

**INTERNATIONAL EXHIBITION CUM  
CONVENTION CENTRE (IECC), KOCHI**

**Request for Proposal(RFP)**

**For**

**Selection of A Consultant for Market Analysis  
and Feasibility Study.**



**KERALA INDUSTRIAL INFRASTRUCTURE DEVELOPMENT  
CORPORATION (KINFRA)**

**(A Statutory Body of Government of Kerala)**

**KINFRA Corporate Head Office, KINFRA House, TC 31/2312, Sasthamangalam P.O.,**

**Thiruvananthapuram, Kerala, India - 695 010**

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*RFP for Selection of Consultant for Market Analysis and Feasibility Study for IECC, Kochi*

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Proposals are invited from reputed Marketing and Consulting firms to provide services for market analysis and feasibility study for the proposed project for setting up an International Exhibition cum Convention Centre at Kakkanad, Kochi.

The project is being taken up by a joint venture of Kerala Industrial Infrastructure Development Corporation (KINFRA) and India Trade Promotion Organization (ITPO) and is being funded by ITPO and KINFRA by way of equity and the balance through term loan from Commercial bank.

The proposal shall be submitted, in duplicate, by 3.00 p.m. on 12<sup>Th</sup> March 2018 to:

**The Managing Director,  
Kerala industrial Infrastructure Development Corporation (KINFRA)  
KINFRA House, 31/2312, Sasthamangalam, Thiruvananthapuram-695010**

## **1. PROJECT BACKGROUND**

Infrastructure development cannot be restricted only to investment in direct components like roads, water supply, power, land etc, but also to innovative areas like Trade and Exhibition centres. The end result of the overall infrastructure development will be higher productivity and global trade or exports. This could be achieved only by way of opening up avenues of large volume trade and one of the critical areas is Trade exhibition and provision for interface among the industry and world trade.

Trade fairs, exhibitions and conventions both at International and national levels have become a useful business tool to overcome trade barriers and enable Industries and trade organizations expand their business. Efforts of this nature fall within the category of service and facilitation, which indirectly assist the overall growth of the business with special emphasis on export. The opening up of our economy and the liberalized trade regime has contributed significantly to the increased demand in events of the above nature to be organized in India. It has become more and more evident that trade fairs on home grounds have a tremendous advantage for Indian Companies and at the same time for multinational companies operating in India. The Indian market is over tempting and trade fairs are the best events to propagate their business.

Existing facilities, if any, in the Southern Region in the country in general and Kerala, in particular, clearly lack the required international standards and quality. Most exhibition venues available are large open spaces with the Municipal Corporations or

outdoor stadia. These venues are without any infrastructure facilities and do not provide facilities for large trade fairs. The conference venues located within star hotel complexes are small in terms of physical size and are not provided with the modern high tech audio-visual equipment expected by today's conference organizers and delegates.

The aim of this project is to develop a trade fair and convention centre offering facilities of international standards and quality, providing a permanent set up for exhibitions, conferences, conventions and other business activities in Cochin, the business city of Kerala. The initiative for this project is taken by KINFRA in association with Ministry of Commerce and Industry, Government of India through India Trade Promotion Organization (ITPO). This initiative is proposed with a view to further the efforts of the Government of India and State Government in facilitating the overall growth of exports.

## **2. PROJECT OBJECTIVES**

The project is proposed to be implemented by ITPO and KINFRA with financial support from Government of India and State of Kerala. The export promotion project is proposed to be funded under the Trade Infrastructure for Export Scheme 2017 of the Government of India (TIES -2017). The proposed project shall be implemented in two phases. ITPO's expertise in setting up, managing and marketing of Trade Fair Centres will benefit the Project.

The first phase of the Exhibition cum Convention Centre will have 3.87 lakhs sq.ft. of covered space and about 1 lakhs sq. ft. open space. The initiative for this project is taken by Government of Kerala through KINFRA in association with Government of India, Ministry of Commerce and Industry through India Trade Promotion Organisation (ITPO).

The International Exhibition cum Convention Centre, Cochin will hold a number of trade fairs, exhibitions, trade meets, and various conference and conventions on a national and international level.

15 Acre area in the upcoming Industrial Area of Cochin, at Kakkanad close to Info Park, Smart City etc. is being earmarked and will be provided by KINFRA to the SPV Company free of cost. The Trade Fair Centre is proposed to have the facilities like Exhibition Halls, convention and conference halls, cafeteria, restaurant, rest rooms, toilets, open air exhibition space, security, travel desks, car, bus and lorry parking area etc. in the first phase of the project. The second phase will have food courts, communication centres, banks, customs office, cargo handling facilities, restaurants etc.

