



## कयूर बोर्ड Coir Board

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार  
Ministry of MS&ME, Govt. of India)

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29 February, 2016

### **Addendum to Global Tender dated 8 February, 2016**

The time for furnishing the Expression of Interest for being engaged as Event Manager for Delegate Management for IICF 2016 called for vide Notification dated 8 February, 2016, has been extended upto 15.00 Hrs. on 8 March, 2016.

The bids will be opened at 15.30 Hrs. on 8 March, 2016. The other terms and conditions in the notification remain the same.

**Secretary**

**Coir Board**

## **Notification Inviting Expression of Interest for engaging as Event Manager for Overseas Delegate Management**

Coir Board is proposing to organize the **India International Coir Fair (IICF)** in Coimbatore during 15-18 July 2016 with a view to showcase the capabilities of Indian coir sector before the International trade community. There will be Reverse Buyer Seller Meet, domestic Buyer Seller Meet, Seminars, Investors Meet etc. coinciding with the fair. The Board proposes to bring a minimum of 100 serious importers from abroad for participation in the Reverse Buyer Seller Meet of IICF 2016.

II Coir Board is looking for an efficient professional agency who has proven track record in the field of sourcing delegates/buyers for similar events. The areas of work include the following:

1. Manage, acquire and qualify business delegate database.
2. Develop contacts through Email, fax and telephone on filtered database which has qualified as target audience.
3. Identify potential target delegates through questionnaire (qualifying questionnaire to be prepared based on the inputs from Coir Board as well as their own database on importers of floor covering products, coir pith, coir geotextiles, garden articles, coir wood, handicrafts, gift articles etc.
4. Persuading the qualified delegates to visit the fair by highlighting the fair opportunities.
5. Repeat mailers to qualified delegates to create interest and desire to visit the event.
6. Confirming the itinerary and request to visit the fair
7. On confirmation the delegates are to be asked about their expectation and the business which they are looking up to tie-up during the fair.
8. Give constant update or the news letter about the fair to delegate database
9. Hospitality & travel to be coordinated.
10. The agency should give an assurance to bring a minimum of 100 serious buyers to visit the fair. All visitors mobilized by the agency should have proven track record in doing business in floor covering products, horticultural products, erosion control products, wood substitutes, gift articles etc. including coir or its substitutes.
11. Co-ordinate Road Shows to be organized by the Board for the purpose.

12. The agency should report the outcome to Coir Board on periodical basis as decided by Coir Board.
13. The agency will also have to source Senior Executives of Buying Houses/wholesalers in India, not below 50 numbers for holding a separate BSM in IICF 2016.

III Interested agencies, who have proven track record in this field, may submit their Expression of Interest incorporating the past experience, expertise, financial and other capabilities, CV of the key personnel, modes operandi for sourcing the overseas buyers and results expected.

IV The EoIs superscribed with “Expression of Interest for being engaged as Event Manager for **Overseas Delegate Management**” and should be sent to the Secretary, Coir Board, Coir House, M G Road, Kochi – 682 016 so as to reach on or before 3 PM on 29-02-2016. The EoIs sent by Emails, Fax and in unsealed covers will not be entertained.

V Belated EoI and EoI without the prescribed details will be summarily rejected.

VI The terms in this document will be interpreted in terms of Indian Laws and will be subject to the jurisdiction of the Courts at Kochi only.

VII Secretary, Coir Board reserves the right to accept or reject any or all of the EoIs without assigning any reasons whatsoever.

VIII The EoIs will be opened at 3.30 p.m. on 29.02.2016 at Coir House, Kochi.

Sd/-

Kochi

**Secretary**

08.02.2016