia.com)

With regards,

(J.S. Rana)  
Addl. Director

**Annexure - I**

**AEPC's Reverse Buyer Seller Meet (RBSM) –Australia & New Zealand at Apparel House, Gurugram, India from 22<sup>th</sup> to 24<sup>th</sup> August, 2023  
(TECHNICAL CUM FINANCIAL BID)**

1. Name of the Company :
2. Address, Contact details :
3. Contact person & Designation :
4. Turnover of the Company for the financial year  
FY 2022 - 23 :  
FY 2021 - 22 :  
(Attached certificate duly certified by Chartered Accountant)
5. Attach copy of Registration (GST / VAT etc.) :
6. Work Experience  
(Attach proof of previous similar work done in at least two International events with copies of the work orders issued by client for satisfactory completion of jobs)
7. Quote for mobilizing 60-75 Australian and :  
New Zealand genuine apparel buyers ( in USD) :
8. EMD Details  
(Attach details of EMD –DD/PO/RTGS) :

I declare that all the above details mentioned are correct and true to my knowledge and any of the above details found false or incorrect in future will make me ineligible for getting the contract and I shall be liable for any legal action taken by AEPC in this regards.

(Signature)

Name of the person \_\_\_\_\_  
Name of the company \_\_\_\_\_

Company's stamp

Place:

Date :

