



Federation of Indian Chambers  
of Commerce and Industry

**EXPRESSION OF INTEREST FOR SELECTION  
OF AGENCY FOR ORGANISING CULTURAL  
PROGRAMMES AT INDIA PAVILION, IN  
WORLD EXPO 2020  
FROM  
1<sup>ST</sup> OCTOBER, 2021 TO 31<sup>ST</sup> MARCH, 2022**

**Last date for submission of Expression of  
Interest along with supporting documents  
is 16<sup>th</sup> March 2021**

**Federation of Indian Chambers of Commerce and Industry,  
1, Tansen Marg, New Delhi 110001**

The Federation of Indian Chambers of Commerce and Industry (FICCI) is a not-for-profit premier industry body working to promote Brand India and Indian businesses. FICCI is the industry partner of the Government of India for the World Expo 2020 to be held in Dubai from 1<sup>st</sup> Oct 2021 to 31<sup>st</sup> March, 2022. The primary objective of this association is to promote and create a Brand India at this mega global event and facilitate dissemination of information on Indian products, businesses and services, invite investments into India and showcase the country's capabilities to the world. For information on World Expo 2020, please visit [www.expo2020dubai.com](http://www.expo2020dubai.com)

FICCI intends working towards creating and launching a sustained campaign to promote/build Brand India. The objective of the campaign is to create a positive perception of Indian products and services in markets abroad and to project India as a destination for investment. The campaign needs to engage with domestic and global audiences.

### **India @ Expo2020 in Dubai**

The Expo2020 to be held at Dubai is a 6 month long exposition to bring the best of the world to the World, under the overarching theme of **Connecting Minds Creating the Future**.

The Expo will run from 1<sup>st</sup> October 2021 – 31<sup>st</sup> March, 2022 and the UAE Government is building a completely New expo district at Jabal Ali midway between Dubai and Abu Dhabi. With 192 countries participating, this promises to be the largest Expo till date, bringing an expected 25 million visitors to the Expo over a period of 6 months.

### **About World Expo**

World Expo, originally called The Great Exhibition of the Works of Industry of All Nations or The Great Exhibition were started in 1851 by Prince Albert, Consort to Queen Victoria. Prince Albert was a technology driven person and wanted to start something that would showcase the best in technology to the world.

1<sup>st</sup> Expo was held in London at the newly constructed Crystal Palace in Hyde Park and from its very inception was a 6-month long affair running from 1 May to 15 October 1851.

The World Expo is one of the oldest and biggest events on the planet. Every five years, a city takes its turn to host the occasion, which lasts six months at a time and invites every country in the globe to take part in showcasing the best of what they have to offer.

Most of the ground breaking and prominent products and technologies have been unveiled and launched at previous editions of World Expo like the arm and the torch of New York's famous Statue of Liberty and Heinz Tomato Ketchup in 1876 in Philadelphia, Alexander Graham Bell's telephone in 1878 in Paris, Eiffel Tower in 1889, TV in 1939 in New York etc.

## **Organizer**

The Bureau International des Expositions (BIE) is the intergovernmental organization that supervises international exhibitions (also known as expos or world expos) which was established by the Convention Relating to International Exhibitions, signed in Paris on 22 November 1928

## **India Pavilion**

India and UAE have a strategic relationship, and this has greatly influenced our positioning at the World Expo as one of the major participating countries.

FICCI is the industry partner of the Government of India and is responsible for entire showcasing, India story, exposition, participation, branding, programmes-business, government, art, culture etc.

**India pavilion is in the most inclusive area and theme of 'Opportunity' which will cut across all sectors. Situated very close to the North Park with its Immediate neighbours-** Germany, Japan, USA, Italy and Kazakhstan India Pavilion is one of the largest pavilions coming up at the Expo2020.

## **SEGMENTATION OF INDIA PAVILION BUILDING:**

The main pavilion building will have basement, Ground and Three floors.

- Ground floor as the entrance will have a permanent thematic curated area and an Experimental Zone.

- First floor will be dedicated to State Government and flagship companies from state (again one state at a time) showcasing the best they have to offer to the World
- Second floor will have Central Government Ministries ( one at a time according to the thematic calendar) along with the related leading industry showcasing the best in that particular sector by way of policies, innovation, technology, new products, services and also the Start-ups in that sector.
- Top floor will showcase the leading Indian Global Corporates both from India & UAE region.
- The top floor will also have a conference facility to seat 150 persons.

The outside area of the India pavilion will have an amphitheatre and a retail area along with food court and fine dining facility.

The programmes will include industry engagements, conferences, seminars, B2Gs, B2Bs, Government meetings, trilateral engagements etc. they will also include bringing to the world at the Expo, **the best of Indian Art, Culture, Cuisine and Cinema.**

India will be engaging in many activities with the 192 participating countries who will be displaying the best of technology. They will include seminars, workshops, forums, bilateral and multi lateral consultation, flagship events, sector focus conferences and display, food festivals, cultural shows, literature festivals, art and crafts display, puppet shows, artisans workshops, live chat shows and many such engaging activities at the India Pavilion during the six months long.

FICCI invites companies to propose **Expression of Interest** to organise various cultural programmes, food festivals, art and craft display, live chat shows, event coordination from established companies with expertise in organising programmes catering to the international audiences.

Companies with good track record may send in their Expression of Interest to partner with FICCI or organise these shows in the India Pavilion area and also around the Expo village.

### **Eligibility**

1. The agency must be in operation for a minimum of 5 years as on the date of the issue of this EOI in creating, planning and executing a Public Relations

project for the Government of India or any agency or company appointed by Government of India

2. Must have organised at least five International events.
3. Must have minimum turn over of INR. 5.00 crore (INR Five crore) every year during the last three years upto 2019-2020.
4. The agency should have never been black-listed ever by any department of the Government of India/State Government/International agency, till the date of issue of this EOI.
5. Relevant certificates/documents in support of fulfilment of eligibility criteria must be submitted, otherwise EOI proposal will not be considered.

**For details visit [www.ficci.in](http://www.ficci.in)**

**The proposals may be submitted to S.P.Singh Rewari, Consultant, Federation of Indian Chambers of Commerce and Industry, New Delhi.110001 by 3.00 PM on 16<sup>th</sup> March, 2021. Proposals received after the last date will not be entertained**