### 3. SCHEDULE OF SELECTION PROCESS

| Sl. No | Activity   | Last date                               |
|--------|--|---|
| 1      | Release of Bid Notification                        | 21 <sup>st</sup> Feb 2018               |
| 2      | Last date of receipt of queries, if any            | 28 <sup>th</sup> Feb 2018               |
| 3      | Pre Bid meeting                                    | 3 <sup>rd</sup> March 2018 @ 11.00 AM   |
| 4      | Submission of Bid                                  | 12 <sup>th</sup> March 2018 @ 3p.m      |
| 5      | Technical bid opening                              | 12 <sup>th</sup> March 2018 @ 3.30 p.m. |
| 6      | Short listing after initial screening              | 13 <sup>th</sup> March 2018             |
| 7      | Technical presentation by shortlisted parties      | 20 <sup>th</sup> March 2018 @ 11 am     |
| 8      | Final short listing                                | 20 <sup>th</sup> March 2018 @ 3 pm      |
| 9      | Financial Bid opening of final shortlisted Parties | 20 <sup>th</sup> March 2018 @ 3.30 p.m  |

### 4. SCOPE OF WORK

The following is a description of the services to be performed and completed by the successful Bidder.

#### ***A. Project Initiation (Tasks include but not limited to)***

1. The Consultant shall meet with KINFRA team to discuss the project scope.
2. The Consultant shall conduct site visit(s) to become familiar with the location and existing conditions.

#### ***B. Market Analysis:***

1. Analyse trends in the state, regional and national meeting Industry.
2. Analyse the economic and demographic characteristics of the area.
3. Analyse the Hotel market (current and projected) in Ernakulam for its size and ability to support the Convention facility.
4. Analyse the potential trades and businesses in the region, the potential for tourism related activities and the potential demand for such an Exhibition cum Convention facility.
5. Develop a list of peer Exhibition and Convention Centres to be used in the study for comparison purposes.

6. Determine whether the proposed IECC fit within the national landscape of Conventions and Tourism.
7. Estimate the demand for the development of the proposed Exhibition cum Convention Centre.
8. Conduct a Demand Analysis, including Primary Markets Research and identifying Demand generators or potential users of the proposed facility. Interview potential customers including Meeting Planners, Event Promoters and/or Consumers. Estimate the impact of potential business and Tourism projects on the Facility Demand.
9. Develop programme options that address the facility recommendations.
10. Prepare a financial analysis of the Hypothetical operations of the proposed IECC.
11. Prepare an Economic Impact Analysis with special reference to export trade.

***C. Adequacy of the proposed Exhibition and Convention Centre Facility (Tasks include, but not limited to):***

- The Consultant shall develop facility requirements that match the meeting market needs of the region as of the present and projections for the next 10 years. The recommendations shall include size and characteristics, not only traditional convention centre facilities, but also for elements which can reasonably be expected to occur in the future. After developing the facility requirements and facility elements, the Consultant shall assess the adequacy or otherwise of the facility elements envisaged in the proposed IECC at Kakkanad, Kochi.

***D. Feasibility Study***

The Consultant has to analyse the project for its feasibility in respect of marketing and financial aspects and give their Recommendation. (Task shall include but not limited to);

1. Requirement/ Demand analysis.
2. Optimum size of the Exhibition space and Convention Centre.
3. Break even analysis
4. Sensitivity analysis.
5. Financial analysis.
6. Cost Benefit analysis.

### **E. Conclusion:**

- Based on the study, the Consultant has to give its final recommendation on the overall feasibility of the proposed project

### **5. DELIVERABLES & TIMELINE**

1. One soft copy and two hard copies of the preliminary Market Analysis report within 20 days of issue of Letter of Award.
2. One soft copy and two hard copies of the Draft Report on Market Analysis, Demand assessment and feasibility study within 30 days of issue of letter of award.
3. One soft copy and two hard copies of the Final Report on Market Analysis, Demand Assessment and Feasibility Study within 45 days of issue of letter of award.

