



EXPO
2020
DUBAI
UAE



OFFICIAL PARTICIPANT - SRI LANKA

Sri Lanka's Participation at Expo 2020 Dubai

Terms of Reference (TOR) for Selection of a KIOSK & Retail Corner Operating Agency for Sri Lanka Pavilion at Expo 2020 Dubai from 01st October 2021 to 31st March 2022

Job Title	Selection of a KIOSK & Retail Corner Operating Company/ Agent
Location	Expo 2020 Dubai premises and Sri Lankan Pavilion
Organization	Consulate General of Sri Lanka, United Arab Emirates
Programme	Sri Lanka Pavilion at Expo 2020 Dubai
Date/s of the Event	01st October 2021 to 31st March 2022
Starting date	As stated in the offer letter and agreement
End date	As stated in the offer letter and agreement
Operation Hours	<u>Commercial Facilities</u> Saturday – Wednesday - 10.00 am – 01.00 am (next day) Thursday & Friday – 10.00 am – 02.00 am (next day) <u>Exhibition Area</u> 10.00 am – 10.00 pm
Report to	Deputy Commissioner General for Sri Lanka and Pavilion Director

GENERAL DESCRIPTION OF TASK(S), SCOPE OF WORK AND OBJECTIVES TO BE ACHIEVED

1. OVERVIEW OF THE EVENT

The World Expo is one of the oldest and largest international events taking place every 5 years and lasting for 6 months. World Expo 2020 will be held for a period of six months 01st October 2021 to 31st March 2022 in Dubai under the theme "Connecting Minds, Creating the Future". The World Expo 2020 in Dubai will be the first to be held in the MENA & SA (Middle East and North Africa & South Asia) Region.

Sri Lanka Export Development Board (EDB) being the apex export promotion organization for development & promotion of exports has been entrusted to lead Sri Lanka's participation at Expo 2020 Dubai with the Department of Commerce and Sri Lanka Tourism Promotion Bureau.

"Expo 2020 Dubai", is expected to attract over 15 million visitors of which 70% will be international visitors. The main focus is promoting countries and tourism is the main attraction of

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the event.

Sri Lanka Pavilion at Expo 2020 Dubai will be located in the “**Opportunity**” district which consists of a 212 sqm exhibit area in the ground floor and 88 sqm of office space in the 1st floor. Sri Lanka Pavilion will be branded under the theme of ‘**So Sri Lanka**’ to showcase Sri Lanka’s authenticity, diversity and compactness.

2. EXPECTATIONS FROM KIOSK OPERATING COMPANY

The Consulate General of Sri Lanka, United Arab Emirates (UAE) wishes to receive proposals from registered companies in UAE who obtained licenses to import merchandise from Sri Lanka and to undertake consumer sales within UAE with minimum of 5 years’ experience in engaging in retail service activities.

The proposal and bid should align with the Kiosk product proposal and the Commercial Guideline included in Annex 1 and Annex 2 respectively.

3. PURPOSE

To select a suitable Kiosk Operating Company to provide the relevant services and to manage the Kiosk operation in Oasis Park and the Retail Corner in the Sri Lankan pavilion.

4. IMPORTANT CONSIDERATIONS

The selected company is tasked with development of the retail strategy and activities inside the Kiosk and in the Retail Corner of the Sri Lanka Pavilion which will highlight the uniqueness of Sri Lanka as “So Sri Lanka”, including;

- a. Manage and coordinate with Pavilion Director, Consulate General and Expo Secretariat, Sri Lanka for all needed and required tasks to assure the best implementation and effective management of operation and outcomes of the Kiosk and the retail corner in the Sri Lankan Pavilion
- b. Identify suitable product companies in Sri Lanka, in consultation with Consulate General and EDB.
- c. Select merchandise that align with the product list and the Commercial guideline given
- d. Develop a pricing mechanism for products adhering to the Commercial guideline given
- e. Oversee the management of all suppliers and logistics to ensure that goods are delivered on schedule
- f. Ensure presence of a retail operator at all times (operational hours) in the retail corner inside the Sri Lankan pavilion
- g. Handle inventory management of merchandise to ensure continuous supply of products and smooth sales operation
- h. Strictly adhere to the product proposal and to the commercial guideline given by EDB and the organizer respectively
- i. Develop the retail strategy forecasting sales and royalty revenues
- j. Maintain accurate records of daily sales performance and inventory
- k. A separate bank account should be maintained to handle financial transactions in Kiosk and Retail Corner in the Sri Lankan pavilion
- l. Submit a daily/weekly sales report to the Pavilion Director/Expo Secretariat
- m. Timely payment of royalty fees and VAT to Expo organizers and EDB
- n. Provision taken for insurances including Operational Public and Product Liability Insurance

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- o. Manage and facilitate daily banking requirements from the commercial operation

Conditions

- i. The time period of the Contract will be from the date of signing the Contract to after the event
ii. Integrate the “So Sri Lanka” concept for all merchandise and retail activities
iii. Responsible to settle dues to all parties involved on monthly basis since the commencement of the event with balance inventory
iv. Retain 5% royalty fee from net sales to EDB
v. Responsible to operate and manage both Kiosk and the retail corner in the Sri Lankan Pavilion continually for the entire 6 months period
vi. Adhere to the guidelines established by the Expo Organizer regarding the logistics and customs operation related to their commercial activities, including import, customs clearance, storage, transport, duty and tax payment, delivery to the Expo site, and export of goods

5. REQUIRED DOCUMENTS

- I. Audited financial reports for last three years (2019/ 2018/ 2017)
II. Profile of the Company (Submit credentials, Copies of business registration/ License etc.)
III. Documentary evidence to prove the ability to provide the required service
IV. Sufficient documentary proof of the company work in similar capacity

6. SUBMISSION OF THE PROPOSAL

Proposals should be submitted to Consulate General of Sri Lanka, UAE

Note: The selected agency will have to sign an Agreement with the Sri Lanka Export Development Board (EDB) before commencing the programme. Payment terms will be as per the Sri Lankan government procurement guidelines.

The EDB reserve rights to select any of the above items based on the requirement or to add or deduct any items on the same lines if required.

For further details please contact Ms. Ranjani Dissanayake, Personal Assistant/ Office of the Consul General at Consulate General of Sri Lanka, UAE. Tel :04 3986535, 04 3986990 or Email : condubai@slcgdxb.ae, slcg.dubai@mfa.gov.lk

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