



16 July 2009

**REQUEST FOR PROPOSALS**  
**Design and Branding of Serbia's National Exhibition at 2009 World Food Moscow Trade Show**  
**(September 15-18)**

**DAI, an implementer of the USAID funded Agribusiness Project is inviting qualified firms to provide proposals for design and branding of Serbia's national exhibition at 2009 World Food Moscow trade show**

**Background**

USAID Agribusiness Project is a 5-year USAID funded economic development project providing education, technical assistance and grants for Serbian agricultural enterprises. The project works in six agricultural sub-sectors: Tree Fruit, Berry Fruit, Vegetables, Herbs, Mushrooms and Teas, Dairy and Meat.

As part of its export promotion activities, the Project is supporting Serbia's exhibition at the 2009 World Food fair in Moscow. The exhibition will feature two separate stands – one in the Meat and Poultry Section and the other in the Fruit and Vegetables Section of the Fair. Fifteen Serbian food companies will co-exhibit at the stands.

Due to price and effectiveness both stands will be built on-site in Moscow, by Russian contractors, using standard rental modular system elements. Stand design and branding, as well as design and production of promotional materials will be contracted out to qualified Serbian companies.

To this end, USAID Agribusiness Project is inviting qualified graphic Serbian design companies to submit proposals for **design and branding of Serbia's national exhibition at 2009 World Food Moscow trade show** according to the following requirements:

**Requirements**

USAID Agribusiness Project will feature two stands at 2009 WFM fair:

**I Fruit and Vegetables Section (WFM Pavilion 8, Hall2)**

10m x 8m, peninsula position with 3 sides open (see attached plan)

Nine co-exhibitors: each to have a counter, a show case, and table with four chairs

Each exhibitor to have an individual graphic display / poster in line with Serbian Naturally design

**II Meat and Poultry Section (WFM Pavilion 1)**

10m x 6m, corner position with 2 sides open (see attached plan)

Six co-exhibitors: each to have a cold display case, small counter and table with four chairs

Each exhibitor to have an individual graphic display / poster in line with Serbian Naturally design

Both stands must be branded using Serbia Naturally visual identity and brand imagery. All existing Serbia Naturally graphic files will be provided by the Project. The stands will be built using standard rental modular system elements.

**The contractor shall accomplish the following tasks:**

- Design two Serbia Naturally WFM stands, according to the outlined requirements, including plans, lights and architectural designs.
- Brand both stands using Serbia Naturally visual identity and brand imagery for all stand graphics, signage, banners and posters.
- Design co-exhibitors' posters/signage, in line with general stand design and branding.
- Design and produce two promotional brochures, one for each stand, featuring information on co-exhibiting companies and on Serbia's meat and fruit/vegetables industry respectively. The booklets shall be printed in 300 copies each.
- Design and produce two promotional fliers, one for each stand. The fliers shall be printed in 1,000 copies each.
- Design an electronic invitation for buyers, to be used as part of online promotional campaign.

**Eligible Bidders:**

**All individuals and legal entities will have the right to participate in the RFP procedure providing they fulfill requirements set forth in the RFP, with the following exceptions:**

- a) Individuals and legal entities listed on the master list of Specially Designated Nationals and Blocked Persons, which is maintained by the US Treasury's Office of Foreign Assets Control (OFAC) and is available at OFAC's website: <http://www.treas.gov/offices/eotffc/ofac/sdn/t11sdn.pdf>
- b) Individuals or legal entities designated by the United Nations Security (UNSC) sanctions committee established under UNSC Resolution 1267 (1999) (the "1267 Committee") [individuals and entities linked to the Taliban, Usama bin Laden, or the Al Qaida Organization]. To determine whether there has been a published designation of an individual or entity by the 1267 Committee, the Bidder should refer to the consolidated list available online at the Committee's website: <http://www.un.org/Docs/sc/committees/1267/1267ListEng.htm>
- c) Individuals and legal entities listed on US Government's Excluded Parties List: <http://epls.arnet.gov>
- d) No employee of DAI, or anyone who participated in the preparation of solicitation documents, Scope of Work or other documents related to this procurement.

**Proposals' Award Criteria**

The Proposals will be evaluated in the following manner:

- Best/Lowest price offered by qualified Bidder's with proven ability to successfully accomplish similar projects in the past.

**Deadline for Proposals Submission**

Written Proposals / pro forma invoices must be submitted by email to the following address: [office@agrobiznis.net](mailto:office@agrobiznis.net), no later than **July 22, 2009, 5:00 p.m.**

**Language of Proposals**

Proposals may be submitted in English or in Serbian Language.

**DAI reserves the right to accept or reject any Proposal, and to terminate the solicitation process at any time prior to award**

In case of termination, DAI shall notify all Bidders as soon as practicable of the decision to terminate. DAI is not obligated to provide the Bidders with detailed information or specific reasons for terminating the RFP.

**All requests for clarifications shall be submitted by e-mail to the following contact address:**

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