

TERMS OF REFERENCE

Outfitting of Booth Services for BMEX 2019

1 BACKGROUND INFORMATION

1.1 Beneficiaries

The main beneficiaries to this project are the 15 Member Countries of CARIFORUM.

1.2 Contracting Authority

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

1.3 Relevant sector background

Caribbean Export, in 2018, conceptualized and developed the WE-Xport programme with the following objectives:

1. To build the capacity of women-owned enterprises (including internal structures and systems) to capitalise on funding opportunities and to assist in creating an enabling environment that would facilitate greater access to and affordability of finance;
2. To provide capacity building tools to women-owned firms that would expand their ability to produce competitive goods and services, and equip them with the technical 'know-how' to create sustainable and scalable businesses;
3. To increase market access and penetration for women entrepreneurs to new international markets, through international expositions and trade missions/shows relevant to their businesses;
4. To advocate for the empowerment of women entrepreneurs, by strengthening their networks, sensitizing and creating awareness among Business Support Organisations (BSO's); and working with development partners and stakeholders to further address challenges confronting women.

The programme comprises of 18 women owned enterprises across several sectors.

Under the market access component (objective 3), Caribbean Export has invited all 18 companies to exhibit their products and services at the BMEX™ INTERNATIONAL TRADE FAIR 2019 taking place from 7th – 10th June 2019 at the Lloyd Erskine Sandiford Centre, Two Mile Hill, St. Michael, Barbados. The objective of participating in the BMEX show is to increase the value of exports from each of the participating WE-Xport Companies by exposing them to regional and international importers.

2 OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1 Overall objective

The overall objective of this project is to provide services for the design and construction of booth space for the BMEX 2019 show to accommodate 18 exhibitors.

3 SCOPE OF WORKS

3.1 General

3.1 .1 Specific Activities

The contracted firm will have to:

- Design and construct a booth/stand to house 18 exhibitors under the Caribbean Export/WE-Xport brand within four (4) 10X10 spaces. Two spaces (**E.44 and 45**) are to be utilized for food companies (7 companies) and the remaining two spaces (**W.23 and 24**) will be utilized for non-food companies (11 companies). Please see attached list of firms along with products.
- The booth showcasing these exhibitors is expected to have:
 - A full design concept highlighting countries of CARIFORUM as well as the WE-Xport programme
 - Branded materials and signage
 - Lighting fixtures to ensure each booth is fully lit (not including electricity costs)
 - Individual exhibition display units/shelves for eighteen participating companies across both spaces
 - Secure storage space for exhibitors to house their samples and promotional materials.
- Source material for the construction of the booth/stand.
- Transportation of all materials to and from the site.
- Disassemble and cleanup space following the show.

Attached to this TOR are the booth dimensions and location within the show floor.

3.2 Contracting Authority & Responsibility

3.2.1 Responsible body

Caribbean Export shall be the contracting authority for this assignment and shall have overall responsibility for its delivery and implementation.

4 LOGISTICS AND TIMING

4.1 Location

The booth space will be at BMEX 2019 to be held in Lloyd Erskine Sandiford Centre, Two Mile Hill, Barbados on June 7-10, 2019.

5 REQUIREMENTS

The Consultant must have the following qualifications:

- Be a firm with a track record of booth design and construction at major trade shows as evidenced by past experiences.

Interested firms are required to submit sample designs along with a financial proposal via email to jlaryea@carib-export.com

6 BUDGET

The total budget for this activity is BDS 10,000.00.

7 THE DEADLINE FOR THE SUBMISSION OF PROPOSALS IS APRIL 30TH, 2019.