### **6. DIRECTIVES TO BIDDERS**

The Bidder shall submit:

1. Technical Bid in a sealed envelope super scribed "Technical Bid" (as per **Annexure A**)
2. An Earnest Money Deposit (EMD) of Rupees Twenty-five thousand only (Rs.25,000/-) by way of Demand Draft drawn in favour of **The Managing Director, Kerala Industrial Infrastructure Development Corporation(KINFRA)**, payable at Trivandrum in an envelope super scribed "EMD".
3. Financial Bid in a sealed envelope super scribed "Financial Bid" (as per **Annexure C**).
4. All the above three covers along with a covering letter containing information on the firm/company interested in taking up consultancy for the proposed IECC at Kakkanad, Kochi, in a fourth cover super scribed "**Application for Selection of Consultants for Market Analysis and Feasibility Study for IECC, Kochi**" and addressed to:

**The Managing Director,  
Kerala Industrial Infrastructure Development Corporation (KINFRA),  
KINFRA House, 31/2312,  
Sasthamangalam, Thiruvananthapuram- 10, Kerala  
Tel: 0471 2726585  
Fax: 0471 2724773  
Email: mail@kinfra.org**

- The EMD of all unsuccessful bidders will be returned within a period of thirty (30) days from the date of signing of the agreement with the successful bidder. The EMD of any bidder, whose bid is rejected on account of being non-responsive or non-reasonable in accordance with the RFP, will be returned within a period of thirty (30) days from the date of intimating the rejection of bid by KINFRA to the bidder.
- All enquiries should be submitted on the following address in writing, by letter or e-mail or facsimile transmission;

**The Managing Director,  
Kerala Industrial Infrastructure Development Corporation (KINFRA),  
KINFRA House, 31/2312,  
Sasthamangalam, Thiruvananthapuram- 10, Kerala  
Tel: 0471 2726585  
Fax: 0471 2724773  
Email: mail@kinfra.org**

- **Bid Validity** :-Each bid shall indicate that it will remain valid for a period not less than 90 days from the due date of the submission of the bid (Bid due date). KINFRA reserves the right to reject any bid, which does not meet this bid validity requirement.

- **Acceptance of Bid by KINFRA**

KINFRA assumes no responsibility for the misplacement or premature opening of the bids submitted not in accordance with the prescribed procedure as above. KINFRA will not be responsible for any postal delays or delay in transit for submitting the Bids.

Notwithstanding anything contained in this RFP, KINFRA reserves the right to accept or reject any or all Bids and to annul the bidding process at any time prior to issue of Letter of Award, without incurring any liability to the rejected Bidder/ Bidders or any obligation without assigning any reason therefor. The evaluation of the applications submitted by the firms shall be undertaken based on details submitted by them as per the requirement of this RFP document. Applicants shall not be required to submit on their own, additional



information or material subsequent to the date of submission and such material, if submitted, will be disregarded. It is therefore essential that all the details are submitted by the applicants accurately and specifically as per the requirement of this RFP. However KINFRA reserves the right to ask any clarification from the applicant for details submitted, if it so desires during evaluation.

Conditional Bids will not be accepted.

- **Force Majeure:**

- ✓ War, invasion, revolution, riots, sabotage, lockouts, strikes, work shut-down imposed by Government Acts or legislature or other authorities, stoppage in supply of materials, fuel or electricity, breakdowns of machinery, act of God, epidemics, fires, earthquakes, floods, explosions, accidents, sea navigation blockades or any other acts or events whatsoever which are beyond reasonable control and which shall directly or indirectly prevent completion of the assignment within the time specified in the agreement, will be considered Force Majeure. The Consultants shall be granted necessary extension of time to cover the delay as caused by Force Majeure without any financial implication.
- ✓ Should one or both parties be prevented from fulfilment of the contractual obligations by a state of force majeure, the two parties shall consult each other and decide regarding the future execution of the contract.

## **7. PRE-QUALIFICATION CRITERIA (MINIMUM ELIGIBILITY)**

1. The applicant should have been in the consultancy service of similar nature for at least last 10 years. This has to be supported by certificate of registration, incorporation etc as the case may be.
2. Experience in conducting market survey/demand assessment/preparation of Feasibility Report/DPR in similar projects (at least 2 Projects) with project cost above Rs.100 Crores, [Signed, dated and sealed copies of work orders and the work completion certificate/client certificate shall be submitted. Projects mentioned without supporting documents will not be considered].
3. Annual Profit in each of the preceding 3 years starting from 2014-2015 till 2016-17[The Bidder shall provide copies of Audited Statement of Accounts and Balance Sheets. In case audited balance sheet is not available for the year 2016-17, Chartered Accountant certified balance sheet shall be provided].
4. Consultant should not have been debarred/blacklisted by any Central/State Governments/Govt Departments/ Govt Bodies/PSU's.

## **8. SELECTION PROCESS**

- Those who meet the minimum eligibility criteria as mentioned above only shall be invited to make the Technical Presentation on Methodology, Work plan, Deployment of professional team etc.
- The technical presentation shall be evaluated by a committee constituted by KINFRA. This committee will short list Consultants based on their competence as revealed in the presentation.
- The Financial Bid of only those parties, who are short listed after the presentation by the evaluation committee, will be opened after intimating the short listed consultants.

The Technical Presentation shall include the following:

- ***Proposed approach to the tasks and methodology***
  - ✓ *Demonstrated insight and understanding of the nature and scope of works.*
  - ✓ *Appreciation of the potential issues and risks associated with the project*
  - ✓ *Proposed methodology and approach including ability to conduct Market Analysis, Demand Assessment, Feasibility Study, strategic planning exercises, stakeholder consultation and technical reporting.*
- ***Experience and Quality of Personnel***
  - ✓ *Demonstrated performance on Similar Projects*
  - ✓ *past performance of contractual and project obligations*
  - ✓ *description of proposed roles and responsibilities for the nominated key personnel*
  - ✓ *quality and experience of key personnel*
- ***Capacity***
  - ✓ *Respondent's ability to undertake the task including current workload and availability*
  - ✓ *Schedule of resources allocated to the project (i.e. are there enough hours allocated to people, are the most appropriate people doing the right tasks etc.)*

## **9. PAYMENT SCHEDULE**

- 20% on submission of preliminary Market Analysis report within 20 days of issue of Letter of Award (item 1 of deliverables).
- 50% of Total Fee on submission of Draft Report and on verification and acceptance of the same by KINFRA (item 2 of deliverables).
- 30% on submission of Final Report (FR) and on verification and acceptance of the same by KINFRA (item 3 of deliverables).

Note: - Changes, if any, required in the Final Report is to be carried out by the consultant within the original order value itself.

**10.SIGNING OF THE AGREEMENT AND CONSULTANCY FEE**

- KINFRA shall prepare the agreement duly incorporating all the above terms and conditions for signature by KINFRA and successful bidder. The successful bidder will be required to execute the contract Agreement within 7 working days from the date of issue of the Letter of Award. One copy of the agreement duly signed by KINFRA and the consultant through their authorized signatories will be supplied by KINFRA to the consultant.
  - The consultants shall be paid the consultancy fees as per the payment schedule (in para 9 above). The fee shall be inclusive of all taxes and nothing extra shall be payable.
- 

**Annexures**

**TECHNICAL BID FORMAT****1. Name of the Applicant:**

- a. Address with contact details :
- b. Registration Details (To be supported with :  
Certificate of Registration, incorporation etc.)

**2. Experience as Consultant in the preparation of Feasibility Report/DPR in at least two fully implemented projects of similar nature with project cost of Rs.100 Crore and above.**

|   |        |
|---|--------|
| Name of Client(Promoters)   |        |
| a) Location of Project (also include District/ State)                     |        |
| b) Project Cost   |        |
| c) Project Details (Descriptions)   |        |
| d) Date of commencement and completion of the project.                    |        |
| e) Nature and details of the scope of services rendered by the consultant |        |
| f) Date of Work Order issued  |        |
| g) Date of Completion of the work assigned to the consultant              |        |
| h) Documents Submitted  |        |
| • Work Order  | YES/NO |
| • Client Certificate/Completion Certificate                               | YES/NO |

**(Note: Repeat above data for each project)****Signed by authorised signatory.**

### 3. Financial Details

| <b>Year</b> | <b>Annual Turnover</b> | <b>Annual Profit</b> | <b>Whether Copy of Balance Sheet/CA's certificate enclosed</b> |
|-------------|------------------------|----------------------|--|
| 2014-15     |                        |                      | YES/NO   |
| 2015-16     |                        |                      | YES/NO   |
| 2016-17     |                        |                      | YES/NO   |

### 4. Undertaking on whether the Firm or its Associates / Subsidiaries is debarred / blacklisted (as per Annexure B)

## ANNEXURE B

### **Undertaking on whether the Firm or its Associates / Subsidiaries is debarred / blacklisted:**

*"This is to certify that <Company Name> and its Associates/Subsidiaries has not been debarred/black listed by any Central /State Governments / Government Departments/ Government Bodies / PSU's"*

*Signature (Authorized signatory)*

**FINANCIAL BID FORMAT**

**A. Name of the organization :**

**Address with contact details :**

**B.**

|  |     |
|--|-----|
| Quoted Amount<br>(Inclusive of all<br>taxes)<br>(both in figures and<br>words) | Rs. |
|--|-----|

Conditional bids will not be accepted in the price bid.

**Name of the organization**

**Signed by**

**Seal of the organization**

**Designation**

**Date:**